

**STATE OF ALASKA RFP NUMBER 2024-0001-0190**  
**AMENDMENT NUMBER THREE**  
**AMENDMENT ISSUING OFFICE:**



Office of the Governor  
Alaska Division of Elections  
240 Main Street, Suite 300  
Juneau, Alaska 99801

**THIS IS NOT AN ORDER**

**DATE AMENDMENT ISSUED: December 21, 2023**

**RFP TITLE:**  
**PUBLIC EDUCATION CAMPAIGN**

**This is a mandatory return Amendment.**

*This amendment serves to extend the proposal due date, answers offerors questions, revises sections of the RFP, and revises Submittal Form G Cost Proposal.*

**Please closely review all the changes identified and provided in the amendment.**

**Change 1:** Serves to extend the proposal due date to January 4, 2024, at 2:00 PM AK Time.

**Change 2:** Serves to revise Sec. 1.02 Budget as provided below.

**SEC. 1.02 BUDGET**

Office of the Governor, Division of Elections, estimates a budget of between **\$2,000,000.00** and **\$2,500,000.00** dollars for completion of this project. Proposals priced at more than **\$2,500,000.00** will be considered non-responsive. The media placement cost listed in the product/service deliverables excludes administrative costs/commissions. Proposals that place under \$1,500,000.00 in media buying time will be considered non-responsive. The final level of funding for the media buying time will be determined by the division.

Payment for the contract is subject to funds already appropriated and identified.

**Change 3:** Serves to revise Sec. 1.11 RFP Schedule as provided below.

**SEC. 1.11 RFP SCHEDULE**

RFP schedule set out herein represents the state's best estimate of the schedule that will be followed. If a component of this schedule, such as the deadline for receipt of proposals, is delayed, the rest of the schedule may be shifted accordingly. All times are Alaska Standard Time.

## Amendment 3

ACTIVITY	TIME	DATE
Issue Date / RFP Released	N/A	December 15, 2023
Deadline for Receipt of Proposals / Proposal Due Date	2:00 PM	January 4, 2024
Proposal Evaluations Complete	N/A	January 15, 2024
Notice of Intent to Award	N/A	January 16, 2024
Contract Issued		January 26, 2024

This RFP does not, by itself, obligate the state. The state's obligation will commence when the contract is approved by the Office of the Lieutenant Governor, or the Lieutenant Governor's designee. Upon written notice to the contractor, the state may set a different starting date for the contract. The state will not be responsible for any work done by the contractor, even work done in good faith, if it occurs prior to the contract start date set by the state.

**Change 4:** Serves to revise Submittal Form G Cost Proposal. The original Cost Proposal posted on December 15, 2023, is removed in its entirety, and is replaced with 2024-0001-0190 Submittal Form G Cost Proposal v2. Offerors MUST use Submittal Form G Cost Proposal v2.

**Change 5:** Serves to revise Sec. 2.02 Product/Service Deliverables as reflected below. The yellow highlighted language is new. Crossed through language is removed. Closely review all changes.

## SEC. 2.02 PRODUCT/SERVICE DELIVERABLES

The contractor will be required to provide the following deliverables:

- Ad Copy for Facebook and Instagram
- :30 second Radio Spot – English for commercial radio, public radio, and streaming radio
- :30 second Radio Spot – 7 translations for public radio
- :30 second Radio Spot Script – English
- :15 second Video Spot – English - Digital
- :30 second Video Spot – English for TV, Programmatic Video, YouTube, Facebook, Instagram, Hulu
- :30 second Video Spot – 10 translations for digital
- Digital Banner Ad Set for programmatic digital and Google Display
- Static Graphic Ads for Facebook/Instagram, Hulu, Pandora/SXM media
- Print Ad Design and Resizes for statewide print – English
- Print Ad Design and Resizes - 3 translations
- Transit Ad Design and Resizes - English
- 3 Postcards for direct mail - English
- 3 Postcards for direct mail – 10 translations
- Take translations provided from DOE in Northern Inupiaq, Yup'ik, and Tagalog and incorporate them into the deliverables described above (radio ads, video ads, print ad designs and resizes, and postcards). These languages may have additional dialects that are provided which is why deliverables have differing number of translations. ~~Provide translations for 3 Alaska Native Languages (Northern Inupiaq, Yup'ik, Tagalog)~~
- Collaboration with DOE for revisions
- Final Content delivery in all forms, including SRT files

## Amendment 3

- The vendor shall provide DOE media advertising placement for the listed deliverables in the identified advertising space (Broadcast/Cable TV, Public Radio, Programmatic Banners, Programmatic Videos, Facebook/Instagram and Youtube).
- Coordinate with advertising media placement vendor to ensure deliverables are finalized in time for them to run

**Additional Proposal Instructions:**

1. Include a proposed timeline for how long each deliverable will take to create.
2. ~~Include list of the translators you will contract with for the 3 languages referenced above.~~
3. Include a list of any political candidate, party, group, organization, or cause (i.e. ballot measure) you are currently working with and in what capacity (i.e. content creation, public relations, campaign advisement, media placement, etc.)

