



QUOTE FOR SERVICES MICHIGAN MEDIA MARKETS, EXCEPT SOUTHEAST

BACKGROUND

In 2018, Michigan residents took fate into their own hands by approving Ballot Proposal 2 and revising the Michigan Constitution to shift the responsibility for redistricting in the State of Michigan. Instead of the Legislature being responsible for redistricting, this authority now belongs to the MICRC. Through public engagement and participation, the MICRC is responsible for adopting a redistricting plan for the Michigan Congressional, House, and Senate districts.

To ensure fairness, awareness, transparency, and engagement, the MICRC seeks promotional services to increase awareness and engagement in the State's redistricting process. The MICRC is interested in obtaining a multimedia campaign strategy that identifies key messages and generates public interest and participation at the public hearings.

SCOPE

To increase awareness and engagement, the contractor will assist the MICRC in developing and executing a multimedia education campaign to ensure Michigan residents know how to participate in the redistricting process. The selected contractor will use the market research (provided by MICRC) and other data to make data-driven recommendations on effective communications, key messages, and outreach methods.

Ideally, pending budget availability, the campaign will reach residents through television, radio, print media, social media, editorials, promotional materials, short messaging service, videos, events, etc. It is expected that the contractor will ensure extensive media coverage at each public hearing. MICRC will handle placement of print ads and video production. Please note that this should include media markets bordering Indiana and Wisconsin.

This campaign shall begin April 19, 2021 and run through July 2, 2021. Key dates for the MICRC relevant to the campaign are included below:

- April: launch public comment and map submission tool, begin encouraging public submissions.
- May-June. Begin constitutionally required public hearings—Jackson (May 11), Kalamazoo (May 13), Marquette (May 18), Gaylord (May 20), Midland (May 25), Lansing (May 27), Flint (June 1), Muskegon (June 29), and Grand Rapids (July 1). It is expected that the contractor will have a representative to assist with media relations at each public hearing, except Gaylord and Marquette.



RESPONSE

In providing your quote, please detail a proposed diverse multimedia campaign strategy, including methods, your hourly rate and budget allocation for each task, timelines, expertise on multimedia campaign, resume of principals on this campaign, and any other relevant information. Your response is due Thursday, April 15 by 5:00 p.m. The contract will start Monday, April 19.

QUESTIONS

If you have any questions or need additional information, please contact Edward Woods III, MICRC Communications and Outreach director, at woodse3@michigan.gov or 517-331-6309.