

Request for Information



State of Alaska
Office of the Governor
Division of Elections

Date Issued: 8/22/22

RANKED CHOICE VOTING EDUCATION MEDIA CAMPAIGN

Introduction:

The Office of the Governor, Division of Elections is seeking information from media agencies interested in contracting with the state for an educational media advertising campaign for the 2022 General Election. The contract(s) with agencies for advertising may include broadcast, digital, and print media. Total budget for this project is estimated not to exceed \$1,500,000. The contract(s) are exempt from the requirements of the Alaska State Procurement Code under AS 36.30.850(b)(34).

Background Information:

The Division of Elections is responsible for implementing Alaska's new election system that requires General Elections to be administered using a Ranked Choice Voting method. The division has determined that one of the most important elements of implementation, and a top priority for the division, is to successfully educate voters about how Ranked Choice Voting works and understand how to vote their ballots correctly. This year, 2022, is the first year voters will use this method to elect candidates to state and federal offices. As such, the state is interested in targeted advertisements in media markets around the state, especially in rural areas, to ensure voters can vote confidently and instill trust in the tabulation/results process. Advertisements should run from September 2022 through November 2022.

Response Information:

Media agencies interested in providing the required services must submit a written RFI response to the Procurement Officer below. Responses are limited to (2) 8.5"x11" letter size pages. Responses must include the following information:

- The agency's experience and qualifications
- Staff names and titles
- Methodology used for advertising
- The agency's proposed cost

NOTE: This RFI does not extend any rights to prospective firms or obligate the state to contract with any agency for the required services. If a contract is issued, the state, at its discretion, may issue multiple awards.

Procurement Officer contact information:

Interested parties must submit a written response by **September 1, 2022, at 4:00 p.m.**, Alaska Time.

Responses may be sent by email to the address listed below. Responses received after the deadline are unacceptable. All questions must be submitted via email.

Office of the Governor
Attn: Dottie Whitehead
240 Main Street, Suite 300
Juneau, AK 99801
Dottie.Whitehead@alaska.gov