



Nebraska Secretary of State

State of Nebraska RFP 6820 Z1
Statewide Public
Education Campaign
VOTER IDENTIFICATION

Strategic America submission:
Technical Proposal

letter

September 27, 2023

TO | State of Nebraska
Department of Administrative Services,
Material Division, State Purchasing Bureau

Attn: Matthew Hansen/Diana Gilliland

Re: RFP 6820 Z1 Voter Identification for
Nebraska Secretary of State Office's
Statewide Public Education Campaign

FROM | Strategic America

Nebraska Secretary of State | **SA**

Dear RFP Review Committee,

Strategic America (SA) is pleased to submit our significant capabilities and experience for your review and consideration of this important voter education initiative.

Voter education addresses a fundamental right and responsibility of Nebraska citizens. Strategic America's plan, which follows, will bring together our valuable voter education experience, an impressive cross-disciplinary team of marketing experts and history in delivering marketing services for Nebraska agencies and companies.


- **Valuable Voter Education Experience:** SA has developed strategy, research, branding and communications solutions for the Iowa Secretary of State's Office for a number of major initiatives including voter identification, Fast Track Filing of business services and education regarding Iowa's caucus process.
- **Impressive Cross-Disciplinary Marketing Team:** SA's integrated team of experts comes equipped to develop and deliver strategies for planning, multi-level implementation including data, creative and media, and training for effective outreach and communication.
- **History Serving Nebraska State Agencies and Companies:** For the past 40+ years, SA has served clients in Nebraska – including the Nebraska Corn Board, DNA Genetics/Pillen Family Farms, Exmark, Lennox, Berkshire Hathaway affiliates MedPro and Homemakers Furniture, Wendy's and many others.

We are confident in our ability to provide an outstanding strategic plan, strategies, implementation and outcomes for the Nebraska Secretary of State's Office. For additional information, please reach out to me at 515-453-2003 or jschreurs@strategicamerica.com.

Thank you.



John Schreurs | President/CEO | Strategic America



A strategic choice
for this initiative.
**We're Strategic America
(SA).**

Hello. We're SA, and we're excited to bring the power of data, insights and media expertise – and an unrivaled ability to reach your target audiences – to this important statewide educational initiative.

This is not just about educating Nebraskans on new voter ID legislation. It's also about what Nebraska will be known for, its identity and how this important initiative – once executed well – can empower *more* of its citizens to raise their hands more confidently through representative government, not less.

But before we respond to your RFP, we want to introduce ourselves and tell you how our experience, services and shared values are a good fit.



A local agency with national capabilities.

For more than 40 years, Strategic America has helped Midwestern and American brands exceed their business goals. We do it through data-enriched insights and compelling solutions.

In the local government space, our experience is significant. Government entities, attorneys general, local elections and more, have come to SA for innovation, top-tier talent and capabilities across the board. The result? Long-lasting client relationships.

A culture of collaboration. An emphasis on goals met and promises kept.



Like you, community is our cause.

We're an independent, employee-owned firm just next door in Des Moines, Iowa. We've earned a regional and national reputation for serving key governmental initiatives in a variety of important areas.

This includes advocacy for:

- Education and awareness for voter identification for Iowa SoS Office
- Importance of agriculture, specifically corn in Nebraska, as well as other topics including sustainability, water quality, real vs. fake meats and others
- Integrated STEM education for educators, students and companies
- Health and human services for a variety of causes including at-risk youth, food insecurity, human trafficking and others

Shared values

For each of us, it's more than creating and executing a campaign; it's about improving lives and outcomes. Increasing the reach of a given message. And showing supporters and detractors alike that we can all get behind changes that positively impact the community.

These shared values — these aligned interests — will help create a strong partnership.

And it will take everyone working together to address the educational needs and differing consumer attitudes on voter ID in Nebraska.

Reaching the underserved?

A specialized function of SA is our ability to target unique audiences, including those underserved, to properly communicate important information to and for their benefit. This local/hyper-local focus adds to the impact and ability to serve all who may be needing our client's services. This is possible due to these specialized agency services:

- Data analysis, strategies
- Media/message targeting
- Communications including key audiences, channels and media
- Creative and brand design/development
- Training and education
- Public relations, media relations, strategic plan development
- Client service and strategy
- Measurement and effectiveness





A Better Way

Our strong culture is built around our mission of “finding a better way, always.” This brings innovation and continuous improvement to each client, project and opportunity. Better Ways define us in a rapidly changing world of technological advances, economic and geo-political issues, and the needs of clients to understand how their investments are paying appropriate dividends.

SA's team of 120 marketing, advertising, data, creative and strategic professionals include talented individuals located across the U.S., with more than a dozen already working hard to support marketing initiatives within the state of Nebraska.



Integrity

SA has earned a reputation for high-standard effectiveness in each of the preceding specialized areas of service. In addition, SA has also been recognized for business ethics/integrity (three times by Better Business Bureau Greater Iowa – the most of any firm), and by the industry with the 4A's Workplace Enlightenment Award.

We are staffed and committed to providing those services at the highest levels of your needs and expectations.

**Form A
Bidder Proposal Point of Contact
Request for Proposal Number 6820 Z1**

Form A should be completed and submitted with each response to this Request for Proposal. This is intended to provide the State with information on the bidder's name and address, and the specific person(s) who are responsible for preparation of the bidder's response.

Preparation of Response Contact Information	
Bidder Name:	Strategic America, Inc.
Bidder Address:	6600 Westown Parkway Suite 100 West Des Moines, IA 50266
Contact Person & Title:	Patrick Green Director of Business Development
E-mail Address:	patrick@strategicamerica.com
Telephone Number (Office):	515.453.2048
Telephone Number (Cellular):	610.745.6543
Fax Number:	855.330.3415

Each bidder should also designate a specific contact person who will be responsible for responding to the State if any clarifications of the bidder's response should become necessary. This will also be the person who the State contacts to set up a presentation/demonstration, if required.

Communication with the State Contact Information	
Bidder Name:	Strategic America, Inc.
Bidder Address:	6600 Westown Parkway Suite 100 West Des Moines, IA 50266
Contact Person & Title:	John Schreurs CEO
E-mail Address:	jschreurs@strategicamerica.com
Telephone Number (Office):	515.453.2003
Telephone Number (Cellular):	515.249.0281
Fax Number:	855.330.3415

II. TERMS AND CONDITIONS

Bidders should complete Sections II thru VI as part of their proposal. Bidder is expected to read the Terms and Conditions and should initial either accept, reject, or reject and provide alternative language for each clause. The bidder should also provide an explanation of why the bidder rejected the clause or rejected the clause and provided alternate language. By signing the Request for Proposal, bidder is agreeing to be legally bound by all the accepted terms and conditions, and any proposed alternative terms and conditions submitted with the proposal. The State reserves the right to negotiate rejected or proposed alternative language. If the State and bidder fail to agree on the final Terms and Conditions, the State reserves the right to reject the proposal. The State of Nebraska is soliciting proposals in response to this Request for Proposal. The State of Nebraska reserves the right to reject proposals that attempt to substitute the bidder's commercial contracts and/or documents for this Request for Proposal.

The bidders should submit with their proposal any license, user agreement, service level agreement, or similar documents that the bidder wants incorporated in the Contract. The State will not consider incorporation of any document not submitted with the bidder's proposal as the document will not have been included in the evaluation process. These documents shall be subject to negotiation and will be incorporated as addendums if agreed to by the Parties.

If a conflict or ambiguity arises after the Addendum to Contract Award have been negotiated and agreed to, the Addendum to Contract Award shall be interpreted as follows:

1. If only one Party has a particular clause then that clause shall control,
2. If both Parties have a similar clause, but the clauses do not conflict, the clauses shall be read together,
3. If both Parties have a similar clause, but the clauses conflict, the State's clause shall control.

A. GENERAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
<i>JS</i>			

1. The contract resulting from this Request for Proposal shall incorporate the following documents:
 - a. Request for Proposal, including any attachments and addenda;
 - b. Amendments to the Request for Proposal;
 - c. Questions and Answers;
 - d. Bidder's properly submitted proposal, including any terms and conditions or agreements submitted by the bidder; and
 - e. Amendments and Addendums to the Contract.

These documents constitute the entirety of the contract.

Unless otherwise specifically stated in a future contract amendment, in case of any conflict between the incorporated documents, the documents shall govern in the following order of preference with number one (1) receiving preference over all other documents and with each lower numbered document having preference over any higher numbered document: 1) Amendment or Addendum to the executed Contract with the most recent dated amendment or addendum having the highest priority, 2) Amendments to the Request for Proposal, 3) Questions and Answers, 4) the original Request for Proposal document and any Addenda or attachments, and 5) the Contractor's submitted Proposal, including any terms and conditions or agreements submitted that are accepted by the State.

Unless otherwise specifically agreed to in writing by the State, the State's standard terms and conditions, as executed by the State, shall always control over any terms and conditions or agreements submitted or included by the Contractor.

Any ambiguity or conflict in the contract discovered after its execution, not otherwise addressed herein, shall be resolved in accordance with the rules of contract interpretation as established in the State of Nebraska.

B. NOTIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Bidder and State shall identify the contract manager who shall serve as the point of contact for the executed contract.

Communications regarding the executed contract shall be in writing and shall be deemed to have been given if delivered personally; electronically, return receipt requested; or mailed, return receipt requested. All notices, requests, or communications shall be deemed effective upon receipt.

Either party may change its address for notification purposes by giving notice of the change and setting forth the new address and an effective date.

C. BUYER'S REPRESENTATIVE

The State reserves the right to appoint a Buyer's Representative to manage or assist the Buyer in managing the contract on behalf of the State. The Buyer's Representative will be appointed in writing, and the appointment document will specify the extent of the Buyer's Representative authority and responsibilities. If a Buyer's Representative is appointed, the bidder will be provided a copy of the appointment document and is expected to cooperate accordingly with the Buyer's Representative. The Buyer's Representative has no authority to bind the State to a contract, amendment, addendum, or other change or addition to the contract.

D. GOVERNING LAW (Nonnegotiable)

Notwithstanding any other provision of this contract, or any amendment or addendum(s) entered into contemporaneously or at a later time, the parties understand and agree that, (1) the State of Nebraska is a sovereign state and its authority to contract is therefore subject to limitation by the State's Constitution, statutes, common law, and regulation; (2) this contract will be interpreted and enforced under the laws of the State of Nebraska; (3) any action to enforce the provisions of this agreement must be brought in the State of Nebraska per state law; (4) the person signing this contract on behalf of the State of Nebraska does not have the authority to waive the State's sovereign immunity, statutes, common law, or regulations; (5) the indemnity, limitation of liability, remedy, and other similar provisions of the final contract, if any, are entered into subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity; and, (6) all terms and conditions of the final contract, including but not limited to the clauses concerning third party use, licenses, warranties, limitations of liability, governing law and venue, usage verification, indemnity, liability, remedy or other similar provisions of the final contract are entered into specifically subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity.

The Parties must comply with all applicable local, state, and federal laws, ordinances, rules, orders, and regulations.

E. DISCOUNTS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Prices quoted shall be inclusive of ALL trade discounts. Cash discount terms of less than thirty (30) days will not be considered as part of the proposal. Cash discount periods will be computed from the date of receipt of a properly executed claim voucher or the date of completion of delivery of all items in a satisfactory condition, whichever is later.

F. PRICES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Prices quoted shall be net, including transportation and delivery charges fully prepaid by the bidder, F.O.B. destination named in the Request for Proposal. No additional charges will be allowed for packing, packages, or partial delivery costs. When an arithmetic error has been made in the extended total, the unit price will govern.

All prices, costs, and terms and conditions submitted in the proposal shall remain fixed and valid commencing on the opening date of the proposal until the contract terminates or expires.

The total price shall reflect all fees necessary to perform the services in their entirety, such as but not limited to, labor, taxes, equipment, travel, and copies.

The State reserves the right to deny any requested price increase. No price increases are to be billed to any State Agencies prior to written amendment of the contract by the parties.

The State will be given full proportionate benefit of any price decreases for the term of the contract.

G. BEGINNING OF WORK & SUSPENSION OF SERVICES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The bidder shall not commence any billable work until a valid contract has been fully executed by the State and the successful Contractor. The Contractor will be notified in writing when work may begin.

The State may, at any time and without advance notice, require the Contractor to suspend any or all performance or deliverables provided under this Contract. In the event of such suspension, the Contract Manager or POC, or their designee, will issue a written order to stop work. The written order will specify which activities are to be immediately suspended and the reason(s) for the suspension. Upon receipt of such order, the Contractor shall immediately comply with its terms and take all necessary steps to mitigate and eliminate the incurrence of costs allocable to the work affected by the order during the period of suspension. The suspended performance or deliverables may only resume when the State provides the Contractor with written notice that such performance or deliverables may resume, in whole or in part.

H. AMENDMENT

This Contract may be amended in writing, within scope, upon the agreement of both parties.

I. CHANGE ORDERS OR SUBSTITUTIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The State and the Contractor, upon the written agreement, may make changes to the contract within the general scope of the Request for Proposal. Changes may involve specifications, the quantity of work, or such other items as

the State may find necessary or desirable. Corrections of any deliverable, service, or work required pursuant to the contract shall not be deemed a change. The Contractor may not claim forfeiture of the contract by reasons of such changes.

The Contractor shall prepare a written description of the work required due to the change and an itemized cost sheet for the change. Changes in work and the amount of compensation to be paid to the Contractor shall be determined in accordance with applicable unit prices if any, a pro-rated value, or through negotiations. The State shall not incur a price increase for changes that should have been included in the Contractor's proposal, were foreseeable, or result from difficulties with or failure of the Contractor's proposal or performance.

No change shall be implemented by the Contractor until approved by the State, and the Contract is amended to reflect the change and associated costs, if any. If there is a dispute regarding the cost, but both parties agree that immediate implementation is necessary, the change may be implemented, and cost negotiations may continue with both Parties retaining all remedies under the contract and law.

*****Contractor will not substitute any item that has been awarded without prior written approval of SPB*****

J. RECORD OF VENDOR PERFORMANCE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The State may document the vendor's performance, which may include, but is not limited to, the customer service provided by the vendor, the ability of the vendor, the skill of the vendor, and any instance(s) of products or services delivered or performed which fail to meet the terms of the purchase order, contract, and/or Request for Proposal specifications. In addition to other remedies and options available to the State, the State may issue one or more notices to the vendor outlining any issues the State has regarding the vendor's performance for a specific contract ("Vendor Performance Notice"). The State may also document the Vendor's performance in a report, which may or may not be provided to the vendor ("Vendor Improvement Request"). The Vendor shall respond to any Vendor Performance Notice or Vendor Improvement Request in accordance with such notice or request. At the sole discretion of the State, such Vendor Performance Notices and Vendor Improvement Requests may be placed in the State's records regarding the vendor and may be considered by the State and held against the vendor in any future contract or award opportunity.

K. CORRECTIVE ACTION PLAN

If Contractor is failing to meet the Scope of Work, in whole or in part, the State may require the Contractor to complete a corrective action plan ("CAP"). The State will identify issues with the Contractor's performance and will set a deadline for the CAP to be provided. The Contractor must provide a written response to each identified issue and what steps the Contractor will take to resolve each issue, including the timeline(s) for resolution. If the Contractor fails to adequately provide the CAP in accordance with this section, fails to adequately resolve the issues described in the CAP, or fails to resolve the issues described in the CAP by the relevant deadline, the State may withhold payments and exercise any legal remedy available.

L. NOTICE OF POTENTIAL CONTRACTOR BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

If Contractor breaches the contract or anticipates breaching the contract, the Contractor shall immediately give written notice to the State. The notice shall explain the breach or potential breach, a proposed cure, and may include a request for a waiver of the breach if so desired. The State may, in its discretion, temporarily or permanently waive the breach. By granting a waiver, the State does not forfeit any rights or remedies to which the State is entitled by law or

equity, or pursuant to the provisions of the contract. Failure to give immediate notice, however, may be grounds for denial of any request for a waiver of a breach.

M. BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Either Party may terminate the contract, in whole or in part, if the other Party breaches its duty to perform its obligations under the contract in a timely and proper manner. Termination requires written notice of default and a thirty (30) calendar day (or longer at the non-breaching Party's discretion considering the gravity and nature of the default) cure period. Said notice shall be delivered by email to the Contractor's point of contact with acknowledgement from the Contractor, Certified Mail - Return Receipt Requested, or in person with proof of delivery. Allowing time to cure a failure or breach of contract does not waive the right to immediately terminate the contract for the same or different contract breach which may occur at a different time. In case of default of the Contractor, the State may contract the service from other sources and hold the Contractor responsible for any excess cost occasioned thereby.

The State's failure to make payment shall not be a breach, and the Contractor shall retain all available statutory remedies and protections.

N. NON-WAIVER OF BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The acceptance of late performance with or without objection or reservation by a Party shall not waive any rights of the Party nor constitute a waiver of the requirement of timely performance of any obligations remaining to be performed.

O. SEVERABILITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

If any term or condition of the contract is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and conditions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the contract did not contain the provision held to be invalid or illegal.

P. INDEMNIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

1. GENERAL

The Contractor agrees to defend, indemnify, and hold harmless the State and its employees, volunteers, agents, and its elected and appointed officials (“the indemnified parties”) from and against any and all third party claims, liens, demands, damages, liability, actions, causes of action, losses, judgments, costs, and expenses of every nature, including investigation costs and expenses, settlement costs, and attorney fees and expenses (“the claims”), sustained or asserted against the State for personal injury, death, or property loss or damage, arising out of, resulting from, or attributable to the willful misconduct, negligence, error, or omission of the Contractor, its employees, Subcontractors, consultants, representatives, and agents, resulting from this contract, except to the extent such Contractor liability is attenuated by any action of the State which directly and proximately contributed to the claims.

2. INTELLECTUAL PROPERTY

The Contractor agrees it will, at its sole cost and expense, defend, indemnify, and hold harmless the indemnified parties from and against any and all claims, to the extent such claims arise out of, result from, or are attributable to, the actual or alleged infringement or misappropriation of any patent, copyright, trade secret, trademark, or confidential information of any third party by the Contractor or its employees, Subcontractors, consultants, representatives, and agents; provided, however, the State gives the Contractor prompt notice in writing of the claim. The Contractor may not settle any infringement claim that will affect the State’s use of the Licensed Software without the State’s prior written consent, which consent may be withheld for any reason.

If a judgment or settlement is obtained or reasonably anticipated against the State’s use of any intellectual property for which the Contractor has indemnified the State, the Contractor shall, at the Contractor’s sole cost and expense, promptly modify the item or items which were determined to be infringing, acquire a license or licenses on the State’s behalf to provide the necessary rights to the State to eliminate the infringement, or provide the State with a non-infringing substitute that provides the State the same functionality. At the State’s election, the actual or anticipated judgment may be treated as a breach of warranty by the Contractor, and the State may receive the remedies provided under this Request for Proposal.

3. PERSONNEL

The Contractor shall, at its expense, indemnify and hold harmless the indemnified parties from and against any claim with respect to withholding taxes, worker’s compensation, employee benefits, or any other claim, demand, liability, damage, or loss of any nature relating to any of the personnel, including subcontractor’s and their employees, provided by the Contractor.

4. SELF-INSURANCE

The State of Nebraska is self-insured for any loss and purchases excess insurance coverage pursuant to Neb. Rev. Stat. § 81-8,239.01. If there is a presumed loss under the provisions of this agreement, Contractor may file a claim with the Office of Risk Management pursuant to Neb. Rev. Stat. §§ 81-8,239.01 to 81-8,306 for review by the State Claims Board. The State retains all rights and immunities under the State Miscellaneous (Neb. Rev. Stat. § 81-8,294), Tort (Neb. Rev. Stat. § 81-8,209), and Contract Claim Acts (Neb. Rev. Stat. § 81-8,302), as outlined in state law and accepts liability under this agreement only to the extent provided by law.

