

**MICHIGAN
INDEPENDENT
CITIZENS
REDISTRICTING
COMMISSION**



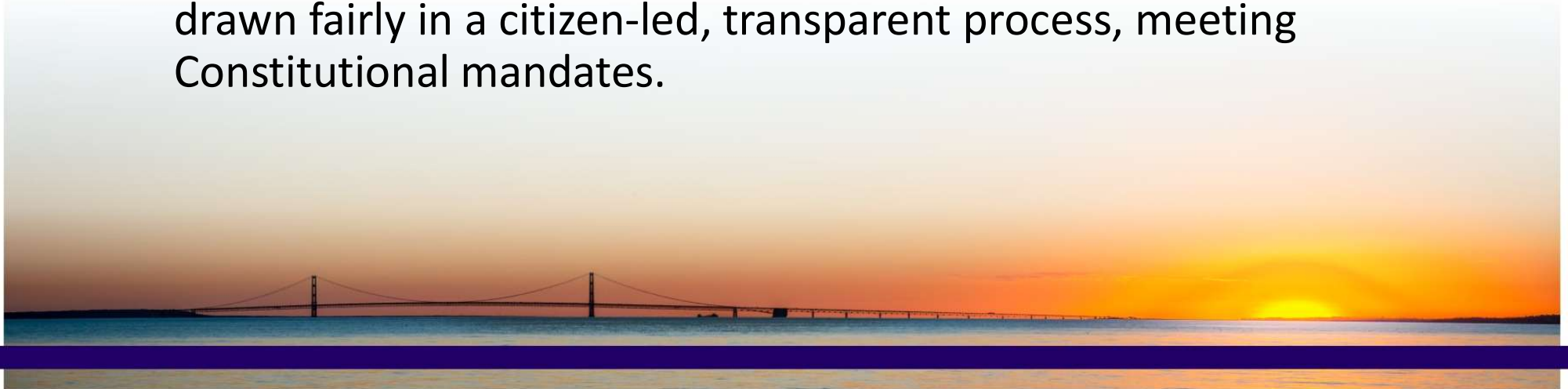
Communications and Outreach Update

APRIL 29, 2021

FAIRNESS



- Ensure fairness in the redistricting process.
 - Lead Michigan's redistricting process to assure Michigan's Congressional, State Senate, and State House district lines are drawn fairly in a citizen-led, transparent process, meeting Constitutional mandates.



AWARENESS



- Heighten awareness in the redistricting process.
 - Statewide Partners—League of Women Voters
 - American Legion Department of Michigan and Flashpoint
 - Reddit
 - Looking for more statewide organizations who have affiliates or members across the State of Michigan to ensure no Communities of Interest are left behind.



TRANSPARENCY



- Model transparency in the redistricting process.
 - Emphasize that no maps have been drawn and the desire for citizen input at the upcoming public hearings.



ENGAGEMENT



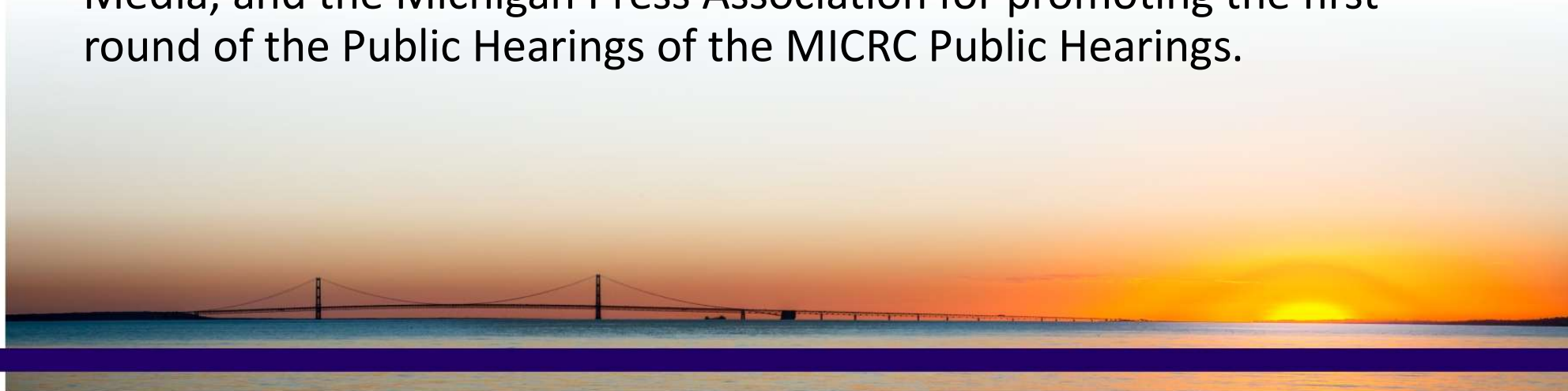
- Increase engagement in the redistricting process.
 - Create media and outreach kits.
 - Paid media
 - Billboards



MOTION



RESOLVED, that the Michigan Independent Citizens Redistricting Commission (MICRC) approves direct media buys totaling up to \$60,000 from the Michigan Association of Broadcasters, New Michigan Media, and the Michigan Press Association for promoting the first round of the Public Hearings of the MICRC Public Hearings.



MOTION



RESOLVED, that the Michigan Independent Citizens Redistricting Commission (MICRC) approves direct media buys for billboard advertising totaling up to \$60,000.00 for promoting the first round of the MICRC Public Hearings.



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VIDEO PRODUCTION SERVICES

APRIL 29, 2021



BACKGROUND

- Ensure a multimedia education campaign about Michigan's new redistricting process included video production services.
- Funding comes out of the Communications and Outreach Budget of \$400,000.00 approved by the MICRC for FY 2021.
- Requested that the three finalists (Good Fruit Video, Message Makers, and Uno Deuce) respond to additional questions to identify the best video production services bid.





EVALUATION PROCESS

1. Utilizing your production process and the attached information, what would be your Wow idea to produce a commercial and a vignette on the Redistricting process? Please identify the cost for each.
2. Share how many and the type of 30 second commercials (minimum Full HD) you can produce for \$24,999.99.
3. Share how many and the type of 1–3-minute vignettes (minimum Full HD) you can produce for \$24,999.99.
4. Share how many and the type of 30-second commercials and 1–3-minute vignettes (minimum Full HD) for \$49,999.99.



EVALUATION PROCESS

5. Share from your work a relevant 30 second commercial (minimum Full HD) that focused on increasing awareness or engagement about a new process.
6. Share from your work a relevant 1–3-minute vignette (minimum Full HD) that focused on public education about a new process.
7. Please share how you address concerns with your clients in the video production process.





RECOMMENDATION

- In assessing the bids, MICRC and MDOS staff are recommending to the Commission Good Fruit Video. For an amount not to exceed \$49,999.99, they will provide the following:
 - Two 30—second commercials
 - One 30—second animated commercial, produced in Arabic, English, and Spanish.
 - Three—1—3-minute vignettes
 - One 30—second commercials featuring the Commission
 - One—1—3-minute vignette featuring the Commission

MOTION



- Authorize MICRC staff to execute a video production services contract with Good Fruit not to exceed \$49,999.99 for the first round of public hearings.