**NOTE: In addition to submission of required Submittal Forms responding to RFP offerors must provide an attachment addressing the above required information.**

**Translated Deliverables Details**

- The English scripts and copy will be translated into each language as closely as possible by DOE and provided to the vendor. It should be noted that many of the Alaska Native Languages do not have exact translations for several words or phrases.
- Due to the above bullet point, additional or different visual elements may need to be added or reformatted which will add to production time.
- DOE will provide the translated scripts and copy for 7 languages once the English scripts and copy are finalized
- Vendor will provide SRT files for closed captioning/subtitles in all translated languages
- DOE will provide the audio voiceovers for 7 translated languages for each video
- Vendor is responsible for editing and clean up of the audio recordings DOE provides
- Any typography on screen will also need to be translated
- When translated, most of the audio voiceover recordings will be longer than their English counterparts. For instance, 30 seconds of an English voiceover recording could be 55 seconds of audio when translated. This means that editing will need to be done to the motion graphics in the video so that it matches what is being said in the voiceover.
- Non-finalized versions and/or elements of materials will be reviewed by the DOE's Language Assistance Compliance Manager and each language panel for accuracy and cultural competence. Estimated production and editing time should reflect these mandatory supplementary reviews.
- All translated versions are equally as important as the English versions and as such, should be worked on with care.
- **The result should be a product of quality, individuality, and intent. These versions are not to be treated as an opportunity for cutting corners or giving the bare minimum.**

**Projected Video Details**

*Style:* Motion Graphics Animation with Kinetic Typography

- Could include stock photos, videos, and music
- Engaging and upbeat in a way that does not jeopardize its purpose

## Amendment 3

- Script and visual elements must be consistent with, and compliment other educational materials created by DOE

*Usage:* Digital platforms (i.e. YouTube, Facebook, DOE website, other websites, etc.) with potential audiences in areas other than Alaska. Videos will be shown at in person and virtual events all over Alaska and potentially in other states as well. The audience size reached is immeasurable and the videos will remain online indefinitely.

### Special Considerations

- Final products must be non-partisan
- Every aspect of videos must be approved by DOE, including stock photography and audio tracks
- Photography stock elements must be of genuine Alaska locations and items and able to be identified as such during production
- Various stages of each video *may* be requested by DOE and sent to outside partners for review to ensure accessibility and inclusion
- Several rounds of revisions may be necessary for approval by different levels of management

### Change 6: Answers offerors questions.

1. I'm reviewing the deliverables for the Public Education Campaign RFP. Is there a website to point all digital ads to? And, if so, are web pages translated into multiple languages? I'm just wondering if creating a landing page for the digital ads is part of the deliverables, but not listed. Also, where the ads point to will be taken into consideration as we plan our methodology for the project.

**ANSWER: Division of Elections (DOE) maintains its own website where deliverables including digital ads would direct to. The vendor will not need to create a landing page for the digital ads. Additionally, there is a Language Assistance section on DOE's website that would address the translated languages.**

2. I see :30 radio spot - 7 translations for public radio in the deliverable list. I don't see anything about translated radio in the **Translated Deliverable Details** bullets. Does that mean, we as the contractor are responsible for 7 audio translations of the radio spot?

**ANSWER: DOE will provide all translations needed for each type of deliverable. The vendor is not responsible for the translation.**

3. And for the :30 video translations - 10 translations. DOE will provide audio for 7. Does that mean the contractor will need to provide audio translated in 3 languages?

**ANSWER: DOE will provide all translations needed for each type of deliverable. The vendor is not responsible for the translation.**

4. What about the 3 postcards for direct mail - 10 translations. I know the contractor is responsible for 3 languages. Will DOE provide translations for 7 other languages?

**ANSWER: DOE will provide all translations needed for each type of deliverable. The vendor is not responsible for the translation.**

**State Signature**

Name: Janice Neal *jn*  
Title: Procurement Officer

**Offeror Signature**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_