5. The Parties acknowledge that Attorney General for the State of Nebraska is required by statute to represent the legal interests of the State, and that any provision of this indemnity clause is subject to the statutory authority of the Attorney General.

Q. ATTORNEY’S FEES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

In the event of any litigation, appeal, or other legal action to enforce any provision of the contract, the Parties agree to pay all expenses of such action, as permitted by law and if ordered by the court, including attorney’s fees and costs, if the other Party prevails.

R. RETAINAGE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The State may withhold five percent (5%) of each payment due as retainage. The entire retainage amount will be payable upon successful completion of the project. Upon completion of the project, the Contractor will invoice the State for any outstanding work and for the retainage. The State may reject the final invoice by identifying the specific reasons for such rejection in writing to the Contractor within forty-five (45) calendar days of receipt of the final invoice. Otherwise, the project will be deemed accepted and the State will release the final payment and retainage in accordance with the contract payment terms.

S. LIQUIDATED DAMAGES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Failure to meet the dates for the deliverables as agreed upon by the parties may result in an assessment of liquidated damages due the State of \$200.00 dollars per day, until the deliverables are approved and accepted by the State. Contractor will be notified in writing when liquidated damages will commence.

T. ASSIGNMENT, SALE, OR MERGER

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Either Party may assign the contract upon mutual written agreement of the other Party. Such agreement shall not be unreasonably withheld.

The Contractor retains the right to enter into a sale, merger, acquisition, internal reorganization, or similar transaction involving Contractor’s business. Contractor agrees to cooperate with the State in executing amendments to the contract to allow for the transaction. If a third party or entity is involved in the transaction, the Contractor will remain

responsible for performance of the contract until such time as the person or entity involved in the transaction agrees in writing to be contractually bound by this contract and perform all obligations of the contract.

U. CONTRACTING WITH OTHER NEBRASKA POLITICAL SUBDIVISIONS OF THE STATE OR ANOTHER STATE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The Contractor may, but shall not be required to, allow agencies, as defined in Neb. Rev. Stat. § 81-145(3), to use this contract. The terms and conditions, including price, of the contract may not be amended. The State shall not be contractually obligated or liable for any contract entered into pursuant to this clause. A listing of Nebraska political subdivisions may be found at the website of the Nebraska Auditor of Public Accounts.

The Contractor may, but shall not be required to, allow other states, agencies or divisions of other states, or political subdivisions of other states to use this contract. The terms and conditions, including price, of this contract shall apply to any such contract, but may be amended upon mutual consent of the Parties. The State of Nebraska shall not be contractually or otherwise obligated or liable under any contract entered into pursuant to this clause. The State shall be notified if a contract is executed based upon this contract.

V. FORCE MAJEURE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Neither Party shall be liable for any costs or damages, or for default resulting from its inability to perform any of its obligations under the contract due to a natural or manmade event outside the control and not the fault of the affected Party ("Force Majeure Event") that was not foreseeable at the time the Contract was executed. The Party so affected shall immediately make a written request for relief to the other Party and shall have the burden of proof to justify the request. The other Party may grant the relief requested; relief may not be unreasonably withheld. Labor disputes with the impacted Party's own employees will not be considered a Force Majeure Event.

W. CONFIDENTIALITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

All materials and information provided by the Parties or acquired by a Party on behalf of the other Party shall be regarded as confidential information. All materials and information provided or acquired shall be handled in accordance with federal and state law, and ethical standards. Should said confidentiality be breached by a Party, the Party shall notify the other Party immediately of said breach and take immediate corrective action.

It is incumbent upon the Parties to inform their officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a. Specifically, 5 U.S.C. 552a (i)(1), which is made applicable by 5 U.S.C. 552a (m)(1), provides that any officer or employee, who by virtue of his/her employment or official position has possession of or access to agency records which contain individually identifiable information, the disclosure of which is prohibited by the Privacy Act or regulations established thereunder, and who knowing that disclosure of the

specific material is prohibited, willfully discloses the material in any manner to any person or agency not entitled to receive it, shall be guilty of a misdemeanor and fined not more than \$5,000.

X. EARLY TERMINATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The contract may be terminated as follows:

1. The State and the Contractor, by mutual written agreement, may terminate the contract, in whole or in part, at any time.
2. The State, in its sole discretion, may terminate the contract, in whole or in part, for any reason upon thirty (30) calendar day's written notice to the Contractor. Such termination shall not relieve the Contractor of warranty or other service obligations incurred under the terms of the contract. In the event of termination, the Contractor shall be entitled to payment, determined on a pro rata basis, for products or services satisfactorily performed or provided.
3. The State may terminate the contract, in whole or in part, immediately for the following reasons:
 - a. if directed to do so by statute,
 - b. Contractor has made an assignment for the benefit of creditors, has admitted in writing its inability to pay debts as they mature, or has ceased operating in the normal course of business,
 - c. a trustee or receiver of the Contractor or of any substantial part of the Contractor's assets has been appointed by a court,
 - d. fraud, misappropriation, embezzlement, malfeasance, misfeasance, or illegal conduct pertaining to performance under the contract by its Contractor, its employees, officers, directors, or shareholders,
 - e. an involuntary proceeding has been commenced by any Party against the Contractor under any one of the chapters of Title 11 of the United States Code and (i) the proceeding has been pending for at least sixty (60) calendar days; or (ii) the Contractor has consented, either expressly or by operation of law, to the entry of an order for relief; or (iii) the Contractor has been decreed or adjudged a debtor,
 - f. a voluntary petition has been filed by the Contractor under any of the chapters of Title 11 of the United States Code,
 - g. Contractor intentionally discloses confidential information,
 - h. Contractor has or announces it will discontinue support of the deliverable; and,
 - i. In the event funding is no longer available.

Y. CONTRACT CLOSEOUT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Upon contract closeout for any reason the Contractor shall within 30 days, unless stated otherwise herein:

1. Transfer all completed or partially completed deliverables to the State,
2. Transfer ownership and title to all completed or partially completed deliverables to the State,
3. Return to the State all information and data, unless the Contractor is permitted to keep the information or data by contract or rule of law. Contractor may retain one copy of any information or data as required to

comply with applicable work product documentation standards or as are automatically retained in the course of Contractor's routine back up procedures,

- 4. Cooperate with any successor Contractor, person or entity in the assumption of any or all of the obligations of this contract,
- 5. Cooperate with any successor Contractor, person or entity with the transfer of information or data related to this contract,
- 6. Return or vacate any state owned real or personal property; and,
- 7. Return all data in a mutually acceptable format and manner.

Nothing in this Section should be construed to require the Contractor to surrender intellectual property, real or personal property, or information or data owned by the Contractor for which the State has no legal claim.

III. CONTRACTOR DUTIES

A. INDEPENDENT CONTRACTOR / OBLIGATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

It is agreed that the Contractor is an independent contractor and that nothing contained herein is intended or should be construed as creating or establishing a relationship of employment, agency, or a partnership.

The Contractor is solely responsible for fulfilling the contract. The Contractor or the Contractor's representative shall be the sole point of contact regarding all contractual matters.

The Contractor shall secure, at its own expense, all personnel required to perform the services under the contract. The personnel the Contractor uses to fulfill the contract shall have no contractual or other legal relationship with the State; they shall not be considered employees of the State and shall not be entitled to any compensation, rights or benefits from the State, including but not limited to, tenure rights, medical and hospital care, sick and vacation leave, severance pay, or retirement benefits.

By-name personnel commitments made in the bidder's proposal shall not be changed without the prior written approval of the State. Replacement of these personnel, if approved by the State, shall be with personnel of equal or greater ability and qualifications.

All personnel assigned by the Contractor to the contract shall be employees of the Contractor or a subcontractor and shall be fully qualified to perform the work required herein. Personnel employed by the Contractor or a subcontractor to fulfill the terms of the contract shall remain under the sole direction and control of the Contractor or the subcontractor respectively.

With respect to its employees, the Contractor agrees to be solely responsible for the following:

- 1. Any and all pay, benefits, and employment taxes and/or other payroll withholding,
- 2. Any and all vehicles used by the Contractor's employees, including all insurance required by state law,
- 3. Damages incurred by Contractor's employees within the scope of their duties under the contract,
- 4. Maintaining Workers' Compensation and health insurance that complies with state and federal law and submitting any reports on such insurance to the extent required by governing law,
- 5. Determining the hours to be worked and the duties to be performed by the Contractor's employees; and,
- 6. All claims on behalf of any person arising out of employment or alleged employment (including without limit claims of discrimination alleged against the Contractor, its officers, agents, or subcontractors or subcontractor's employees).

If the Contractor intends to utilize any subcontractor, the subcontractor's level of effort, tasks, and time allocation should be clearly defined in the bidder's proposal. The Contractor shall agree that it will not utilize any subcontractors not specifically included in its proposal in the performance of the contract without the prior written authorization of the State.

The State reserves the right to require the Contractor to reassign or remove from the project any Contractor or subcontractor employee.

Contractor shall insure that the terms and conditions contained in any contract with a subcontractor does not conflict with the terms and conditions of this contract.

The Contractor shall include a similar provision, for the protection of the State, in the contract with any Subcontractor engaged to perform work on this contract.

B. EMPLOYEE WORK ELIGIBILITY STATUS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of an employee.

If the Contractor is an individual or sole proprietorship, the following applies:

1. The Contractor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at <https://das.nebraska.gov/materiel/docs/pdf/Individual%20or%20Sole%20Proprietor%20United%20States%20Attestation%20Form%20English%20and%20Spanish.pdf>
2. The completed United States Attestation Form should be submitted with the Request for Proposal response.
3. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.
4. The Contractor understands and agrees that lawful presence in the United States is required, and the Contractor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. § 4-108.

C. COMPLIANCE WITH CIVIL RIGHTS LAWS AND EQUAL OPPORTUNITY EMPLOYMENT / NONDISCRIMINATION (Nonnegotiable)

The Contractor shall comply with all applicable local, state, and federal statutes and regulations regarding civil rights laws and equal opportunity employment. The Nebraska Fair Employment Practice Act prohibits Contractors of the State of Nebraska, and their Subcontractors, from discriminating against any employee or applicant for employment, with respect to hire, tenure, terms, conditions, compensation, or privileges of employment because of race, color, religion, sex, disability, marital status, or national origin (Neb. Rev. Stat. §§ 48-1101 to 48-1125). The Contractor guarantees compliance with the Nebraska Fair Employment Practice Act, and breach of this provision shall be regarded as a material breach of contract. The Contractor shall insert a similar provision in all Subcontracts for goods and services to be covered by any contract resulting from this Request for Proposal.

D. COOPERATION WITH OTHER CONTRACTORS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Contractor may be required to work with or in close proximity to other contractors or individuals that may be working on same or different projects. The Contractor shall agree to cooperate with such other contractors or individuals and shall not commit or permit any act which may interfere with the performance of work by any other contractor or individual. Contractor is not required to compromise Contractor's intellectual property or proprietary information unless expressly required to do so by this contract.

E. PERMITS, REGULATIONS, LAWS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The contract price shall include the cost of all royalties, licenses, permits, and approvals, whether arising from patents, trademarks, copyrights or otherwise, that are in any way involved in the contract. The Contractor shall obtain and pay for all royalties, licenses, and permits, and approvals necessary for the execution of the contract. The Contractor must guarantee that it has the full legal right to the materials, supplies, equipment, software, and other items used to execute this contract.

F. OWNERSHIP OF INFORMATION AND DATA / DELIVERABLES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The State shall have the unlimited right to publish, duplicate, use, and disclose all information and data developed or obtained by the Contractor on behalf of the State pursuant to this contract.

The State shall own and hold exclusive title to any deliverable developed as a result of this contract. Contractor shall have no ownership interest or title, and shall not patent, license, or copyright, duplicate, transfer, sell, or exchange, the design, specifications, concept, or deliverable.

G. INSURANCE REQUIREMENTS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The Contractor shall throughout the term of the contract maintain insurance as specified herein and provide the State a current Certificate of Insurance/Acord Form (COI) verifying the coverage. The Contractor shall not commence work on the contract until the insurance is in place. If Contractor subcontracts any portion of the Contract the Contractor must, throughout the term of the contract, either:

1. Provide equivalent insurance for each subcontractor and provide a COI verifying the coverage for the subcontractor,
2. Require each subcontractor to have equivalent insurance and provide written notice to the State that the Contractor has verified that each subcontractor has the required coverage; or,
3. Provide the State with copies of each subcontractor's Certificate of Insurance evidencing the required coverage.

The Contractor shall not allow any Subcontractor to commence work until the Subcontractor has equivalent insurance. The failure of the State to require a COI, or the failure of the Contractor to provide a COI or require Subcontractor insurance shall not limit, relieve, or decrease the liability of the Contractor hereunder.

In the event that any policy written on a claims-made basis terminates or is canceled during the term of the contract or within three (3) years of termination or expiration of the contract, the Contractor shall obtain an extended discovery

or reporting period, or a new insurance policy, providing coverage required by this contract for the term of the contract and three (3) years following termination or expiration of the contract.

If by the terms of any insurance a mandatory deductible is required, or if the Contractor elects to increase the mandatory deductible amount, the Contractor shall be responsible for payment of the amount of the deductible in the event of a paid claim.

Notwithstanding any other clause in this Contract, the State may recover up to the liability limits of the insurance policies required herein.

1. WORKERS' COMPENSATION INSURANCE

The Contractor shall take out and maintain during the life of this contract the statutory Workers' Compensation and Employer's Liability Insurance for all of the contractors' employees to be engaged in work on the project under this contract and, in case any such work is sublet, the Contractor shall require the Subcontractor similarly to provide Worker's Compensation and Employer's Liability Insurance for all of the Subcontractor's employees to be engaged in such work. This policy shall be written to meet the statutory requirements for the state in which the work is to be performed, including Occupational Disease. **The policy shall include a waiver of subrogation in favor of the State. The COI shall contain the mandatory COI subrogation waiver language found hereinafter.** The amounts of such insurance shall not be less than the limits stated hereinafter. For employees working in the State of Nebraska, the policy must be written by an entity authorized by the State of Nebraska Department of Insurance to write Workers' Compensation and Employer's Liability Insurance for Nebraska employees.

2. COMMERCIAL GENERAL LIABILITY INSURANCE AND COMMERCIAL AUTOMOBILE LIABILITY INSURANCE

The Contractor shall take out and maintain during the life of this contract such Commercial General Liability Insurance and Commercial Automobile Liability Insurance as shall protect Contractor and any Subcontractor performing work covered by this contract from claims for damages for bodily injury, including death, as well as from claims for property damage, which may arise from operations under this contract, whether such operation be by the Contractor or by any Subcontractor or by anyone directly or indirectly employed by either of them, and the amounts of such insurance shall not be less than limits stated hereinafter.

The Commercial General Liability Insurance shall be written on an **occurrence basis**, and provide Premises/Operations, Products/Completed Operations, Independent Contractors, Personal Injury, and Contractual Liability coverage. **The policy shall include the State, and others as required by the contract documents, as Additional Insured(s). This policy shall be primary, and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory. The COI shall contain the mandatory COI liability waiver language found hereinafter.** The Commercial Automobile Liability Insurance shall be written to cover all Owned, Non-owned, and Hired vehicles.

REQUIRED INSURANCE COVERAGE	
COMMERCIAL GENERAL LIABILITY	
General Aggregate	\$2,000,000
Products/Completed Operations Aggregate	\$2,000,000
Personal/Advertising Injury	\$1,000,000 per occurrence
Bodily Injury/Property Damage	\$1,000,000 per occurrence
Medical Payments	\$10,000 any one person
Damage to Rented Premises (Fire)	\$300,000 each occurrence
Contractual	Included
Independent Contractors	Included
Abuse & Molestation	Included
<i>If higher limits are required, the Umbrella/Excess Liability limits are allowed to satisfy the higher limit.</i>	
WORKER'S COMPENSATION	
Employers Liability Limits	\$500K/\$500K/\$500K
Statutory Limits- All States	Statutory - State of Nebraska
Voluntary Compensation	Statutory
COMMERCIAL AUTOMOBILE LIABILITY	
Bodily Injury/Property Damage	\$1,000,000 combined single limit
Include All Owned, Hired & Non-Owned Automobile liability	Included
Motor Carrier Act Endorsement	Where Applicable
UMBRELLA/EXCESS LIABILITY	
Over Primary Insurance	\$5,000,000 per occurrence
PROFESSIONAL LIABILITY	
All Other Professional Liability (Errors & Omissions)	\$1,000,000 Per Claim / Aggregate
COMMERCIAL CRIME	
Crime/Employee Dishonesty Including 3rd Party Fidelity	\$1,000,000
CYBER LIABILITY	
Breach of Privacy, Security Breach, Denial of Service, Remediation, Fines and Penalties	\$5,000,000
MANDATORY COI SUBROGATION WAIVER LANGUAGE	
"Workers' Compensation policy shall include a waiver of subrogation in favor of the State of Nebraska."	
MANDATORY COI LIABILITY WAIVER LANGUAGE	
"Commercial General Liability & Commercial Automobile Liability policies shall name the State of Nebraska as an Additional Insured and the policies shall be primary and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory as additionally insured."	

3. EVIDENCE OF COVERAGE

The Contractor shall furnish the Contract Manager, via email, with a certificate of insurance coverage complying with the above requirements prior to beginning work at:

State of Nebraska State Purchasing Bureau
 Attn: Matthew Hansen
 RFP # 6820 Z1
[Email: matthew.hansen@nebraska.gov](mailto:matthew.hansen@nebraska.gov)

1526 K Street, Suite 130
 Lincoln, NE 68508

These certificates or the cover sheet shall reference the RFP number, and the certificates shall include the name of the company, policy numbers, effective dates, dates of expiration, and amounts and types of coverage afforded. If the State is damaged by the failure of the Contractor to maintain such insurance, then the Contractor shall be responsible for all reasonable costs properly attributable thereto.

Reasonable notice of cancellation of any required insurance policy must be submitted to the contract manager as listed above when issued and a new coverage binder shall be submitted immediately to ensure no break in coverage.

4. DEVIATIONS

The insurance requirements are subject to limited negotiation. Negotiation typically includes, but is not necessarily limited to, the correct type of coverage, necessity for Workers' Compensation, and the type of automobile coverage carried by the Contractor.

H. ANTITRUST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The Contractor hereby assigns to the State any and all claims for overcharges as to goods and/or services provided in connection with this contract resulting from antitrust violations which arise under antitrust laws of the United States and the antitrust laws of the State.

I. CONFLICT OF INTEREST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

By submitting a proposal, bidder certifies that no relationship exists between the bidder and any person or entity which either is, or gives the appearance of, a conflict of interest related to this Request for Proposal or project.

Bidder further certifies that bidder will not employ any individual known by bidder to have a conflict of interest nor shall bidder take any action or acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its contractual obligations hereunder or which creates an actual or appearance of conflict of interest.

If there is an actual or perceived conflict of interest, bidder shall provide with its proposal a full disclosure of the facts describing such actual or perceived conflict of interest and a proposed mitigation plan for consideration. The State will then consider such disclosure and proposed mitigation plan and either approve or reject as part of the overall bid evaluation.

J. STATE PROPERTY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The Contractor shall be responsible for the proper care and custody of any State-owned property which is furnished for the Contractor's use during the performance of the contract. The Contractor shall reimburse the State for any loss or damage of such property; normal wear and tear is expected.

K. SITE RULES AND REGULATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The Contractor shall use its best efforts to ensure that its employees, agents, and Subcontractors comply with site rules and regulations while on State premises. If the Contractor must perform on-site work outside of the daily operational hours set forth by the State, it must make arrangements with the State to ensure access to the facility and the equipment has been arranged. No additional payment will be made by the State on the basis of lack of access, unless the State fails to provide access as agreed to in writing between the State and the Contractor.

L. ADVERTISING

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The Contractor agrees not to refer to the contract award in advertising in such a manner as to state or imply that the company or its goods or services are endorsed or preferred by the State. Any publicity releases pertaining to the project shall not be issued without prior written approval from the State.

