



QUOTE FOR VIDEO PRODUCTION SERVICES

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 video production services 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 producing videos to ensure Michigan residents know how to participate in the redistricting process. The selected contractor will utilize key messages to create 30-second commercials and educational vignettes (1-3 minutes) that resonate well to diverse audiences in Michigan. In addition to English, the contractor will produce videos in Spanish and Arabic.

It is expected that the videos represent Michigan's diversity, tell a story, wow the audience, follow the MICRC brand, and drive engagement in Michigan's redistricting process.

Video production should meet or exceed established television broadcasting standards and include the option to display closed caption. In addition to television commercials, these same videos would be placed on social media and the MICRC website.

RESPONSE

In providing your quote, please provide a detailed timeline from start to finish to complete the commercial and the vignette, experience in producing videos and vignettes, resume of principals, and hourly rate and budget allocation for video production. Your response is due Thursday, April 22 by 10:00 a.m. The contract will start Monday, April 26.

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.