M. NEBRASKA TECHNOLOGY ACCESS STANDARDS (Nonnegotiable)

1. The State of Nebraska is committed to ensuring that all information and communication technology (ICT), developed, leased, or owned by the State of Nebraska, affords equivalent access to employees, program participants and members of the public with disabilities, as it affords to employees, program participants and members of the public who are not persons with disabilities.
2. By entering into this Contract, Contractor understands and agrees that if the Contractor is providing a product or service that contains ICT, as defined in subsection III.M.3 (below) and such ICT is intended to be directly interacted with by the user or is public facing, such ICT must provide equivalent access, or be modified during implementation to afford equivalent access, to employees, program participants, and members of the public who have and who do not have disabilities. The Contractor may comply with this section by complying with Section 508 of the Rehabilitation Act of 1973, as amended, and its implementing standards adopted and promulgated by the U.S. Access Board.
3. ICT means information technology and other equipment, systems, technologies, or processes, for which the principal function is the creation, manipulation, storage, display, receipt, or transmission of electronic data and information, as well as any associated content. Contractor hereby agrees ICT includes computers and peripheral equipment, information kiosks and transaction machines, telecommunications equipment, customer premises equipment, multifunction office machines, software, applications, web sites, videos, and electronic documents. For the purposes of these assurances, ICT does not include ICT that is used exclusively by a contractor.

N. DISASTER RECOVERY/BACK UP PLAN

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The Contractor shall have a disaster recovery and back-up plan, of which a copy should be provided upon request to the State, which includes, but is not limited to equipment, personnel, facilities, and transportation, in order to continue delivery of goods and services as specified under the specifications in the contract in the event of a disaster.

O. DRUG POLICY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Contractor certifies it maintains a drug free workplace environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request by the State.

P. WARRANTY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Despite any clause to the contrary, the Contractor represents and warrants that its services hereunder shall be performed by competent personnel and shall be of professional quality consistent with generally accepted industry standards for the performance of such services and shall comply in all respects with the requirements of this Agreement. For any breach of this warranty, the Contractor shall, for a period of ninety (90) days from performance of the service, perform the services again, at no cost to the State, or if Contractor is unable to perform the services as warranted, Contractor shall reimburse the State all fees paid to Contractor for the unsatisfactory services. The rights and remedies of the parties under this warranty are in addition to any other rights and remedies of the parties provided by law or equity, including, without limitation actual damages, and, as applicable and awarded under the law, to a prevailing party, reasonable attorneys' fees and costs.

Q. TIME IS OF THE ESSENCE

Time is of the essence with respect to Contractor's performance and deliverables pursuant to this Contract.

IV. PAYMENT

A. PROHIBITION AGAINST ADVANCE PAYMENT (Nonnegotiable)

Pursuant to Neb. Rev. Stat. § 81-2403, "[n]o goods or services shall be deemed to be received by an agency until all such goods or services are completely delivered and finally accepted by the agency."

B. TAXES (Nonnegotiable)

The State is not required to pay taxes and assumes no such liability as a result of this Request for Proposal. The Contractor may request a copy of the Nebraska Department of Revenue, Nebraska Resale or Exempt Sale Certificate for Sales Tax Exemption, Form 13 for their records. Any property tax payable on the Contractor's equipment which may be installed in a state-owned facility is the responsibility of the Contractor.

C. INVOICES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Invoices for payments must be submitted by the Contractor to the agency requesting the services with sufficient detail to support payment. Invoices should be submitted monthly to SOS Finance at SOS.Finance@nebraska.gov. Invoices will not be paid until the related deliverable item has been received and accepted by the State. The terms and conditions included in the Contractor's invoice shall be deemed to be solely for the convenience of the parties. No terms or conditions of any such invoice shall be binding upon the State, and no action by the State, including without limitation the payment of any such invoice in whole or in part, shall be construed as binding or estopping the State with respect to any such term or condition, unless the invoice term or condition has been previously agreed to by the State as an amendment to the contract. **The State shall have forty-five (45) calendar days to pay after a valid and accurate invoice is received by the State.**

D. INSPECTION AND APPROVAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

Final inspection and approval of all work required under the contract shall be performed by the designated State officials.

The State and/or its authorized representatives shall have the right to enter any premises where the Contractor or Subcontractor duties under the contract are being performed, and to inspect, monitor or otherwise evaluate the work being performed. All inspections and evaluations shall be at reasonable times and in a manner that will not unreasonably delay work.

E. PAYMENT (Nonnegotiable)

Payment will be made by the responsible agency in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. § 81-2403). The State may require the Contractor to accept payment by electronic means such as ACH deposit. In no event shall the State be responsible or liable to pay for any goods and services provided by the Contractor prior to the Effective Date of the contract, and the Contractor hereby waives any claim or cause of action for any such services.

F. LATE PAYMENT (Nonnegotiable)

The Contractor may charge the responsible agency interest for late payment in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §§ 81-2401 through 81-2408).

G. SUBJECT TO FUNDING / FUNDING OUT CLAUSE FOR LOSS OF APPROPRIATIONS (Nonnegotiable)
 The State's obligation to pay amounts due on the Contract for fiscal years following the current fiscal year is contingent upon legislative appropriation of funds. Should said funds not be appropriated, the State may terminate the contract with respect to those payments for the fiscal year(s) for which such funds are not appropriated. The State will give the Contractor written notice thirty (30) calendar days prior to the effective date of termination. All obligations of the State to make payments after the termination date will cease. The Contractor shall be entitled to receive just and equitable compensation for any authorized work which has been satisfactorily completed as of the termination date. In no event shall the Contractor be paid for a loss of anticipated profit.

H. RIGHT TO AUDIT (First Paragraph is Nonnegotiable)
 The State shall have the right to audit the Contractor's performance of this contract upon a thirty (30) days' written notice. Contractor shall utilize generally accepted accounting principles, and shall maintain the accounting records, and other records and information relevant to the contract (Information) to enable the State to audit the contract. (Neb. Rev. Stat. § 84-304 et seq.) The State may audit, and the Contractor shall maintain, the Information during the term of the contract and for a period of five (5) years after the completion of this contract or until all issues or litigation are resolved, whichever is later. The Contractor shall make the Information available to the State at Contractor's place of business or a location acceptable to both Parties during normal business hours. If this is not practical or the Contractor so elects, the Contractor may provide electronic or paper copies of the Information. The State reserves the right to examine, make copies of, and take notes on any Information relevant to this contract, regardless of the form or the Information, how it is stored, or who possesses the Information. Under no circumstance will the Contractor be required to create or maintain documents not kept in the ordinary course of Contractor's business operations, nor will Contractor be required to disclose any information, including but not limited to product cost data, which is confidential or proprietary to Contractor.

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
JS			

The Parties shall pay their own costs of the audit unless the audit finds a previously undisclosed overpayment by the State. If a previously undisclosed overpayment exceeds one-half of one percent (.5%) of the total contract billings, or if fraud, material misrepresentations, or non-performance is discovered on the part of the Contractor, the Contractor shall reimburse the State for the total costs of the audit. Overpayments and audit costs owed to the State shall be paid within ninety (90) days of written notice of the claim. The Contractor agrees to correct any material weaknesses or condition found as a result of the audit.

BIDDER IDENTIFICATION AND INFORMATION

corporate overview



Strategic America, Inc.
 6600 Westown Parkway, Suite 100
 West Des Moines, IA 50266
 (515) 453-2000

Strategic America was founded in 1980 and is a C Corporation registered and operated in the state of Iowa.

PRIMARY AGENCY CONTACT

John Schreurs | CEO
 6600 Westown Parkway, Suite 100
 West Des Moines, IA 50266
 (515) 453-2003
 JSchreurs@strategicamerica.com

For public information purposes only; not part of contract.

**Request for Proposal Number 6820 Z1
Proposal Opening: September 27, 2023**

In accordance with Nebraska Revised Statutes §84.712.05(3), the following material(s) has not been included due to it being marked proprietary.

- 1. Strategic America**
 - a. Financial Statements, pages 34 - 83**

summary OF BIDDER'S CORPORATE EXPERIENCE

In response to this request, Strategic America offers the following three clients with description, for which SA serves as a prime Contractor in each.

Nebraska Corn Board (NCB):

SA was selected as the agency to serve NCB in 2021 following an official agency review. The objective of the assignment was to research, recommend and produce creative messaging and statewide media placement promoting the value of corn to audiences including a) Nebraska consumers, b) corn producers, c) influential officials and d) media.

The research phase was critical in establishing understanding with key audiences and framing which messages would serve as best able to advance support and understanding of corn as a leading crop. For this phase, we utilized an independent subcontractor, noted agricultural researcher Gwen Friedow, to assist in gathering the research and developing strategic marketing priorities.

This resulted in the campaign using two farmer actors – Del and Ed – and titled “The Plant that Can Change the Planet,” which launched across Nebraska in August 2022. SA identified the talent, produced and edited the creative campaign with three spots, and placed the media to effectively and efficiently deliver the messages. Of note, the campaign was honored nationally with Telly Awards.

Consumer response was immediate and significant. Anecdotally, NCB heard from consumers unattached to the farm of how

the campaign made corn more relevant as an important contributor to Nebraska’s economy. In addition, follow-up research supported the awareness and positive attitudinal change resulting from the campaign.

Farmer response was also positive as were influentials and officials.

The campaign is currently in its second year with additional spots in development using the actors and the existing theme.

NCB Executive Director Kelly Brunkhorst provided an endorsement letter as follows.

Strategic America’s experience was in directing the initial independent research effort, delivered by Gwen Friedow, a seasoned ag strategist and researcher.

SA also developed the creative approach and theme, The Plant that Can Change the Planet, as well as casting for the talent, and subsequent production using an out-of-state television and talent production company with experience in addressing topical humor.

SA also planned and purchased the media across Nebraska – traditional broadcast and cable television, radio, connected TV, digital, print and out-of-home media – while also coordinating, communicating and reporting to NCB and their board of directors.



June 26, 2023

To Whom It May Concern:

I am writing this letter of recommendation on behalf of Strategic America, the current communications agency for the Nebraska Corn Board, in support of their work with other organizations.

After transitioning to Strategic America over the past two years, the Nebraska Corn Board has experienced a strong sense of professionalism, strategy (vision) and communication from their organization. Strategic America’s robust knowledge throughout their team has enabled us to have a seamless transition as we navigate new ideas, while ensuring our farmers and consumers in Nebraska are receiving the best and most timely information possible regarding Nebraska corn. From advertising to creative design to SEO content, the Strategic America team ensures our organization receives the best care.

In the time we’ve worked with them, we have received positive feedback and are expanding on a campaign aimed at consumers. After working with an array of agencies, we fully endorse Strategic America to other organizations looking to strengthen their communication strategy.

Should you have any questions regarding their work, please feel free to contact me at (402) 471-2676.

Sincerely,

Kelly Brunkhorst
Executive Director, Nebraska Corn Board

245 Fallbrook Blvd
Suite 204
Lincoln, NE 68521
(402) 471-2676
nebraskacorn.gov

SA is experienced in working with Nebraska marketers including Exmark, DNA Genetics/ Pillen Family Farms, Wendy’s, and Berkshire Hathaway companies including MedPro and Homemakers Furniture. Additionally, SA’s ag experience includes advocacy work for numerous Iowa Farm Bureau initiatives, STEM education, environment, economic development and health issues including

at-risk youth, human trafficking, disabilities and more.

As a senior strategic researcher, Gwen Friedow wrote and conducted interviews and developed the final report in concert with SA staff. Ms. Friedow has work experience in agricultural commodity marketing at leading client organizations and agencies.

Iowa Secretary of State's Office (ISoS): Over the years, SA has been selected to develop several key initiatives for ISoS including Iowa caucus awareness and understanding for youth; research and strategies related to business services, especially Fast Track Filing services and their appeal to lawyers and other channel partners; and ideation/creation, advocacy research and development of a successful statewide voter identification/registration program. The latter is our focus.

Voter Ready Iowa (VRI) was developed in 2017-2018 by SA as a simple, clearly identifiable theme, with brand and associated materials designed to serve Iowans in easily understanding the protections and opportunities to exercise their voting rights in upcoming elections.

VRI was designed to succinctly address key information needed to understand and act on recent changes to Iowa's voting legislation. It was kicked off with earned media efforts of Secretary of State Paul Pate as well as social media, and later paid media efforts.

SA proposed a number of innovative and potential opportunities by creating the public awareness campaign and then inviting key constituency groups to provide early input including political parties and minority support groups (e.g., LULAC, NAACP and others) that would help disseminate the messaging (e.g., college student organizations, Farm Bureau, Association of Business/ Industry, Iowans for Disabilities and others).

The purpose was to allow them to understand that clear, quality communications were prepared to address their audiences, and if they chose, to provide them with easy access to co-brand and implement utilization of those tools on their websites, emails and other distribution. Underlying this was the hope that disinformation would be minimized by certain oppositional groups. This also resulted in a more unified, effective campaign.



You are registered to vote. This is your Voter ID card.

Thank you for registering to vote. Please cut out, sign and securely retain the Iowa Voter Identification Card printed above. According to our records, you currently do not have an Iowa Driver's License or Non-Operator ID. The Voter Identification Card printed above will be required to check in at your polling place on Election Day if you don't have one of the other forms of Identification listed below:

Voting at the Polls:
On Election Day you will be required to present current identification. Acceptable forms of identification are listed below, and must not be expired:

- Iowa Driver's License
- Iowa Non-Operator ID
- United States Passport
- United States Military or Veterans ID
- Iowa Voter Identification Card (printed above)

Absentee Voting:
If you request an absentee ballot for any election, you will be required to provide an identifying number on your absentee request. Acceptable identifying numbers are:

- Iowa Driver's License
- Iowa Non-Operator ID
- Voter Identification Card pin (listed on the Voter Identification Card printed above)

GENERAL POLLING PLACE:
County Shed
1234 Hawthorne Ave
Freedtown, IA 44444

SCHOOL POLLING PLACE:
Washington High School
9753 Franklin Court
Freedtown, IA 44444

CITY POLLING PLACE:
Freedtown City Hall
127 Main St
Freedtown, IA 44444

IOWANS, GET VOTER READY!

Beginning in 2018, Iowa voters will be asked to show a form of valid identification when voting.

HAVE ONE OF THESE? IT'S EASY TO GET VOTER READY!

VALID IDENTIFICATION CARD
Already have an Iowa Driver's License or non-operator identification card? You're Voter Ready! Bring it on Election Day!

VOTER ID CARD
If you don't have a valid form of ID, you'll need to present a Voter ID card when voting. Haven't received your Voter ID by mail? Visit sos.iowa.gov/VoterRegistration to confirm your voter registration status or update your mailing address.

NEW TO IOWA OR RECENTLY MOVED?
Make sure you register to vote. Iowa offers multiple ways to register such as online, at various government agencies, registration drives or at the polls on Election Day.

YOUR VOTER ID CARD IS IMPORTANT
If you receive a Voter ID card, sign it, keep it in a safe place and make sure to bring it to your assigned polling place on Election Day.

VOTING BY ABSENTEE BALLOT?
Make sure to add either your ID number (from driver's license or state ID) or your Voter ID card PIN number when requesting your absentee ballot.

DON'T HAVE YOUR ID ON ELECTION DAY?
Forgot your driver's license or didn't receive your Voter ID card? No problem. You will be asked to sign an oath of your identity before voting. **No eligible voter will be turned away from the polls!**

VOTER READY REGISTER ID VOTE

Learn more by visiting www.sos.iowa.gov or "Iowa Secretary of State Paul Pate" on Facebook.

Prepared by IOWA SECRETARY OF STATE'S OFFICE

You are registered to vote. This is your Voter ID card.

Attached is your new voter identification card. **Please remove it, sign it, and keep it in your wallet or billfold.** Beginning in January 2018, the new Iowa Election Integrity Law requires that you show a valid ID to vote in Iowa elections. Our records indicate you may not have a valid Iowa driver's license or Iowa non-operator ID, so we are providing you this card to ensure you are **Voter Ready**. If you don't have one of the other forms of identification listed below, **you MUST have this Iowa Voter Identification Card to vote in Iowa elections.**

Acceptable ID for Voting at the Polls
On Election Day, you will be required to present valid identification as listed below:

- Iowa Driver's License or Non-Operator ID, not expired more than 90 days
- Current United States Passport
- United States Military or Veterans ID
- Iowa Voter Identification Card (printed above)

Acceptable ID for Absentee Voting
If you request an absentee ballot for any election, you must provide an identifying number on your absentee request. Acceptable identifying numbers are:

- Iowa Driver's License Number
- Iowa Non-Operator ID Number
- Voter Identification PIN (4-digit number printed on your Voter Identification Card above)

Throughout 2018, pre-registered voters at the polls who do not have the necessary ID can sign an oath verifying their identity and then can cast a regular ballot. Beginning in 2019 Iowa voters will be required to show valid identification before their ballot can be counted.

Your participation in the election process is important and your Voter Identification Card is your key to being **Voter Ready**. Thank you for being a voter!

Regards,
Paul D. Pate
Iowa Secretary of State

PLEASE BE SURE TO KEEP THE VOTER ID CARD ABOVE TO TAKE WITH YOU TO THE POLLS

The overall effort also focused on state and (99) county election officials and offices to provide clarity and consistency of communications with events, materials and PR efforts. Localization added to the opportunity to provide local officials an opportunity to effectively support and speak out on the benefits of the program.

Secretary of State Paul Pate may be contacted for more information, office satisfaction and results.

<https://sos.iowa.gov/contactus.html>
Elections Staff:
515-281-0145 sos@sos.iowa.gov

The Iowa Governor's STEM Council

selected SA in the summer of 2012 following an agency review. At the time, the unaided awareness of STEM in Iowa was 26%. Raising this was our first objective. Fortunately, there were so many opportunities to do just that. Great leadership at the statewide level and amazing support by educators and business leaders gave us the opportunity to strategically select those message tracks that would combine the benefits of education, economic advancement and pure learning for a significant ascent. In two years, the research (conducted by university teams in Iowa) showed a doubling of awareness. The stories brought brand stature and vitality to the STEM foundation. Now, the awareness is 95%+ and the Iowa STEM effort is viewed nationally and internationally as a model to other authorities.

Strategically, Iowa's Governor, legislature and education officials as well as educators and business leaders statewide and locally brought their enthusiastic support and resources.

SA recognized and planned for a variety of critical tasks and strategies, from hosting a statewide annual summit to frequent media relations, website development and special events including STEM Day at the Iowa State Fair, reminding Iowans that this was a strategic opportunity to address the state's economic future of workforce development and retention.

SA's initial theme of Greatness STEMs from Iowans brought an optimistic identity needed for our students, teachers, staff and businesses. After a variety of executions over the next five years, the theme was adjusted to



“ SA stands for **STELLAR ACHIEVEMENT** for STEM and for Iowa. ”

Jeff Weld, PhD
Executive Director,
Governor's STEM Advisory Council

Innovation Division Director,
Iowa Department of Education
Weld@IowaSTEM.org | 515-238-6780

Tomorrow STEMs from Iowa. Focused PSAs and videos told the stories of technology applied within Iowa companies, ag advances and opportunities opening to post-secondary and career opportunities. Of note, the PSAs were free ads on radio and television/cable as well as outdoor and brought in more than \$600,000 in the first 2½ years, thanks to the media strategies and efforts of SA's media team.

Jeff Weld, STEM's executive director, has been complimentary of SA's efforts, saying that "SA stands for Stellar Achievement for STEM and for Iowa." We're humbled and honored by that and continue to work hard for greater opportunities beyond awareness of innovative programming and collaboration that comes from this successful foundation.

**GREATNESS
STEMS
FROM IOWANS**
GOVERNOR'S STEM ADVISORY COUNCIL



summary

OF BIDDER'S PROPOSED PERSONNEL MANAGEMENT APPROACH

SA's team has the depth and experience to fully service the account. We have identified key staff members who will work on the account.



John Schreurs
Chief Executive Officer/President

In addition to setting corporate strategies and overseeing the operations for the agency, John is actively involved with our clients and supporting their business growth. He is an advocate for SA clients and brands and is always challenging the SA team to find a better way and provide solutions to our clients. His approach to business and perspective of integrating sales, operations, finance and marketing is strategic and provides both short-term results and long-term value for SA clients.

Before joining Strategic America in 1983, John successfully developed his skills as sales manager at KFMW-FM in Waterloo, and gained broad marketing experience with the Muscatine, Iowa, Chamber of Commerce.



Bo Adams
Client Strategist

Bo's career encompasses leading client success in precision agriculture, financial services and B2C marketing initiatives. Bo's professional background, progressive thinking and knack for problem solving helps his clients stay on the leading edge of the latest marketing trends.

Bo currently serves as Client Strategy and Service account manager for the Nebraska Corn Board.



Carole Curtis
Media Director

Carole joined SA in 2003. She is passionate about building relationships and working collaboratively with clients, vendors and colleagues. She uses these partnerships to stay up to date on the evolving media landscape and develop integrated media strategies that exceed client expectations and deliver results. She leads a team of experienced media professionals that cross over between traditional and digital planning and placement. Carole works on a variety of accounts, including Broadlawns, Des Moines Public Schools, College Savings Iowa and the American Heart Association Iowa.

Carole will co-lead the account alongside Carolyn Hikiji. Together they will provide integrated media strategy and planning, account oversight and evaluation of new media opportunities and sponsorships.



Carolyn Hikiji
Digital Media Director

Carolyn joined SA in 1995. With a strong foundation in traditional media and expertise in digital marketing, she is an advocate for integrated media strategy to drive measurable results. She leads a team that offers digital solutions developed with a clear vision of desired outcomes, key audiences and the customer journey. Carolyn is currently engaged with a variety of local and regional clients including Wendy's restaurants, Lennox and College Savings Iowa. She has completed certified coursework with Digital Marketer and the Digital Marketing Institute.

Carolyn and Carole together will provide integrated media strategy and planning, account oversight and evaluation of new media opportunities and sponsorships.



Angie Ramirez
Director of Project Management

Angie joined SA in 2019 with an expertise in facilitating workflow. Her reputation for project management was developed over 23 years of managing and implementing processes. Angie has multiple certifications, including a certificate for managing a cross-functioning team, certification in agile development and certification in developing executive presence. Angie's passion for project management is rooted in the creative energy and passion flowing when connecting between disciplines to ultimately build brand loyalty.

Angie will partner with Bo in facilitating work between all disciplines across the agency to ensure marketing campaigns and activities run on schedule.



Lisa Boden
Senior Media Account Manager

Lisa joined SA in 1999. Her initial exposure to advertising came at a North Dakota newspaper, where she worked in the composing department and as a retail account executive. Her responsibilities included ad sales, design and special sections supervision. Returning to Iowa, she worked at The Des Moines Register before joining Strategic America in 1999. Lisa researches, plans and places media for a variety of clients, including Lennox, Nebraska Corn Board, Iowa Farm Bureau and Goodway Technologies.

Lisa will negotiate and buy traditional media, as well as coordinate station promotions.



Greg Welch
Creative Director

Greg joined SA in 2007. He specializes in creative video production, moving ideas from concepts to presentation to scripts and through the final editing process. While at SA, Greg has produced video projects for more than a dozen different clients. Before SA, he was at FCB in Irvine, where he designed projects for Hilton Hotels and Taco Bell. Greg earned his master's degree at the VCU Adcenter in Richmond, Virginia, in 2004. Prior to that, he interned at the Richards Group in Dallas, and at McCann Erickson in New York.

SEE ATTACHED RESUMES FOR FURTHER INFORMATION.

John Schreurs

President/CEO

515.453.2003

jschreurs@strategicamerica.com

I've spent the majority of my career at Strategic America – 40 years – working with clients and the team at Strategic America to provide the expertise, innovation and systems to help clients grow their business.

In addition to setting corporate strategies and overseeing the operations for the agency, I am actively involved with our clients and supporting their business growth. I am an advocate for SA clients and brands, and am always challenging the SA team to find a better way to provide solutions to our clients. My approach to business and perspective of integrating sales, operations, finance and marketing is strategic and provides both short-term results and long-term value for SA clients.

Before joining Strategic America in 1983, I successfully developed my skills over a period of more than five years as sales and promotions manager at KFMW in Waterloo. Prior to that I gained broad marketing experience with the Muscatine, Iowa, Chamber of Commerce working with their retail committee and economic development counsel.

What that means to the clients of SA? I have a real passion for learning and understanding each client's business. Their challenges. Competition. Competitive advantages. Operations. People. Their culture. Plans for the future. And helping them identify their Future Competitive Advantage.

When working with me you will find that my StrengthsFinder profile are indicative to the way I counsel clients, but also how I work with and lead the team at SA.

StrengthsFinder

Strength #1 – Individualization

Strength #2 – Ideation

Strength #3 – Responsibility

Strength #4 – Arranger

Strength #5 – Relator

Education.

BA University of Northern Iowa, Cedar Falls, IA. College of Humanities and Fine Arts, Radio/TV and Marketing (Major/Minor), 1973-1977

Engagement.

Board of Directors, Hoyt Sherman Place, Des Moines

Board of Directors, Iowa Association of Business & Industry (former)

Employee and Family Resources (former)

Among others

I look forward to the opportunity to work with the Nebraska Secretary of State.

**Carole Curtis**

Media Director – Strategic America

Contact6600 Westown Parkway
Suite 100

West Des Moines, IA 50266

515-453-2094

ccurtis@strategicamerica.com

Education

M.B.A.

Drake University

Des Moines, Iowa, 2007

B.A., Advertising

Iowa State University

Ames, Iowa, 1999

The Dale Carnegie Course

Dale Carnegie North Central

US

Issued 2022

Toolbox

- Advantage Media
- Comscore
- Nielsen
- SQAD
- Strata/Freewheel
- Vivvix

Profile

Media professional passionate about building relationships and working collaboratively with clients, vendors, and colleagues. Up to date on evolving media landscape. Develops integrated media strategies that exceed client expectations and deliver results. Leads a tenured team that crosses over between traditional and digital channels. Experienced in a variety of industries including home services, healthcare, education, state government and non-profit.

Experience**Media Director**

Strategic America | 2022 to Current

- Overall corporate responsibility for management of media function
- Supervise the performance of media staff
- Oversee the formation of quality media strategies and plans
- Form strategic alliances with outside media vendors to aid in negotiation and innovation
- Maintain thorough awareness of trends and tools in media environment

Associate Media Director

Strategic America | 2020 to 2022

- Demonstrate leadership in all areas of media function
- Utilize data to develop targeted media strategies
- Act as liaison to clients and internal teams on formation of media strategies and budgets
- Evaluate and maintain media research and data tools

Media Account Manager

Strategic America | 2003 to 2020

- Develop media plans based on client needs
- Negotiate and implement media plans and maintain buy records
- Conduct post-buy analysis and prepare reporting
- Reconcile vendor invoices and ensure accurate client billing

References

- Emily Beringer, Account Manager, Matrix Media Services, eberinger@matrixmediaservices.com
- Christine Locke, SVP Sales & Operations, CTV Media, Inc., CLocke@CTVMedia.com
- Angela Parker, Senior Account Executive, iHeart Media, AngelaParker@iheartmedia.com
- Sherri Sadon, VP/DOS, Katz Media Group, Sherri.Sadon@katzmedia.com

Bo Adams

Phone: 270-844-2591 || badams@strategicamerica.com

Client Strategist

Dynamic marketing professional with 18 years of marketing experience in both business and agency settings. Expertise in both B2B and B2C marketing platforms, with a successful track record of implementing direct and indirect marketing strategies. Creative and innovative team player with a knack for identifying problems while developing appropriate, effective and efficient solutions. Proficient in collaborating with multiple project stakeholders to determine an audience's interest level. Vast experience in the development of specific go-to-market strategies that align with current priorities and business objectives.

Experience

CLIENT STRATEGIST || Strategic America || Des Moines, IA || Sept 2020 – Present

- Management of the client/agency relationship, becoming a direct extension of their day-to-day business.
- Define strategies and tactics to drive qualified traffic through client sales funnels, while creating opportunities to shorten sales cycles and thereby decreasing the overall cost of new client acquisitions.
- Fully develop client marketing campaigns (print, digital, direct mail, broadcast, etc.) that address current and future needs, while insuring alignment with brand guidelines.
- Collaborate with key team members and key stakeholders to ensure transparency, while maintaining consistent alignment with current initiatives, long-term goals and KPIs (Key Performance Indicators).

DIRECTOR OF BRAND DEVELOPMENT || Rubline Marketing || Traer, IA || Jan 2019 – Aug 2020

- Successfully develop and implement social, digital, print and video marketing campaigns that are aligned with the client's brand, tell their story and are designed to meet their current objectives.
- Manage daily activities of the creative team, while ensuring current projects are finished on time and remain within budget.
- Responsible for creating and maintaining client's brand identity through storytelling, along with the implementation of consistent, compelling messaging throughout various distribution platforms.
- Responsible for creating sophisticated digital marketing campaigns that fully integrate with the various social media platforms.
- Specialize in a multi-platform brand strategy for clients across multiple industry verticals.

BRAND MANAGER || Drift Media || Moreland, GA || April 2016 – Dec 2019

- Manage budgets and creative deliverables with both in-house and freelance teams as the team leader throughout all phases of national branding campaigns.
- Provide strong managerial, strategic and creative expertise, developing creative talent within the agency.
- Facilitate effective client relationships while advising clients throughout the strategic planning phases of advertising campaigns.

- Conceptualize, articulate and oversee the execution of design concepts across various mediums (print/graphical/video), based on the client's individual goals and objectives.
- Direct, supervise and review all production work to ensure all goals were aligned and creative quality was held to the highest standard.

MARKETING DIRECTOR || Campbell Enterprises || Carmi, IL || March 2012 – April 2016

- Create and implement a grassroots marketing strategy that increased gross sales revenue from \$1.2M to \$10M annually over a 36-month period.
- Develop an in-depth understanding of company products and customer buying preferences.
- Develop and maintain relationships with key account holders, utilizing those relationships as a platform to reach new customers.
- Produce leading-edge digital marketing and SEO (Search Engine Optimization) strategies that resulted in the company ranking number one across many Google keyword searches.
- Responsible for all ad placement (print, tv, web) while operating within the allotted budget of \$5000K.
- Created a new promotional campaign through "package bundles" that resulted in an average profit margin increase of 8%.

RELATIONSHIP BANKER || Integra Bank || Evansville, IN || Feb 2005 – Aug 2011

- Cultivated key relationships in the community and internal relationships with ag lenders and mortgage loan originators.
- Top annuity salesperson over 67 branches with annual investments averaging more than \$1M.

Education

Eastern Kentucky University || Richmond, KY || Aug 2001 – May 2004 || Bachelor of Arts, Economics

Southeastern Illinois College || Harrisburg, IL || Aug 1999 – May 2001 || Associate of Science

Skills

- Advanced Google Analytics Certified
- Google Fundamentals of Digital Marketing Certified
- Financial Analysis
- Critical Thinking
- Resource Management
- Creativity

References

- Kelly Brunkhorst || Executive Director || Nebraska Corn || 402-471-2676
- Brandon Goodwin || President || WMC Inc || 708-774-3237
- Dustin Knutson || President || Boyd's || 605-630-0463

CAROLYN HIKIJI6600 Westown Parkway, West Des Moines, IA | chikiji@strategicamerica.com**PROFESSIONAL SUMMARY**

Collaborative and forward-thinking digital media director with more than 10 years of experience leading teams and executing integrated media campaigns. Expert at leveraging research, data, external partnerships and industry platforms to generate successful campaigns focused on achieving short- and long-term objectives by reaching intended audiences.

WORK EXPERIENCE**Digital Media Director, Strategic America | October 2020 – present**

- Responsible for professional development, operations and output of the paid social and digital media team, collaborating closely with the VP of media/digital services and other directors and managers in the agency.
- Responsible for talent acquisition and hiring for digital and paid social media teams. Conduct quarterly reviews of direct reports and provide ongoing feedback in real time.
- Provide education and relevant updates to teams and clients about the ever-evolving digital media landscape, including audience research, trends, innovation and data privacy.
- Lend senior leadership to the development, presentation, and execution of integrated media plans including traditional, digital and paid social tactics. This includes understanding each client's unique marketing goals and establishing specific and measurable KPIs.
- Deliver campaign reporting with relevant performance metrics to validate campaign success and identify meaningful insights for future campaigns.
- Collaborate with SA's data analytics and programming teams to assist with innovative enhancement of reporting dashboards, attribution models and API integrations with external platforms.
- Manage daily media planning and buying tasks for multiple agency accounts, including tenured work on Wendy's for 20 years and Lennox Industries for 25 years. Includes preparing and confirming contracts for media vendors, providing detailed traffic instructions and delivering creative assets.
- Lead ongoing evaluation of paid digital media partnerships to negotiate media costs, added-value benefits and ensure the highest standards of service, pricing and cross-channel delivery and reporting.
- Responsible for reconciliation of paid media vendor invoices every month to validate campaign delivery based on contractual agreements.

Media Director, Strategic America | January 2013 – October 2020

- Responsibilities for the media director role were very similar to those noted for digital media director, with greater emphasis on strategic planning, execution and mentorship for traditional media channels like television, radio, print and out-of-home.
- Managed media planning and buying for clients such as Wendy's, Lennox, Catch Des Moines (Des Moines Convention and Visitors' Bureau), Exmark Lawnmowers, STEM and various political campaigns.
- Negotiated television and radio buys using Nielsen ratings and daypart/programming analysis in media buying software. Provided detailed television post analysis and negotiated makegood weight for any underdelivery.
- Established myself as a leader in the adoption and strategic implementation of programmatic digital media tactics like display, video, streaming audio and connected television.

Associate Media Director, Strategic America | February 2006 – December 2012

- Assisted the media director with management and operations of the media team in all aspects noted above.
- Managed media planning and buying for clients such as Wendy's, Lennox, Service Experts, Iowa Lottery and various political campaigns.

EDUCATION

Iowa State University
B.S. Journalism/Mass Communications

SKILLS

- Articulate and thoughtful communicator.
- Strong organizational skills to manage multiple projects with a high degree of accuracy.
- Collaborative with organizational savvy to understand roles within the agency, and engage appropriate team members to complete tasks efficiently.
- Proficient with Strata and Advantage media buying software.
- Microsoft Office Excel, Word, PowerPoint, SharePoint

CERTIFICATIONS

- Digital Marketing Pro certification with American Marketing Association and Digital Marketing Institute
- Digital Marketer Paid Traffic certification
- Currently updating Google Fundamentals certification

REFERENCES

Michelle Hay, Alpha Media Lincoln | 402.318.6227 | michelle.hay@alphamediausa.com
Jennifer Hunt, Outdoor Nation | 423.309.2695 | jhunt@odn.agency
Cami Webb, NRG Media Omaha | 402.977.9274 | cwebb@nrgmedia.com
Misty Schultz, Pandora | 612.396.9370 | mschultz@pandora.com

LISA BODEN

Strategic America, Media Account Manager
515.453-2028
lboden@strategicamerica.com

PROFILE

Media professional with more than 30 years in marketing, with a curiosity to learn in the ever-changing media landscape. I enjoy building relationships with our clients and vendor partners and collaborating internally with our teams. I am passionate about providing the best strategies for our clients – plans that show a knowledge of their current needs and goals while looking to the future.

PROFESSIONAL EXPERIENCE

- 2020-Present *Strategic America, Media Account Manager*
Client-facing, responsible for developing and implementing strategy, supervising junior buyers on campaign placement. Work closely with client service and accounting teams.
Media account manager for:
- Nebraska Corn Board – Plan, negotiate and place TV, radio, connected TV, gas pump-toppers, digital display and pre-roll. Analysis of sports packages for the client, such as a regional Big Ten Network package
 - Goodway Technologies – National and international digital, e-marketing, print; annual planning, negotiation, placement, with monthly reporting with client
 - Iowa Farm Bureau – Plan, negotiate and execute statewide TV, radio, and digital campaigns, with post-buy analysis
 - College Savings Iowa – Plan, negotiate and execute a statewide multimedia campaign each year, focusing on young parents and grandparents
- 2010-2020 *Strategic America, Sr. Media Planner/Buyer*
Managed several accounts, attended client meetings, helped with new business; research, planning and buying for local, regional and national clients, including the Iowa Lottery, Lennox, Farm Bureau, Toro and Service Experts
- 1999-2010 *Strategic America, Media Planner/Buyer*
Research, planning, placement, post-buy reporting and invoice reconciliation for a variety of statewide and regional clients
- 1998-1999 *Des Moines Register, Classified Recruitment*
Worked with an account list, created spec ads, managed contracts
- 1995-1998 *Williston Herald, Sales Executive, Special Sections Manager*
Worked with a large account list, developed advertising campaigns and designed layouts; managed special sections sales and layout
- 1992-1995 *Williston Herald – Composing*
Worked on the layout for news pages and advertising
- 1989 -1992 *United Parcel Service Customer Service Clerk*
Worked customer service desk, calculated shipping and insurance

EDUCATION

- East Union Community High School
- Southwestern Community College – Liberal Arts

OTHER PROFESSIONAL COURSES

- Fundamentals of Digital Marketing
- DMHQ
- Crucial Conversations
- StrengthsFinder
- Entre-Leadership Summit
- Digital Marketing course
- Nielsen webinars
- Various other marketing webinars

SKILLS

- Strong written and verbal communicator
- Proficient in Excel, Word, PowerPoint, WorkFront, SharePoint
- Strata and Advantage media buying software
- Nielsen
- SQAD
- Collaborative spirit and positive can-do attitude, with attention to detail and accuracy
- StrengthsFinder skills – Learner, Achiever, Intellection, Responsibility, Positivity

REFERENCES

- Shane Bradford, WOWT-TV, Omaha, shane.bradford@wowt.com, 402-233-7816
- BJ Nannen, KLKN-TV, Lincoln, bnannen@klkntv.com, 402-314-0050
- Stephanie Mainelli, KETV-TV, Omaha, stephanie.mainelli@hearst.com, 402-616-9848
- Vickie Frankforter, News Channel Nebraska, vfrankforter@newschannelnebraska.com, 402-214-8743
- Michelle Hay, Alpha Media, Lincoln, Michelle.hay@alphamediausa.com, 402-318-6227
- Troy Dilla, The OOH (Out of Home) Squad - troy.dilla@oohsquad.com, 612-396-4648
- Sherri Sadon, Katz Media Group, sherri.sadon@katzmedia.com, 347-534-8121

ANGIE RAMIREZ

515.494.2650 | angieramirez1201@gmail.com

PROFILE

Experienced management professional with expertise in facilitating efficient workflow and successfully supervising complex projects. Exceptional problem-solving skills. Proven manager of multiple associates. Skilled at ensuring on-time completion of projects. Known as a caring, highly involved mentor. Well-developed ability to wear multiple hats and manage a wide range of responsibilities.

PROFESSIONAL EXPERIENCESTRATEGIC AMERICA | Des Moines, IA*Director, Project Management – May 2019-Present*

- Introduced and built project management discipline into the agency.
- Responsible for co-launching, activating and training associates on use of new project management tool (WorkFront) for the agency.
- Provides leadership and direction to project management team; strategically thinking and communicating desired outcomes for SA and our clients.
- Direct the team to work with client service strategy partners to create effective plans for clients and develop the best strategies for project execution for 10+ accounts.
- Project manager for new business agency initiatives.

THE INTEGER GROUP | DES MOINES, IA*Director of Agency Engagement and Collaboration — July 2018 to April 2019*

- Collaborate with key leaders (President, CFO, VP Exec. Creative Director, VP of Integration) on business initiatives, business plans and communication.
- Develop agency communication plans, drive communication channels.
- Guide integration and communication throughout the agency.
- Responsible for development and success of teams and individuals by leveraging training, communication plans and agency culture.
- Drive agency vision through one-on-one connections and agency communication.
- Coach and mentor associates while implementing structured career planning and performance review and improvement programs.
- Strengthen connections at corporate level, facilitate productive network communication and collaboration.
- Manage agency budgets across multiple initiatives.
- New business operations:
 - Identify case studies and collaborate with teams to develop case studies.
 - Project management of new business development teams.
 - Manage and deploy all new business assets.
 - Facilitate strategy sessions, presentation reviews and rehearsals, and pitch day logistics, content and process.

Director of Agency Operations — March 2015 to July 2018

- Executive team member responsible for setting vision for departments and teams that ladder up to corporate vision.
- Work with outside consultants to improve operating efficiencies.
- Represent the voice of associates and be their advocate in executive committee meetings, champion for associates to evolve and help implement positive changes.
- Responsible for outlining and managing agency budgets for internal events, training, award shows, creative department.
- Co-leader of the development and implementation of project management and integrated producer positions.
- Lead career development and supervisor training.
- Responsible for co-launching, activating and training associates on use of new project management tool (WorkFront) for the agency and network.
- Integrate standardized workflow process and encourage agency-wide collaboration.
- Resource manager for the agency, assign talent and approve all timelines for projects.

Director of Creative Operations — March 2006 to March 2015

- Co-manage a creative department of 40-50 associates, providing structure, generating schedules, monitoring daily workflow, maintaining work balance and ensuring deadlines are met.
- Direct supervisor for 10-12 associates.
- Lead team and department meetings.
- Work closely with account service directors, creative leads and executive committee in managing finances and forecasting resources.
- Develop estimates for creative projects.
- Facilitate networking and “cross-pollinating” creative opportunities with the group.
- Manage associate growth through performance evaluations, action plans, coaching, training and working with human resources department and the executive committee.
- Recruit and interview candidates for account service and creative department, identify and hire new employees and freelancers.
- Develop and implement mentor program for agency associates.

Traffic Manager — February 2002 to March 2006

- Oversee and track up to 4,000 projects a year for more than 20 different accounts.
- Serve as traffic lead and decision maker to establish team goals and recommend problem-solving solutions for continual efficiency of accounts.
- Develop and implement agency processes that focus on quality control and cost-effective efficiencies.
- Ensure complete functionality of digital project management system.
- Negotiate deadlines and assign creative resources to projects to ensure the right people and talent are matched to every job.
- Traffic digital projects, attend estimate meetings, attend digital team meetings and set up cross-department collaboration meetings.

EDUCATION

- Grandview Collete, Business Courses
- Des Moines Area Community College, Business Courses

Gregory Welch — Creative Director

kreative@gmail.com

949.680.5914

Portfolio of work available at gregsayshello.com

Personal Profile

Creative director with 20 years of advertising agency experience.

Emphasis on campaign concepts and video production.

Extensive experience in market research and insights, crafting project briefs and creative briefs, concept development, script writing and art direction, presentation development and delivery, and production budgeting and execution.

Work Experience

Creative Director—Strategic America, Des Moines, Iowa

2020–Present: Iowa Lottery, Lennox, Pella, Broadlawns Medical Center

For the Iowa Lottery, I have spent more than 10 years developing concepts in the agency, pitching those ideas in the board room and seeing the production process through in the edit suite. The combined work of the account, creative and production teams have helped grow annual contributions to the Iowa general fund from \$60 million to \$98 million. Lennox creative is placed nationally through 1,133 separate dealers, totaling more than \$20 million in co-branded advertising. I have also recently joined the creative team for Pella Windows and Doors, also serving branches across the country.

Associate Creative Director—Strategic America

2014–2020: Catch Des Moines, Iowa Finance Authority

The integrated campaign for the Iowa Finance Authority's down payment assistance program was an important project for me as I transitioned from working as an art director to a creative director. I worked as the lead client contact and worked with a team to produce video, digital, print and social executions to raise awareness of the program for future homeowners.

Art Director/Sr. Art Director—Strategic America

2007–2014: Iowa Farm Bureau, Kum & Go, Nationwide Insurance, Wendy's

For the regional convenience store, Kum & Go (recently purchased by Maverick), we turned a simple summer fountain drink promotion into a massive integrated campaign. Pop vs Soda involved custom cups that tracked purchases at a store level, as well as unique media buys where we could see competing executions side-by-side. In-store sales for the summer months increased by 7% over the previous year. They also ran out of cups and had to reorder.

Jr. Art Director—Foote, Cone & Belding (FCB), Irvine, California

2005–2007: Hilton, AAA, Taco Bell

Working at FCB was critical to my development as a creative. I was able to participate through a full video production process for Taco Bell including writing, casting, scouting, filming, editing and post-production.

Intern Art Director—The Richards Group (TRG), Dallas, Texas

Summer 2003: Home Depot, Nokia

The first published print ad I was able to art direct was a sponsorship execution for the Home Depot that ran in MLS game programs and other magazines.

Education

MS—Mass Communication, Advertising, 2004

Virginia Commonwealth University Brandcenter

Graduated from the art direction track. Program was previously known as the Adcenter.

BA—Marketing Communications major, Advertising Design minor, 2002

Brigham Young University

Graduated in three years of course work (97-98, 00-02) thanks to spring/summer courses, AP credit and guidance on how to major in advertising given at freshman orientation.

Selected Awards

2022 Telly Gold—Iowa Lottery, The Champ

2022 Telly Gold—Iowa Lottery Perfect for Anyone

2021 Telly Gold—Lennox, Air is Life Campaign

2018 Telly Gold and Silver Addy—Iowa Lottery, Secret Santa

2017 Gold Addy— Iowa Lottery, Proceeds

2010 Addy Best in Show—Iowa Farm Bureau, Join the Ride

2009 Regional Addy Gold—Kum & Go, Pop vs Soda

2009 Addy Best in Show—Kum & Go, Pop vs Soda

2009 Telly Bronze—Kum & Go, Pop vs Soda

Skills and Additional Activities

Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Premiere Pro, Audition

BYU Alumni, Des Moines, Iowa, Chapter Co-Chair, 2019–Present

Volunteer, Central Iowa Coed Soccer League

Speak Swedish

References

Jacob Moyer, Owner, Director, Director of Photography, Luminary Creative

jacob@luminarycreative.com, 515.707.9986

**Attachment A - Technical Approach
Request for Proposal Number 6820 Z1**

SUBCONTRACTORS

Unified Partnerships

5180 Golden Foothill Pkwy. | El Dorado Hills, CA 95762 | 530.306.7966

Unified will be partners with SA to collaborate on strategy, media planning and campaign implementation.

Percentage of performance hours = 18%

Wiese Research Group

(a subsidiary of The MSR Group)

Cathy Morrissey, President | Mobile: 402.850.3590 | cmorrissey@wresearch.com

To identify how best to reach Nebraskans of voting age, Wiese Research Group would partner with SA to develop and deploy market research. The goal of the research: inform marketing strategies, plans and efforts focused on raising awareness of voter ID requirements, especially among those who don't currently have a valid Nebraska driver's license or state ID.

Percentage of performance hours = 5%

Bidder Name: Strategic America, Inc.

For the following technical requirements, provide a response explaining how each requirement will be met and experience in such areas. This completed form must be submitted with the proposal response. Attach additional pages as necessary when responding to each item or provide responses to each requirement in a separate attachment.

1. UNDERSTANDING OF THE PROJECT REQUIREMENTS
Provide your understanding of the project description and scope of work.
<p>Strategic America (SA) understands the Nebraska Secretary of State (the Secretary), through the Elections Division, is seeking branding, educational materials and marketing services for an efficient and effective statewide multimedia public awareness campaign. The campaign's goal is to educate Nebraska voters on voter ID requirements in advance of upcoming elections — including the May 14, 2024, statewide primary election; the Nov. 5, 2024, statewide general election; and any special or local elections throughout the initial term.</p> <p>Strategic America also acknowledges the Secretary is seeking branding and educational materials for training county election officials and election workers on the new voter ID requirements, and materials for use by Nebraska agencies who are required to provide the opportunity for citizens to register to vote. As you will see, SA has developed similar services for the Iowa Secretary of State.</p> <p>SA has award-winning digital, media, creative and public relations teams that have managed successful public awareness campaigns for many clients nationwide. We recognize the critical importance of delivering the right messages to the right audience at the right time. SA's team members are experienced at delivering effective public campaigns integrated across multiple disciplines and channels — including traditional and digital media, social media, strategic communications, content development and marketing, SEO, SEM and programmatic buying.</p> <p>The work SA develops and executes will at all times reflect the brand, goals, objectives and overall mission of the Secretary's Office and Elections Division. Our data and analytics department allows SA to sift through the many available data points, while our in-house research expertise and close connection to research partners provides us with the latest trends, sentiment and opportunities in Nebraska and beyond.</p>

2. PROPOSED DEVELOPMENT APPROACH

Describe your proposed development approach including recommended quantities for media production and recommended budget for media buys. Provide a detailed breakdown for media production and media buys by media type, including recommended quantities. If there are any overhead charges or mark-ups associated with media buys, please detail those costs below.

Two sample media plans (see:1.Media Plan Sample) have been developed to illustrate how we would approach media planning and buying for this initiative. The flowcharts provide details on recommended media types, media weight, campaign timing and target geographies. Non-negotiated media expenditures are shown but are scalable to meet your budget. Media budgets include a 9.5 percent agency commission.

The **base** media plan delivers 33.8 million impressions to statewide Nebraskans through an integrated mix of traditional and digital tactics. This plan delivers broad reach to the voting age population, while also targeting diverse audiences by applying relevant data segments and utilizing Spanish-language media channels. The targeting strategy also concentrates impressions in counties that have high ethnic population density.

The **base plus** media plan carries 20 percent more media weight, delivering 40.3 million statewide impressions. This plan is enhanced by the addition of high-profile sports programming, such as NFL, Husker sports and NCAA March Madness. This is appointment-television that will have high viewer engagement and recall. Radio additions include the Nebraska Rural Radio Network and radio influencers. Radio influencers will act as ambassadors to their audiences and provide credibility to messaging. Snapchat is a recommended addition to social media to reach the younger 18-24 age segment. Targeted outreach at specific events presents a unique opportunity to reach audiences in contextually relevant environments. Some examples we'd like to explore include state and county fairs, heritage festivals and large concert events.

An integrated mix of traditional and digital media tactics is proposed to effectively and cost-efficiently reach the following identified target audiences:

- Nebraska voting age population
- Ethnic audiences
- Individuals with disabilities
- County officials and election workers
- College students

Media tactics were informed by insights from a mix of proprietary and syndicated research, and selected for alignment with varying consumption behaviors. Recommended tactics also capitalize on our knowledge of Nebraska's media landscape and marketing to niche and ethnic audiences.

Audience segmentation will be customized for each media tactic. Demographics, media consumption habits and ethnic considerations will guide audience targeting within the media mix. For example, broadcast television will efficiently deliver broad reach among the Adults 25-54 and 65+ age groups. Paid social will be weighted more heavily to younger audiences. Additionally, Spanish-speaking audiences will be reached through a mix of both traditional and digital elements.

Proposed media run dates are shown for both the Nebraska primary election in May and the general election in November. Several factors need to be taken into consideration to determine when media should be in-market. Those include dates for early voting applications, when ballots are sent out, when in-person voting starts, broadcast political windows and the creative

1. Media Plan Sample - Base Plan

Primary Election													General Election													Estimated Impressions	Media Budget		
Mar				Apr				May					September				October				November								
4	11	18	25	1	8	15	22	29	6	13	20	26	2	9	16	23	30	7	14	21	28	4	11	18					
Primary Election 5/14 Ballots sent out 35 days prior In-person voting 30 days prior													General Election 11/5 Ballots sent out 35 days prior In-person voting 30 days prior																
Broadcast Political Window: 3/30/24 - 5/14/24													Broadcast Political Window: 9/6/24 - 11/5/24																
Media Run Dates: 3/18/24 - 5/14/24 Pulsed strategy, weeks TBD													Media Run Dates: 9/2/24 - 11/5/24 Pulsed strategy, weeks TBD																
BROADCAST TELEVISION													BROADCAST TELEVISION													2,784,968	\$ 175,500		
Omaha, Lincoln-Hastings-Kearney, North Platte DMAs													Omaha, Lincoln-Hastings-Kearney, North Platte DMAs																
CONNECTED TELEVISION													CONNECTED TELEVISION													2,711,100	\$ 122,000		
Heavy Up in Counties With No Broadcast TV Multiple Targeting Segments													Heavy Up in Counties With No Broadcast TV Multiple Targeting Segments																
TRADITIONAL RADIO													TRADITIONAL RADIO													2,919,750	\$ 74,500		
Omaha, Lincoln, Grand Island-Kearney-Hastings Metros English & Hispanic Formats													Omaha, Lincoln, Grand Island-Kearney-Hastings Metros English & Hispanic Formats																
DIGITAL AUDIO													DIGITAL AUDIO													2,800,000	\$ 56,000		
Targeted Counties / Multiple Targeting Segments Pureplays, Podcasts, Broadcast Streams													Targeted Counties / Multiple Targeting Segments Pureplays, Podcasts, Broadcast Streams																
VIDEO													VIDEO													3,705,000	\$ 63,000		
Targeted Counties / Multiple Targeting Segments Programmatic Preroll / YouTube													Targeted Counties / Multiple Targeting Segments Programmatic Preroll / YouTube																
PAID SOCIAL													PAID SOCIAL													4,446,000	\$ 66,700		
Statewide Nebraska / Multiple Targeting Segments Facebook, Instagram, TikTok													Statewide Nebraska / Multiple Audience Segments Facebook, Instagram, TikTok																
OUT OF HOME													OUT OF HOME													4,230,957	\$ 61,100		
Omaha and Lincoln Metros Programmatic Digital Billboards													Omaha and Lincoln Metros Programmatic Digital Billboards																
PRINT													PRINT													5,868,448	\$ 31,000		
Statewide Rural Newspapers Hispanic Newspapers													Statewide Rural Newspapers Hispanic Newspapers																
<i>Media costs are estimates and will not be negotiated until plans and budgets are approved by Nebraska Department of Administrative Services</i>																										Added Value Goal (15%)		4,419,933	\$ -
																												33,886,157	\$ 649,800

1. Media Plan Sample - Base Plus Plan

Primary Election													General Election													Estimated Impressions	Media Budget		
Mar				Apr				May					September				October				November								
4	11	18	25	1	8	15	22	29	6	13	20	26	2	9	16	23	30	7	14	21	28	4	11	18					
Primary Election 5/14 Ballots sent out 35 days prior In-person voting 30 days prior													General Election 11/5 Ballots sent out 35 days prior In-person voting 30 days prior																
Broadcast Political Window: 3/30/24 - 5/14/24													Broadcast Political Window: 9/6/24 - 11/5/24																
Media Run Dates: 3/18/24 - 5/14/24 Pulsed strategy, weeks TBD													Media Run Dates: 9/2/24 - 11/5/24 Pulsed strategy, weeks TBD																
BROADCAST TELEVISION													BROADCAST TELEVISION													4,525,573	\$ 282,000		
Omaha, Lincoln-Hastings-Kearney, North Platte DMAs PLUS High Profile Sports (including cable)													Omaha, Lincoln-Hastings-Kearney, North Platte DMAs PLUS High Profile Sports (including cable)																
CONNECTED TELEVISION													CONNECTED TELEVISION													3,088,800	\$ 139,000		
Heavy Up in Counties With No Broadcast TV Multiple Targeting Segments													Heavy Up in Counties With No Broadcast TV Multiple Targeting Segments																
TRADITIONAL RADIO													TRADITIONAL RADIO													5,224,196	\$ 133,300		
Omaha, Lincoln, Grand Island-Kearney-Hastings Metros English & Hispanic Formats PLUS NE Rural Radio Network / Radio Influencers													Omaha, Lincoln, Grand Island-Kearney-Hastings Metros English & Hispanic Formats PLUS NE Rural Radio Network / Radio Influencers																
DIGITAL AUDIO													DIGITAL AUDIO													2,800,000	\$ 56,000		
Targeted Counties / Multiple Targeting Segments Pureplays, Podcasts, Broadcast Streams													Targeted Counties / Multiple Targeting Segments Pureplays, Podcasts, Broadcast Streams																
VIDEO													VIDEO													3,705,000	\$ 63,000		
Targeted Counties / Multiple Targeting Segments Programmatic Preroll / YouTube													Targeted Counties / Multiple Targeting Segments Programmatic Preroll / YouTube																
PAID SOCIAL													PAID SOCIAL													4,866,600	\$ 73,000		
Statewide Nebraska / Multiple Audience Segments Facebook, Instagram, TikTok, PLUS Snapchat													Statewide Nebraska / Multiple Audience Segments Facebook, Instagram, TikTok, PLUS Snapchat																
OUT OF HOME													OUT OF HOME													4,985,743	\$ 72,000		
Omaha and Lincoln Metros PLUS Grand Island, Hastings, Kearney Programmatic Digital Billboards													Omaha and Lincoln Metros PLUS Grand Island, Hastings, Kearney Programmatic Digital Billboards																
PRINT													PRINT													5,868,448	\$ 31,000		
Statewide Rural Newspapers Hispanic Newspapers													Statewide Rural Newspapers Hispanic Newspapers																
EVENTS / TARGETED OUTREACH													EVENTS / TARGETED OUTREACH													TBD	\$ 25,000		
Geo-Fenced Targeting of Events Grassroots Outreach													Geo-Fenced Targeting of Events Grassroots Outreach																
<i>Media costs are estimates and will not be negotiated until plans and budgets are approved by Nebraska Department of Administrative Services</i>																										Added Value Goal (15%)		5,259,654	\$ -
																												40,324,014	\$ 874,300

production timeline. The proposed media timing is eight weeks prior to the primary and nine weeks prior to the general elections. Media weeks will be pulsed to extend budget and messaging throughout each election cycle. This will ensure public awareness and education of the new voter ID requirement is established prior to early voting.

Geographic considerations will guide media selection and the budget weighting strategy. While the target geography is statewide Nebraska, there are nuances that need careful consideration. Like Iowa, Nebraska has a significant population density in key metro/urban areas. However, all counties and rural populations must receive media coverage. Key counties have ethnic population densities that need appropriate coverage. Nebraska also has border markets where it is wasteful and cost-prohibitive to purchase broadcast media.

Detailed breakdown of media production, including recommended quantities, is outlined in cost proposal.

Media Production

- Once media plan and creative is approved, we finalize the creative files for Media Placement.

TV/Video:

- SA will assign an ISCI code to tag the spots to identify them.
- SA broadcast production team will upload final spots to Comcast. Comcast will provide confirmation they received the spots.
- Media team will send traffic instructions to the stations of what to run, when to go live, whether to rotate and/or run 100% of the time, and when to pull spots.

Radio:

- Media team will send scripts via email to the stations to produce and/or send a produced radio spot, along with sending the stations traffic instructions.

Outdoor

- Vendor sends a link or SA will provide a WeTransfer link.
- Media team will share their recommendation and/or direction on which boards go in each spot and instructions for what/how to rotate and/or placement in the area for market coverage.

3. MEDIA PLANNING

Bidder must have experience finding, interpreting, and applying research to leverage the individual strengths of different mediums and channels to best reach consumers. In addition, bidder must have experience working with stakeholders and assist in integrating changes to improve concepts before launching into marketplace. Bidder must be skilled with a variety of media production techniques and implementation strategies. Describe experience.

SA and Unified Partnerships will collaborate to develop a fully integrated plan that is supported by both parties' vast expertise creating multimedia public awareness campaigns and deep knowledge of the Nebraska media landscape.

SA has been in the business of planning and buying media for 43 years, forging strong alliances with media vendors across the U.S. and in the state of Nebraska. Our ongoing 30-year partnership with Wendy's Nebraska showcases our ability to earn client trust and continue proving our value by delivering results. Our work with Wendy's includes media placement with

traditional, digital, social media, as well as PSA campaigns for the Dave Thomas Foundation for Adoption, activations at local events and public relations. Hispanic targeting is implemented in our messaging and targeting for Wendy's, most prominently with digital and social media tactics.

Our work with Nebraska Corn Board has been statewide in scope and is focused on educating Nebraskans on the many benefits and uses of corn. Multimedia campaigns have incorporated broadcast TV, News Channel Nebraska, statewide radio, streaming audio, podcasts, connected TV, digital display, pre-roll video and gas-pump toppers as some of the strategies to reach our audience. We have also assisted Nebraska Corn Board in analyzing and making recommendations on local and regional sports packages, including a multistate Big Ten Network sponsorship.

In addition, our strategic partner has notable experience with civic engagement campaigns, including messaging for the 2020 Census in five states, voter engagement campaigns for the Tennessee Secretary of State and Florida Department of State, and a massive voter turnout effort for the "LA Votes 2020" campaign (an effort that featured campaign creative in 13 languages).

Our media planning process is directly tied to our overall strategic planning process — a research-led exploration of the practical audience behaviors required to drive behavioral change and campaign success. Beginning with hard-to-reach audience identification and preliminary segmentation, we will conduct an analysis of each target audience's platform affinities and behaviors to reach the right target, in the right media environment, with the right messaging on the front end, and we'll ensure we have the right measurement and attribution strategies in place to maximize ROAS and campaign learnings on the back end.

Our planning process comes to life in 3 stages:

1. Research and Strategy
2. Planning
3. Establishing KPIs

RESEARCH & STRATEGY

To ensure our media programs are as efficient, effective and as integrated as possible, we incorporate extensive research into all media planning. SA and Unified Partnerships will access a variety of research and data sources to define audiences, prioritize media tactics and set media cost goals. Those resources include, but are not limited to:

- Industry research
- MRI-Simmons
- Advantage Media
- Radio-Locator
- First-party data
- Nielsen
- SQAD (Spot Quotations & Data)
- U.S. Census data

PLANNING

In the planning phase, we use first- and third-party data and insights to gather intelligence about target geographies, demographic and psychographic profiles for each target segment, ethnic populations, consumer perceptions and local market nuances.

Any relevant first-party data that can be shared from the NE Secretary of State's Office will be helpful in further defining audience segments and developing overall media strategy. This data may include current or prospective voter profiles or civic engagement reports or data from Google Analytics. SA can also access insights derived from 165 million first-party datasets, owned by iHeart/Unified Partnerships, to define and reach target audiences.

SA reviews industry trends, data and insights from third-party sources to guide media channel selection and media weight to be assigned to each of those channels. Some examples of these industry resources include 4A's (American Association of Advertising Agencies), MRI-Simmons, eMarketer, Statista and Edison Research.

For example, eMarketer data on daily average time spent with media in the U.S. shows a gradual, consistent trend for increased time with digital media. The greatest amount of time spent with digital media is with video and social platforms on mobile devices.

Edison's audio research states that 62% of the U.S. population has listened to a podcast. The age group showing the most growth in podcast listening and the largest share of time spent with podcasts is age 13-24. The podcast genre they consume the most is comedy.

MRI-Simmons can provide insights into audience attitudes, lifestyle and media consumption habits. While sample sizes are small for demographic age groups at a state level, the data can provide a good baseline in combination with other data sources (see: 2. 2023 MRI-Simmons on next page). Simmons data — weighted to the State of Nebraska — shows that younger audiences in Nebraska (age 18-34) are consuming less traditional broadcast television than other age groups. This younger demographic indexes highest for music or audio services, podcasts and digital video.

Simmons data can also provide media consumption for ethnic populations. The data shows Hispanics in Nebraska are consuming internet or app-based audio at higher rates than any other media channel. In fact, Hispanics are indexing much higher than the white race for audio consumption. American Indian populations index highest for daily newspaper consumption, higher than any other race. They also have high consumption rates for audio and video.

Nielsen audio and television ratings are loaded into our Advantage media buying software and are critical for analyzing viewership and listening for specific dayparts and programming. Media costs are analyzed to determine the most cost-efficient stations, dayparts and programs. SA subscribes to SQAD (Spot Quotations and Data), which is a media cost forecasting tool for every radio and TV market in the U.S. The tool indicates high, average and low CPP/CPM by daypart, by quarter. This tool, when paired with SA's own historical media cost benchmarks, aides in planning TV and radio budgets and negotiating with media vendors.

Radio locator is a tool for reviewing AM/FM signal strength and coverage maps for every radio station in the country.

SA's media team is savvy when it comes to navigating the political advertising landscape. Local media in Nebraska will be impacted in 2024 with the Presidential race, and elections for U.S. Senate and House of Representatives, as well as State Senate seats. SA will take this into consideration during the planning phase to determine optimal timing, media channels, programming and to anticipate pricing demands.

In the planning phase, we will also review opportunities for engagement and message delivery at local events to reach a large number of voting age adults or to reach a specific target audience; i.e., college students, Hispanic, Native American. The engagement may include grassroots outreach or location-based mobile ads to serve impressions around a geofenced venue. Some events that will be considered are state and county fairs, ethnic heritage festivals, concerts and large sporting events.

2. 2023 MRI-Simmons

2023 MRI-Simmons	Ages: 13-24		Ages: 25-34		Ages: 35-44		Ages: 45-54		Ages: 55-64		Ages: 65+	
	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index
Digital/Video Ads	49.23	119	41.97	101	46.94	113	40.47	98	32.22	78	40.49	98
Other Alternative Advertising	69.03	86	75.09	93	78.56	98	86.68	108	85.15	106	82.53	103
Chat, Instant Messenger, Or Video Chat Services	91.43	117	91.80	118	79.00	101	83.45	107	76.97	99	54.63	70
Websites Visited Or Apps	97.19	101	99.49	104	89.67	93	96.56	101	97.56	102	96.22	100
Social Media/Photo/Video-sharing services	96.05	110	96.37	110	88.73	101	89.46	102	85.84	98	74.92	86
Magazines: Read, either paper or electronic versions	90.56	106	81.24	95	87.74	102	85.68	100	85.45	100	85.77	100
Newspapers [Print/Paper/Hard-Copy]	13.81	43	21.71	68	22.02	69	30.04	94	44.20	138	50.75	159
Newspapers [Print/Paper/Hard-Copy]	10.29	41	12.46	50	16.18	64	29.36	117	33.13	132	41.22	164
Music or Audio Services	84.70	132	87.82	137	75.72	118	62.53	98	51.29	80	34.29	54
Podcasts: Total Users	38.81	127	46.89	153	40.62	133	34.66	113	21.76	71	6.34	21
Radio Formats	57.98	98	56.19	95	56.86	96	56.67	95	68.39	115	61.01	103
Radio Listening - Terrestrial, Internet, & Satellite	1.91	13	4.61	31	9.37	63	13.77	93	26.70	181	26.62	180
Radio Listening - Terrestrial, Internet, & Satellite	68.27	114	63.84	107	57.92	97	60.49	101	65.99	110	49.60	83
Radio Listening - Terrestrial, Internet, & Satellite	20.90	53	41.92	106	42.74	108	49.75	126	39.95	101	32.69	83
Radio Listening - Terrestrial, Internet, & Satellite	8.42	37	32.55	142	23.46	102	36.89	161	16.96	74	11.69	51
Radio Listening - Terrestrial, Internet, & Satellite	12.48	65	9.63	50	23.72	123	20.54	106	25.23	131	21.99	114
Streaming Video Services	93.38	117	95.45	119	84.06	105	81.83	102	80.94	101	54.33	68
Television Channels Or Networks - Any watching past 30 days	66.41	86	53.94	70	80.43	104	79.07	102	91.53	118	88.94	115
Cable Television Channels or Networks - Any watching past 30 days	86.15	97	80.78	91	85.91	96	93.50	105	92.55	104	94.62	106
TV Channels Or Networks - Viewing In Last Week	82.31	92	80.92	90	89.69	100	93.26	104	93.04	104	95.01	106
TV Channels Or Networks - Viewing In Last Week	39.59	69	33.91	59	44.51	78	54.91	96	77.90	136	84.70	148

ESTABLISHING KPIS

Knowing what we're trying to accomplish and understanding how success will be measured is fundamental to how our data-first partnership works. Our mantra is "better tracking = wiser marketing dollar spend." Establishing success metrics up front and putting the measurements in place to monitor and track the overall campaign performance and individual online and offline campaign contributions helps to eliminate waste and boost performance results.

Depending on the learnings uncovered during the strategy process and overarching goals, some of the KPIS likely to be monitored, optimized and reported include:

- Impressions
- Clicks
- Cost per click
- Click-thru rate
- Digital conversions
- Follows
- Video views
- Likes
- Shares
- Call Lift (to Client Run Program hotlines)
- Awareness lift
- Web lift

4. DESIGN OF PUBLIC AWARENESS CAMPAIGN

Bidder must have experience with designing and developing creative products for a multi-month campaign that uses consistent branding in innovative, unique, and compelling methods across a wide variety of mediums to most effectively reach as many people in the target audience as possible. Bidder must be skilled in breaking down complex topics or statutory requirements into easy-to-understand materials for consumption by the general public. Bidder must be able to provide media in both English and Spanish and meet accessibility requirements. Describe experience.

For 43 years, SA has brought strategy, insights, creativity and discipline to effective public campaign development across many channels. Our team members leverage their professional expertise and experience to build campaigns that break down complex topics into simple, effective messages that deliver results.

SA partners with you to develop innovative, compelling campaigns and creative solutions that connect to your target audiences over time, regardless of whether over a few weeks, six months or longer. We are experienced in developing accessible content in multiple languages, including Spanish, and are able to meet accessibility requirements across all mediums. We also know how to effectively tell your story and build public awareness and support for your brand and key initiatives as defined by your goals. Examples include campaigns developed for Count the Kicks, American Heart Association Mission: Lifeline Stroke, Des Moines Public Schools, VAX DSM, the Iowa Governor's STEM Advisory Council and the Iowa Secretary of State: Voter Ready Iowa.

Our process includes working closely with you for discovery — learning your brand standards and gaining insights on your audiences, opportunities and objectives. This team effort results in engaging, memorable and often unexpected campaigns that get noticed, read and remembered.

We believe great creative starts with a distinctive insight. We know we have an insight when we have a fresh view into the consumer's world that will move them to action.

Great creative starts by:

- Conducting the right research to uncover consumer insights and behavior.
- Bringing together the right team to recognize which insights will move people.
- Executing the right creative to leverage those insights in the most relevant and emotional way.

It is a collaborative, exhaustive process involving people from across the agency, departments and disciplines. Everyone contributes. Everyone brings ideas shaped by their world view.

And we know compelling creative works best when customized for each medium utilized, more effectively reaching as many people in your target audience as possible.

5. BRANDING CREATION AND REGISTRATION

Bidder must have experience developing cohesive branding, including finalization of the visual look and feel of all media and education materials to be used to obtain maximum impact. Additionally, bidder must have knowledge of creating branding tool kits to be used by third parties. Bidder must have experience protecting and copyrighting branding, such as verifying availability and registering branding with the United States Patent and Trademark Office ("USPTO") and the Nebraska Secretary of State as needed. Describe experience.

Our branding and creative development process begins with gaining the needed information/insights to effectively craft a project/creative brief that guides conceptual development, and subsequent creative, media and communications executions.

We then collaborate, explore and test the ideas, trying to find their weaknesses as well as their strengths. It takes a team of passionate, curious people to create standout work. We attract those kinds of people to SA, because at SA, strategy is a team sport, from directors to digital strategists to media buyers to writers.

The process varies based on the assignment but always involves three to four key players: the strategic planner, the lead client strategy and service (CSS) executive, the creative director, and when appropriate, the media director. This approach is truly collaborative as we ask everyone to step out of their traditional roles in search of the right solution.

At SA, strategic planners are required to offer creative ideas based on the research.

When we are ready to execute, production specialists ensure rigid quality control standards. But the process is always a circle. The same voices that shaped the ideas initially weigh in as those ideas are brought to life.

As our mission — **Finding a Better Way, Always** — suggests, all marketing should question the status quo. At SA, it is our mission to push the creative to be more effective and memorable — soaring versus settling.

We also believe that excellent work sells itself. And we have rarely met a client who did not want to achieve breakthrough success. How do we get there? Here are a few guiding principles:

- Make it personal. How are you specifically making a difference in someone's life?
- Find and define your North Star but make sure it is unique. If anyone else can say it, it is not ownable or memorable.
- Always question the hierarchy of your messaging. Does it address pain points? Offer hope? Solve problems? Is it customer-centric or company/brand-centric?
- When executing, keep it simple and relevant. If Nebraska citizens can see themselves or their situation in your marketing, you have made a vital connection.
- Tell your story in a unique way.

When production begins, our process is tight with strong quality assurance, including:

- Budget, copy, design and proofreading approvals
- Clear communications and reporting
- Talent and production sourcing and management
- Skilled negotiating and synergistic vendor relationships

We evaluate each campaign's effectiveness by measuring results against the project's original objectives. With the appropriate benchmarks in place, the agency and the client can accurately track the effectiveness and progress of marketing initiatives through various tools and methods.

Strategic America's experience in developing cohesive branding from initial look and feel, to branding tool kits, through to final execution for all elements, spans many clients, large and small. This experience includes naming of companies, products and services as well as leading or assisting clients and legal counsel in the registration of branding elements at the national level as well as at the state level. Examples include Iowa Governor's STEM Advisory Council branding, Aureon rebranding, Wendy's campaign creative and our very own patented SA Hub platform.

6. ACCOUNT SERVICES & MANAGEMENT

Bidder must have experience with using collaboration, coordination, and communication to build a successful working relationship. Bidder must have experience not only providing materials, but actively engaging with customers and stakeholders to accomplish the mission. Additionally, bidder must be able to adjust and tailor initial plans based on feedback from customers, stakeholders, and research. Describe experience.

SA understands the importance of and need for efficiency and responsiveness when it comes to collaboration, coordination and communication to build a successful working relationship. The client strategy and service team (CS&S) lead will coordinate with the Elections Office at the Secretary of State's Office. There will also be periodically scheduled meetings with staff and other stakeholders. SA will offer quarterly account reviews with leadership from both SA and the Secretary of State, as well as an annual strategic planning meeting in Des Moines. Status calls will be scheduled; telcons and webinars, and open communication will be the standard.

Our experienced team is well versed in leading integrated client engagements through account planning and project management, implementation, budgeting, reporting and communications. We also have a formal client onboarding process geared toward establishing a strong partnership by understanding business goals, defining expectations and engaging as an extension of the client's internal team.

Quarterly account reviews will be held between the CS&S team and leadership of both organizations to discuss the health and well-being of the relationship. This is utilized for planning, but also as an avenue for learning. We provide a comfortable environment for stakeholders and team members alike to discuss what we are doing together that is working well, as well as to identify areas that could use improvement. SA believes that continual improvement is vital to an efficient, effective partnership together.

Our clients are an integral voice in the development of all executions. As such, our CS&S management team solicits input and collaboration regularly from the appropriate project teams and stakeholders.

Marketing calendars will be used to help guide and direct this process to great efficiency (see 3. Marketing Calendar Example on the next page).

To meet all the requirements, we often utilize our internal systems and tools for work we complete for clients. What that means to your team is that we request each project be submitted utilizing forms we have developed. For the more transactional type of projects ... the Elections Office team would complete a project brief and provide all necessary files/resources to complete the work via a shared Dropbox or One Drive. For projects requiring copywriting and original design, animation or filming, a project brief, creative brief, and the necessary files and resources would be provided. The more complete the information supplied, the more efficient the delivery.

SA proposes the use of our own internal tracking system, Advantage, to track and provide weekly status reports for all projects. We also propose, for simple copyediting and design changes, an expected delivery time be established depending on the complexity of the request. For more time-intensive projects, timelines would be discussed and agreed to in advance.

All communications flow through a shared email inbox using SA-assigned job numbers. This will allow for requests to easily be monitored and addressed in one location for both SA and Nebraska SoS team members.

Utilizing what we have learned in our 43 years of experience, we feel strongly that the process we have explained above allows us to best engage customers and stakeholders to accomplish the tasks at hand. We also believe that it allows for fluidity, providing opportunities to pivot effectively based on the feedback we are receiving.

3. Marketing Calendar Example

9%	9%	8%	10%	8%	5%	100.0%
8000	8000	8000	8000	8000	9000	TOTAL SPENDING
8000	9000	9000	9000	9000	10667	435,075
8000	9000	9000	10667	10667	11250	29,500
8000	9000	9000	11250	11250	11250	20,000
8000	9000	9000	11250	11250	11250	40,200
6700	6700		5000			TOTAL SPENDING
53400	36000	39333	60667	45000	25075	524,775
						TOTAL SPENDING
4500		4500		4500	4500	39,572
600	550	200	950	200	600	5,600
5100	5050	4400	950	4700	5100	45,172
						TOTAL SPENDING
5400		5400		5500		38,000
4000	2000		4000			20,000
9400	7400	5400	9400	5500		58,000
						TOTAL SPENDING
24000	27275	30000	26000	19775	16000	279,537
\$0	\$0	\$0	\$0	\$0	\$0	17,650
	225			225		900
140	140	140	140	140	140	1,680
						7,500
6700	6700	4250	6700	6700	4250	48,850
30840	34340	34390	32840	26840	20390	356,117
						TOTAL SPENDING
	409			1250		5,000
	409			1250		5,000
						TOTAL SPENDING
8694	8694	8694	8694	8694	8694	104,328
	90			90		423
8694	8784	8694	8694	8784	8694	104,751
99434	99982	92217	112551	92074	59259	1,093,815
	291634			263883		1,093,815
						4,346

7. MEDIA PRODUCTION EXPERIENCE AND BUYS

a. Print Media

Bidder must be skilled at content generation, writing, and being able to disseminate complex statutory requirements to the general public. In addition, bidder must have experience in graphic design and print media layout, such as for brochures, training manuals, newspapers, fact sheets, postcards, direct mailers, etc. Describe experience.

Print media is a trusted source of local news and information among key audience segments. We recommend print ads in a network of 173 statewide newspapers to increase awareness of Nebraska’s voter ID law among rural audiences. Our media team has experience with a variety of print media publications and placements. We work with many newspapers, magazines (B2B and B2C) and direct-response publications, such as Valpak, RSVP and HomeMag. In addition to standard print ads, we also place spreads, inserts, sticky notes, advertorials, bookmarks and DALs (detached address labels).

The SA team is highly experienced and skilled at all aspects of content generation, writing and dissemination of communications to the general public — whether for print, digital, social, video or other channels.

At SA, the art of storytelling began more than four decades ago and is still going strong. Our clients are diverse with very different stories to tell. From individual leaders to start-ups, from small companies to large, whether for profit or not, we listen first and then craft the narratives. Nobody loves to tell stories — especially Midwestern stories — more than SA. Some of our favorites have included the Nebraska Corn Board, Iowa Farm Bureau, Iowa Governor’s STEM Advisory Council, Wendy’s, Food Bank of Iowa, Exmark, Anderson Erickson and Catch Des Moines.

Back in 2019, you may recall that SA arrived in Lincoln to hand deliver an initial RFP response, with the SA team wearing “Shuck, Yeah” t-shirts designed just for the handoff. We also provided a fresh take on the CornsTalk newsletter, similarly hand delivered during our follow-up oral presentation. We are all about delivering the right message, at the right time, to the right audience.

SA routinely creates custom content and consistent messaging for clients in many industries — from heating and cooling companies like Lennox to national advocacy groups like National Community Action Partnership. Client retention is a key sign of satisfaction, and many clients, including Lennox, have been with SA for decades. From copywriting for ad campaigns to writing newsletter content, the SA team — with decades of combined work experience in storytelling, content creation and production/execution — has you covered.

b. Video and Audio Media

Bidder must have experience with storytelling and training through audio and video tools. Bidder must understand traditional broadcast delivery channels, like television and radio, and media distribution and media buys. Additionally, bidder must have knowledge of internet platforms in releasing audio and video content. Describe experience.

SA's media team has extensive experience planning and buying all traditional audio/video broadcast channels. We've deployed a variety of different strategies in this space, including local spot buys, direct response, PSAs, DJ endorsements, sponsorships, promotions, public radio underwriting, etc. We utilize industry-leading tools that aid in audience targeting, negotiation and post-buy analysis. Examples include Nielsen TV and radio audience measurement, SQAD local media costs and Advantage software. We further leverage historical benchmarks and local vendor relationships to deliver value for clients in the form of added value and new media opportunities.

We believe an integrated audio and video strategy is necessary to effectively reach audiences in an ever-evolving and fragmented media landscape. For that reason, we recommend connected TV and digital audio alongside traditional for this initiative. Connected TV and digital audio have seen tremendous usage growth post-pandemic, particularly in the areas of ad-supported streaming and podcasts. These tactics will extend reach among key audience segments and allow for more granular targeting.

SA's expertise and breadth of experience in storytelling is exceptional. Whether through video or broadcast or online means, SA literally produces thousands of examples of brand storytelling for our many clients. Storytelling as an art has been with us for millennia, but SA has brought a high standard to creative storytelling that allows authentic brands to emerge strong and relevant.

We believe that finding your difference makes all the difference. And believe us — we'll find it.

For video production — armed with fresh insights into what makes your brand unique — our creative team will come up with original and imaginative ideas that express exactly who you are and what you stand for. Sometimes these ideas defy convention, but they'll always attract attention — in a way that increases sales and growth.

Everything we produce — from 15- or 30-second spots, to longer-form educational videos, from live action to animation, for pre-roll, social media, programmatic media buys, to broadcast, cable and more — is designed to do the heavy lifting for you. We've received awards and recognition from our industry peers, and while awards are nice, what we get even more excited about is hearing your numbers are on the rise.

We have experience concepting and producing video and audio elements for clients like Lennox, Pella, Wendy's, Country Clipper, Iowa Governor's STEM Advisory Council, Anderson Erickson, the American Cancer Society, the Food Bank of Iowa, Dorothy's House and more.

Whether working to deliver informational, educational, training and engagement content or helping a client bring brand messaging to life, our in-house video production team is capable and eager to tackle all kinds of projects. With so many resources, we strive to do as much work in-house as possible, saving you money while simplifying and speeding up the process. Should the work require something we are unable to do ourselves, we have great production partners ready to assist.

Our team's planning, writing, design and production experience ensures a smooth process and effective creative outcome.

c. Outdoor or Out of Home (OOH)

Bidder must have experience developing large compelling designs that may be used on billboards, busses, trucks, booths, etc. Describe experience.

SA places a wide variety of different out-of-home tactics that deliver broad reach and awareness for our clients' messages. Outdoor campaigns may be a simple directional message on an interstate or highway bulletin, or a full-market awareness campaign that includes digital or static posters, transit, mobile billboards or non-traditional placements. Opportunities are limitless.

Out-of-home media has recently expanded into the programmatic ecosystem. We recommend programmatic digital billboards for this initiative. Messages will run across a variety of digital billboard structures located in select key geographies. With a programmatic buy strategy, there isn't a need for costly, long-term contracts on multiple structures. Budget is set based on a desired impressions goal, and impressions can be scheduled and/or weighted to align with key time frames in each campaign cycle. Creative message flexibility exists with no production costs associated.

Turning passive consumers into passionate advocates requires a whole lot more than creating what might be a "clever idea." For more than four decades, SA has developed head-turning creative solutions that connect to the target audience. Every client is encouraged to participate in our co-creation process. This team effort results in engaging, memorable and often unexpected campaigns that get noticed, read and remembered.

Outdoor and out-of-home messaging can be valuable in terms of delivering clear and concise educational messaging, location-specific relevance, and attractive and engaging opportunities to interact with our clients' messages. We have produced clear, compelling OOH for Iowa Farm Bureau, the Iowa Lottery Authority, Des Moines Public Schools, Food Bank of Iowa, Dorothy's House, Iowa Radiology, Iowa Corn and others. Whether in support of clients for new product introductions or new market entries, as well as advocacy efforts for STEM and several nonprofit areas, we know how to utilize this medium to capture attention. One such example would be our work for Opioid Rx that brought new meaning to being trapped in opioid dependency.

d. Digital Media

Bidder must have knowledge of marketing through social media tools, like Facebook, Twitter, Instagram, YouTube, Threads, etc. Bidder must also have knowledge of native advertising or over the top (OTT) advertising used to target specific demographics. Website design and management are also important technical skills. Describe experience.

Strategic America's digital and social media acumen is significant. SA offers innovative expertise in strategic planning and execution for all forms of digital media including paid search, programmatic display, YouTube, preroll video, native, connected TV, streaming audio, and paid and organic social media. SA has also successfully engaged influencers to gain audience trust and give a powerful viral boost to messaging.

SA is currently executing hundreds of digital and paid social campaigns, as well as organic social media management for a variety of clients including: Pella Windows, Lennox, Service Experts, Wendy's, Homemakers Furniture, AE Dairy, American Heart Association, Nebraska Corn and Iowa Governor's STEM Advisory Council.

SA has been recognized as a Top 16 Digital Agency by Agency Spotter. Members of SA's digital and social media teams have earned official certifications with the Interactive Advertising Bureau, Google, Facebook, Digital Marketer and Digital Marketing Institute. The SA team stays current on certifications and ongoing training to remain knowledgeable about platforms and industry benchmarks.

Unified Partnerships is a leading player in social media and programmatic ad placement. SA will tap into Unified Partnership's targeted data segments and proprietary platforms to execute social and programmatic campaigns. These campaigns will be targeted to the general voting population, but also include specific targeting strategies for ethnic audiences and college-age voters.

Unified is the only data insights and purchasing platform deeply connected (via Application Programming Interface or API) to all major social platforms (Facebook, Instagram, Pinterest, Snapchat, YouTube, Reddit, Twitter (X), LinkedIn, TikTok). Being connected into each of the major platforms, Unified has been able to tap directly into each platform for deeper data integration and other proprietary platform access, all centralized in Unified's own platform. Unified's programmatic purchasing platform uses this access and data to create the most advanced targeting capabilities and also delivers better optimization across all platforms in real time.

An example of Unified's clear advantage is their immediate access to TikTok. Only six companies in the world and two in the U.S. have been given access to TikTok's API, and Unified is one of them. For campaigns needing to target younger social media users, Unified can outsize social results through robust data insights/targeting and campaign optimization.

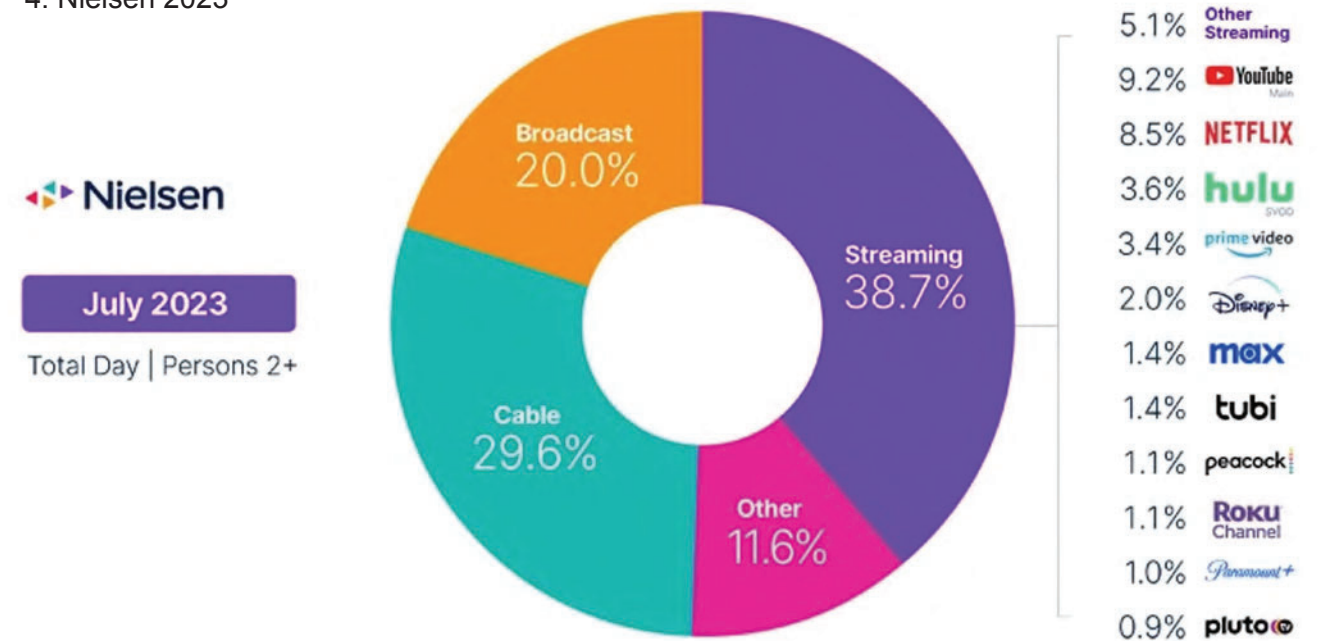
Because iHeartMedia is the parent company for Unified, they have the unique ability to combine influential "organic" posts with world-class "paid social" amplification.

For example, impactful "organic" posts promoting a government campaign could originate from the trusted voice of broadcast influencers, station brands, musicians, celebrities and even the iHeartRadio brand itself. Because these organic posts resonate with followers with a favorability factor of 3x, amplifying to highly targeted audiences via paid social can be highly effective.

Programmatic tactics like connected TV/OTT, online video, display and streaming audio are all tactics that need to be considered for this educational campaign. These are awareness channels that provide a high level of geographic, demographic and behavioral targeting. Adoption and use of these channels continues to trend upward, with data showing significant consumption with certain ethnic populations and younger age groups.

In the last few years, television viewing habits have radically changed. "Cord cutters" and "smart device natives" have led a transformation of video and TV consumption. Data shows that connected TV penetration in the U.S. has risen to an all-time high in 2023, with 88% of households owning at least one internet-connected TV device (*Statista 2023*). In July 2022, streaming television had the largest share of viewership over broadcast and cable for the first time. Those trends are continuing into 2023 (see: 4. Nielsen 2023).

4. Nielsen 2023



Inclusion of connected TV is critical to the media strategy, to expand reach of traditional television, especially during a political season when traditional television will experience more pressure on inventory. Geographic, demographic and behavioral targeting segments are applied to connected TV targeting, and the goal is to target a qualified user, not target specific platforms or programs. For example, Hulu will be included as a potential inventory source, but it is not best practice to purchase Hulu only, as that limits overall audience targeting.

The geographic targeting benefits of connected TV will allow targeted impressions to ethnic audiences in specific counties or ZIP Codes. And greater impression weight will be assigned to counties that will not receive broadcast television impressions. An example of this would be greater connected TV weight in NE counties that fall into the Denver television DMA. It is too expensive and wasteful to buy traditional broadcast television in those counties.

Audio consumption across digital platforms (smart phones, smart speakers, desktop computers) continues to grow at a record pace, especially for young adults and Hispanic audiences. Along with traditional radio, SA will recommend inclusion of streaming audio to be delivered cross-device and in podcasts as well as music platforms.

Regarding websites, SA serves and develops literally hundreds of sites for single clients alone, and multiples of that across the board. From highly customized, branded sites to ecommerce, from microsites to full-blown constructions including virtual and geo-reality emphasis, to content-

rich sites carrying authoritative information, SA has this expertise. Depending on the need, SA brings extensive protocols to bear on ensuring a quality outcome to each project.

Strategic America helped Nebraska Corn take their three individual domains, all reaching different audiences, by consolidating them down to one. To achieve this, it required intensive research to understand the target audiences that Nebraska Corn reaches, and then further analysis of what content and information each website housed, and how we bring those pieces together into one site to reach all audiences. Forming a well-thought-out navigation is also essential, and then conducting user testing to ensure things are displayed and labeled as common users would expect.

Strategic America's SEO team plays a crucial role in all website projects to ensure best practices are followed and the website is technically sound, but also — very important — making sure that keywords and content are required for optimal site rankings. Our content team conducts full audits, compares competitors and then produces thoughtful quality and SEO-friendly content. Strategic America has in-house UX and web designers who are always applying best practices to keep the user top of mind, while visually working to meet client goals and preferences. Through this proven process we have been able to generate a 25% increase in organic sessions after the Nebraska Corn Board website redesign and the SEO retainer began (comparing Oct. 2022 – Aug. 2023 to previous year). The website is also now ranking for 105 keywords that it was previously not ranked for, with more than 30% of the keywords ranking in top 3, and more than 50% ranking in top 10.

e. Media Placement

Bidder must have experience working with various media entities to secure advertising/marketing space, including but not limited to, print, digital, broadcast, etc. Describe experience.

SA's media team of 23 planners, buyers and analysts have deep experience and proven processes to execute campaigns with a high level of accuracy and accountability, ensuring your message is delivered according to the timing, tactics and budgets that you approved.

We are excited to lend our expert understanding of the Nebraska media landscape. Our buyers are currently buying statewide media in Nebraska and have been doing so for more than 30 years. Our long-standing vendor relationships extend to all media sales entities for print, broadcast, out-of-home, paid social, search, display, streaming audio and connected TV. In addition to partnerships with Nebraska-based media vendors, SA has established relationships with entities like iHeart/Unified Partnerships, Katz Media, Matrix Media, Lamar Outdoor, Pandora, Spotify, Google, Facebook, TikTok, Snapchat, Pinterest and LinkedIn.

Media placement begins after State of Nebraska Department of Administrative Services approves SA's media recommendations. This approval is captured with client signature in writing or electronic signature. All media campaigns are secured with a binding contract between SA and each media vendor.

In addition to securing contracts, SA will be responsible for delivering approved creative assets and traffic instructions to each of the media vendors. SA's media team confirms that each vendor has received the creative assets and understands the traffic instructions, start and end dates, and any instructions for rotating multiple creative messages.

Ongoing optimization of digital campaigns and stewardship of traditional media campaigns is part of our media team's daily responsibility. SA requests immediate notification from vendors of any programming changes, pre-emptions or technical difficulties that may occur. Pre-emption of broadcast ads may occur during political windows, as political candidates must have fair access to inventory. Negotiations take place right away for any makegoods or upgrades to retain optimal exposure and impression levels.

SA will join with iHeart's Unified Partnerships to execute programmatic digital, paid social and traditional radio/streaming audio tactics. Other entities that will be engaged for media placement include digital partners like Pandora, Spotify or Google/You Tube, and NE television stations, cable providers, radio stations, outdoor billboard vendors and newspapers.

In addition to paid media contracts, SA will secure added-value elements during the placement process.

Added value may be negotiated in the form of bonus spots or impressions, although that will be more limited with some broadcast entities during political windows. SA will also seek added value in the form of sponsorship elements, community outreach and local engagement.

SA and iHeartMedia have identified local NE radio influencers (English and Spanish) to participate in the Nebraska Department of Administrative Service's voter ID education efforts. Each participating host is well known in the community and will act as an ambassador to their followers across broadcast and their respective social media channels. Talent fees for these influencers and their social media posts will be added value and not incur any cost.

Another added-value opportunity will include stakeholder micro-interviews. People who are knowledgeable and care deeply about Nebraska Department of Administrative Service's voter ID education are vital to this educational campaign. Leaders, experts or community stakeholders should be leveraged to help advance the campaign. We will negotiate micro-interviews, which are short-form conversations that allow representatives to dive into facts and details, while keeping the length digestible for general audiences. Each 30-second message has the sound of a station-produced interview. Combined with the fact that micro-interviews often run immediately after programming, the audience hears a more natural, non-commercial sounding message.

Another component of media placement is to see each campaign through to reconciliation and payment of vendor invoices. Media vendor invoices are audited for accuracy and processed promptly. Adjustments and credits are requested for any items that were not agreed upon or did not run in accordance with the agreed-upon contract.

f. Language and Accessibility

Bidder must have experience with media production in both English and Spanish, and meeting accessibility requirements. Describe experience.

As noted above in response #4, Strategic America has experience creating and producing brand and campaign messaging in both English and Spanish over the years. We have translation partners who assist, ensuring the initial translations as well as the fully developed creative elements meet accessibility requirements.

Americans with Disabilities Act (ADA) compliance is crucial for websites because it ensures equal access and inclusivity for all users, regardless of their abilities or disabilities. By adhering to ADA guidelines, websites become more user-friendly for individuals with various impairments, such as visual, auditory, motor or cognitive disabilities. This means that people who use screen readers, voice recognition software or other assistive technologies can navigate and interact with the content seamlessly. In addition, ADA compliance helps businesses and organizations avoid legal liabilities and potential lawsuits, and demonstrates a commitment to social responsibility and inclusivity. Strategic America adheres to Level AA compliance for nearly all projects we are involved in. Level AA compliance is a mid-range conformance level for the Web Content Accessibility Guidelines (WCAG). It's the recommended conformance for all web-based information in general (PPC, display ads, etc.).

8. REPORTING

To ensure the taxpayer dollars are invested in advertising and marketing in an efficient, effective, and economic manner, bidder must have the capability to report on all metrics and analytics. Describe experience.

Data, Research & Insights

SA's data team provides innovative solutions and personalized customer experiences through data, research and insights. By listening to customers to learn what they want, SA works with an unrelenting hustle that generates actionable strategies in order to grow businesses and communities.

Market Analysis

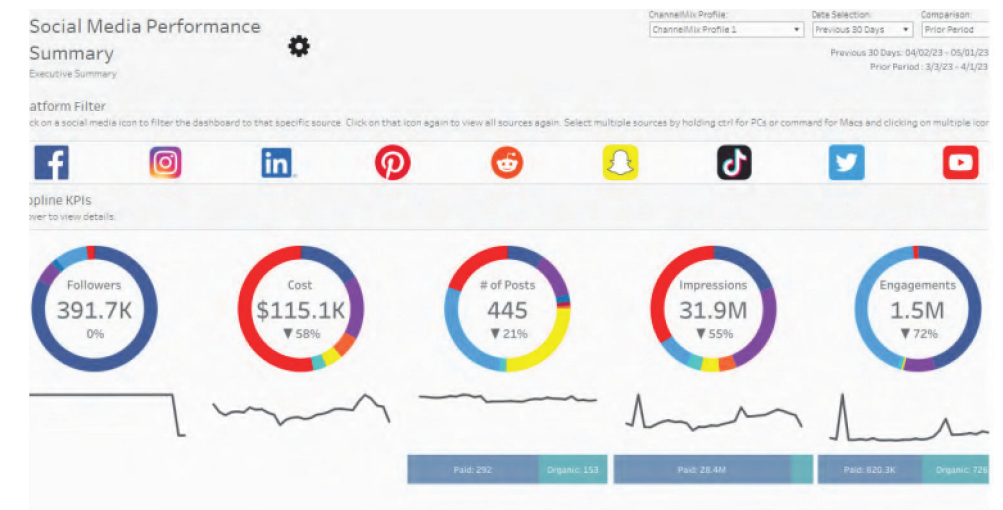
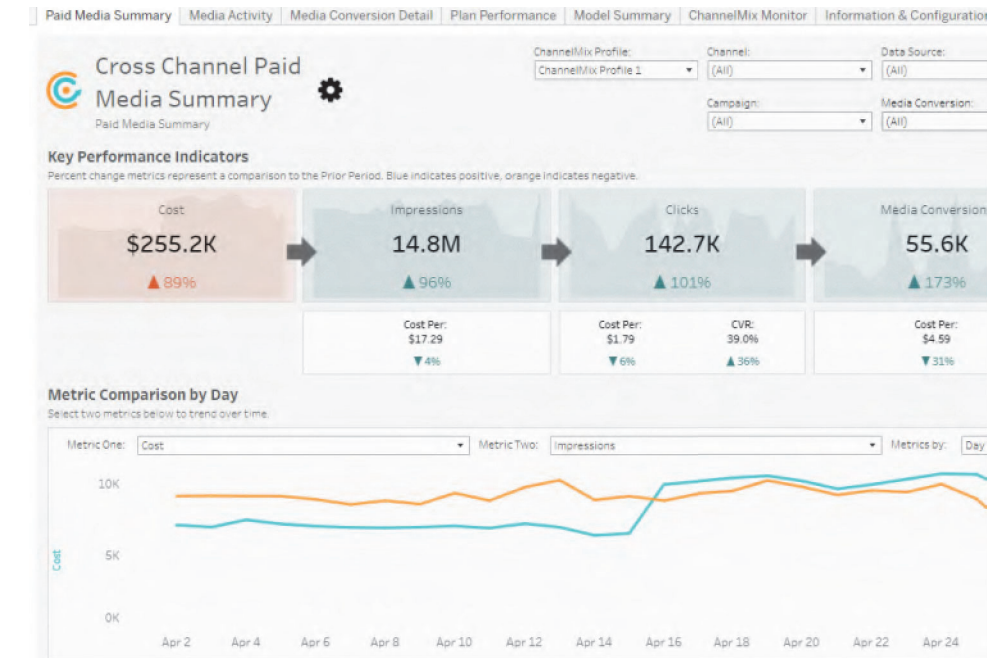
SA has a proprietary dashboard that provides demographics, psychographics, lifestyle information and channel preferences on all households in the U.S. This can be sliced down to the state, county, city and ZIP Code levels, enabling us to properly analyze the target audience throughout the state of Nebraska and determine the optimum channel mix and message for each area and audience segment throughout the state.

Data Analysis & Reporting

As the customer journey becomes more complex, reporting and analytics are becoming even more vital to delivering an effective, integrated marketing plan. We develop real-time reports and regularly update reports for any time frame (daily, weekly, monthly, etc.). Reports can be displayed at any level, depending on the end-user preference and use case. SA is proficient in data visualization through platforms such as Tableau and Excel. Software like Tableau enables real-time data connections, as well as interactive dashboards that can be customized for different users within the organization (see: 5. Real-Time Reporting Examples). Our data team also leverages sophisticated data blending and enrichment software to manage large sets of data, as well as combine disparate data sources for a unified view and tracking.

When it comes to reporting and measurement, it is a collaborative effort in the beginning. We would work with you to determine the main KPIs to measure success. From there we will develop custom dashboards to ensure we are not only measuring media effectiveness, but also incorporating any first-party data you have to see how our efforts are increasing awareness and engagement across the state.

5. Real-Time Reporting Examples



Q1 Connected TV Results

All Centers					
Impressions	Completed Views	Completion Rate	Spend	Cost per Completed View	Completion Rate
4,187,781	4,098,089	97.87%	\$216,674	\$0.05	97.87% (Target: 95%)
Mid-Atlantic Region					
Impressions	Completed Views	Completion Rate	Spend	Cost per Completed View	Completion Rate
1,664,801	1,629,306	97.90%	\$91,022	\$0.06	97.90% (Target: 95%)
1 Donelson					
Impressions	Completed Views	Completion Rate	Spend	Cost per Completed View	Completion Rate
175,017	171,269	97.86%	\$9,605	\$0.06	97.86% (Target: 95%)

Weeks Active in Q1: 2/27 - 3/19

Objective: Increase brand awareness and extend reach of linear/traditional TV. 95% of inventory is on TV, making the ads non-clickable.
KPI Goal: 95% completion rate.
Audience Targeting: Adults 35-64, homeowners, in priority zip codes.
Creative Performance: No discernable difference in video completion rate among different creative messaging. All are exceeding benchmark.
Top Publishers: Pluto, Samsung TV Plus, DirecTV, Hulu, Cling, Big Ten Network, Philo, AT&T

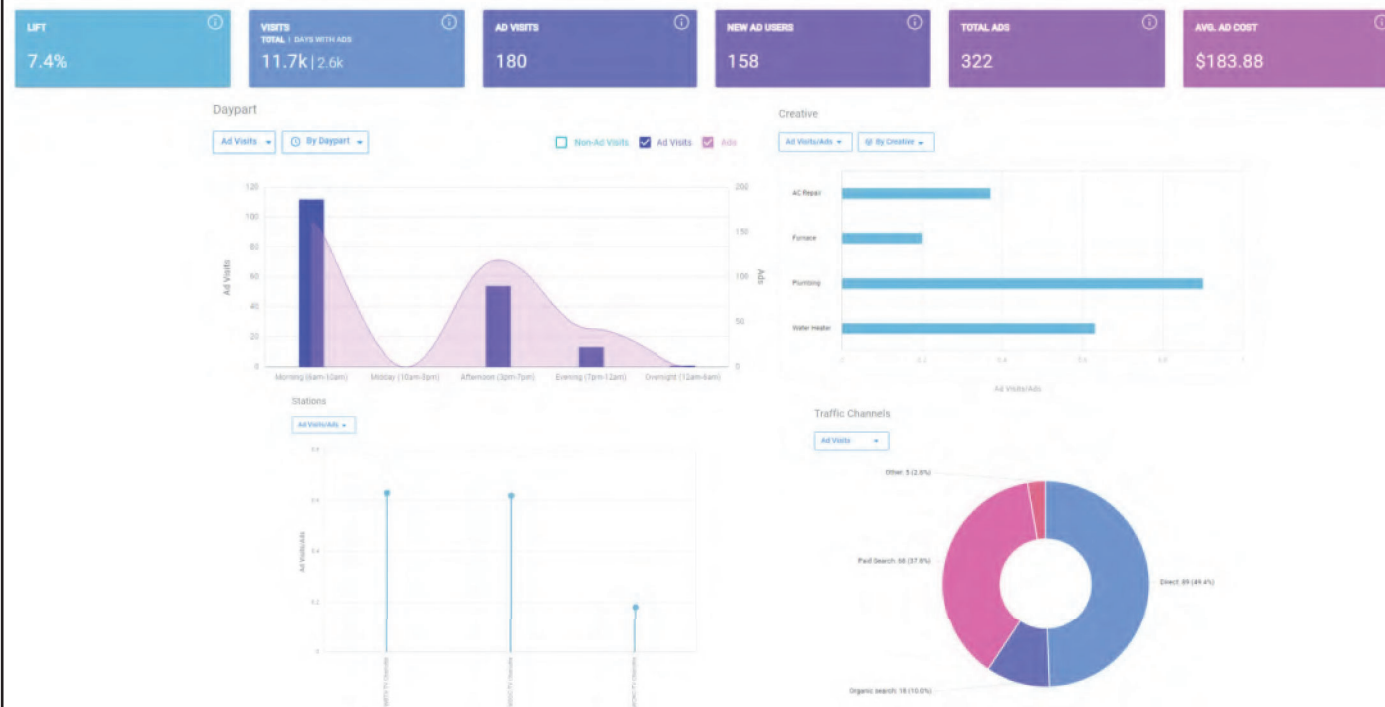
Attribution Models, Artificial Intelligence & Predictive Modeling

In order to truly assess a marketing plan, we go deeper than last-touch attribution. A consumer needs to be reached seven to 10 times with a marketing message, through at least three different channels, before they are moved to action. Therefore, we are able to execute cross-channel attribution to help gain insight into the full customer journey. Examples of this are direct mail match back, digital attribution models and media mix models.

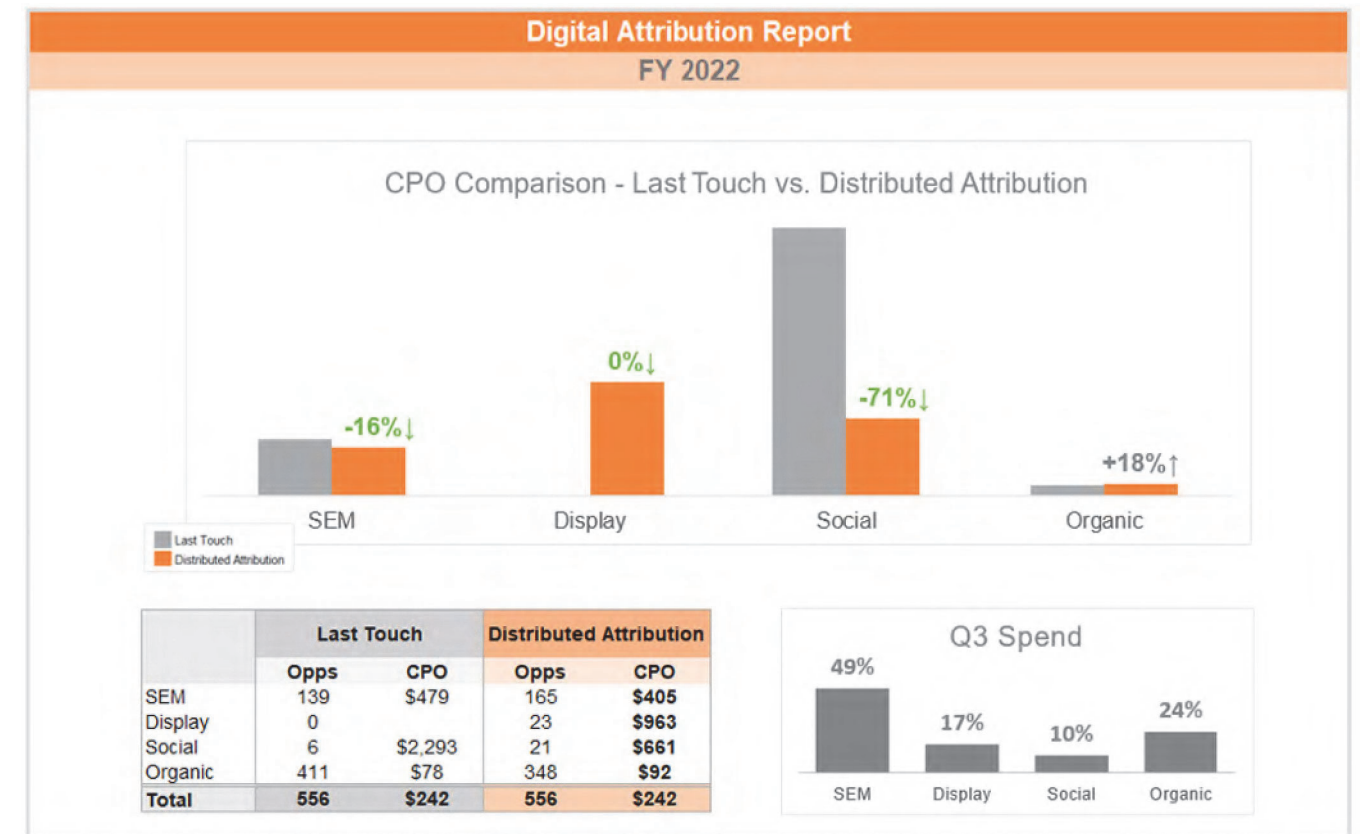
Artificial intelligence is an emerging integration for SA and all marketers. We've primarily used AI tools for content generation and paid digital media. For media planning/buying, our approach is to leverage AI where it can help us make informed decisions, be more efficient and optimize faster. Artificial plus human intelligence is used within every stage of our programmatic planning and buying process. AI provides micro details and optimizations while human intelligence provides the macro view, plus context within each strategy. SA will never go "all-in" on AI. The need for human input and strategic thinking must be paired with AI. We strive to use AI purposefully, so that it enhances, but does not replace, our critical thinking.

Predictive modeling is another useful tool in which SA is proficient. It can be leveraged throughout marketing plans on several different levels. In particular, SA has leveraged predictive modeling to assist in targeting and segmentation. Models can be developed based on past customer data analysis and ranks all consumers/households into tiered groups most likely to convert into profitable customers. Again, predictive modeling will never replace the need for human input and strategic thinking, but it can be a valuable tool in our tool kit (see: 6. Predictive Modeling Example and 7. Digital Attribution Report).

6. Predictive Modeling Example



7. Digital Attribution Report



9. WORK PLAN AND COMPLETION DATES

Provide a description of bidder's ability to provide deliverables by the completion dates in the Request for Proposal or provide an alternative schedule for deliverables, work plan items, and completion dates.

In working with clients, we value clear, frequent and effective communication. We prefer an open, collaborative relationship to foster optimal results. Our work starts with an understanding of key goals/outcomes, budget considerations, and audience and stakeholder identification, which generates a project brief. This outlines a clear direction, team member assignments, timeline development and then regular meetings for status updates and implementation. Ongoing oversight of all projects — including status, schedules, changes, meeting notes and more — can be communicated through email or other client preference.

Based on the provided work plan and completion dates, SA is able to meet all stated deadlines.

10. DRAFTING PROCESS, REWRITES AND EDITS

Describe your creative development process, process for obtaining approvals, appropriate timeline for approvals, and rewrites and edits, and how these fit into completion dates.

We are in the problem-solving business. Every day there are questions to resolve, and we work hard to appropriately prioritize our agency resources. But sometimes, last-minute requests do have to move a little faster.

We handle all change requests swiftly and efficiently, therefore emergency requests flow just as seamlessly. By having a consistent production process in place, we can readily alert and adjust projects with clarity and efficiency. Our project management platform, WorkFront, allows for real-time notes to keep all project members apprised of the latest information. We then collaborate to ensure all aspects of the projects continue to stay aligned, on time and on budget.

11. SAMPLES

Provide three samples of work in different media for which you are most proud. Describe bidder's role in the creation of each sample or project. If work was done by a subcontractor, clearly state the subcontractor. Attach samples or provide links to online samples.

NEBRASKA CORN
THE PLANT THAT CAN CHANGE THE PLANET.



CHALLENGE

Job #1 for the Nebraska Corn Board is to raise awareness about the ingenuity and diversity of corn. Yet despite living in one of America's largest corn-producing states, Nebraskans don't fully appreciate corn's worldwide impact.

The goal was to increase consumer awareness as well as trust in farmers and corn-related products.

STRATEGY

To address this knowledge gap, we did extensive research before a compelling brand refresh emerged: "Nebraska Corn. The plant that can change the planet."

As part of the campaign, two lovable characters, Del and Ed, were born. These Nebraska farmers delivered insights about corn, its positive effects on the environment and the economy, as well as the advances that farmers are making today. Using a light-hearted tone, the spots left viewers with a whimsical "Aha. I never knew that before." moment.

IMPACT

Del and Ed are iconic characters who will spread the good news about corn for years to come. Phase two of this project will include relaunching the consumer survey to determine the impact on public perception after its first 18 months in the marketplace.

Despite being in its infancy, the campaign is already receiving a positive response. For example, here's one email:

"I wanted to share my conversation with my daughter on the new corn ads running in Omaha. As gas prices have risen, she and her friends have been talking about costs, inflation and more. After seeing one of your ads, she called her car dealership about using E15 fuel in her vehicle. Your ads caught the eye of a 24-year-old who has since talked to her friends about corn, ethanol and agriculture."

Videos can be found by going to...

<https://www.strategicamerica.com/work/advocacy/nebraska-corn/>



CORNTALK BLOG CONTACT Search

Nebraska Corn Board CORN 101 ABOUT US EDUCATION & RESEARCH NEWS & MEDIA

THE PLANT THAT CAN CHANGE THE PLANET

Corn has long been recognized as a versatile crop that goes into essential everyday items. With innovations in farming and the production of environmentally friendly corn-made ethanol, Nebraska corn farmers are actively protecting the future of our planet.

LIVE GREENER

I AM A GROWER
Learn more about our continued efforts to improve sustainable farming practices.

I AM AN EDUCATOR
Discover new ways to help students fuel up on ethanol facts and how corn is helping the planet.

I AM CURIOUS
Learn more about ethanol and the impact Nebraska corn is making in the products you use every day.

A KERNEL OF TRUTH with Del & Ed

0:00 / 0:30

KERNEL OF TRUTH:
Today's growers produce 5 times more corn than we did in the 1930s. But use 20% less land to do it.

CORN 101
The versatility of corn is a marvel. From innovative biofuels to cattle feed, Nebraska corn powers industries across the state. Learn more about some of the key elements that make corn such an important part of our economy.

SEE THE IMPACT

KERNEL OF TRUTH:
America's Corn Belt emits more oxygen than the Amazon Rainforest, helping produce cleaner air for our planet.

IN NEBRASKA, OUR GAS IS GREENER
Ethanol is an important biofuel processed using Nebraska corn. As a high-octane, clean-burning renewable fuel added to gasoline, ethanol improves air quality, engine performance and has a reduced environmental impact compared to regular gasoline all at a lower cost per gallon.

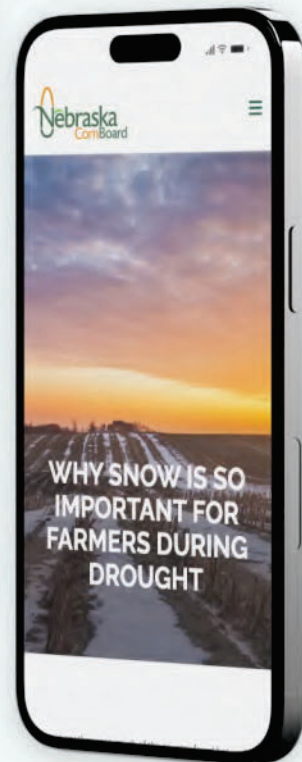
ETHANOL

CORN INNOVATION
Corn's versatility is a gift, one we benefit from most when we also innovate more efficient and sustainable ways to care for the earth that grows it. Learn more about how corn and the farming practices we use continue to evolve.

HOW WE INNOVATE WITH CORN

Nebraska's Corn Vision
Nebraska's Corn Vision Strategic Plan is a multi-year plan setting out priorities and goals. This strategic plan is the combined efforts of the Nebraska Corn Board (NCB) and Nebraska Corn Growers Association (NeCGA), which at times operate independently based on some portions of their missions and cooperatively on others.

DOWNLOAD THE STRATEGIC PLAN



Nebraska On-Farm Research Program
Nebraska corn growers are constantly challenged to grow corn responsibly using proven sustainable practices resulting in less impact on the environment. Corn growers typically ask the question, "Does this new production practice or a specific input work to improve the corn yield on my farm and does it provide an economic payback?" On-farm research can help a grower answer these important questions. The focus of this program is to enhance the ability for corn growers to make data driven decisions and remain competitive leaders in corn production.

Sustainable Manufacturing of High-Quality Carbon Fibers from Corn Kernel Fibers

CORNTALK BLOG CONTACT Search

Nebraska Corn Board CORN 101 ABOUT US EDUCATION & RESEARCH NEWS & MEDIA

USING CORN FOR FOOD AND FUEL - WHERE NEBRASKA CORN GOES

Home / Corn 101 / Corn Uses

Much of the corn Nebraska farmers produce stays in Nebraska through ethanol, livestock feed and other corn products. By using more Nebraska corn in Nebraska, we're capturing more of the corn's value right here in the state. That's good for the state's economy, rural communities and Nebraska corn farmers. Because Nebraska corn farmers are so efficient, more corn is produced than is used by the state, which means some is exported to ensure a healthy agricultural trade economy. The pie chart shows a further estimated breakdown by use.

2020-2021 NEBRASKA CORN USES

EXPORTS	35%
FEED	16%
NET ETHANOL	28%
CORN DISPLACED BY DISTILLERS GRAINS (includes DDGS and DDG)	5%
CARRYOUT	8%
OTHER PRODUCTS	4%
TOTAL ETHANOL PROCESSING	33%

CORN PRODUCTION - Kernels of Knowledge

ETHANOL
A large portion of Nebraska corn becomes livestock feed for cattle, swine, poultry, dairy and more. Nearly half of the yearly crop is fed to these important animals across the country and around the world. Learn more about how livestock and feed production help fuel the state's economy.

LEARN ABOUT LIVESTOCK FEED

LIVESTOCK
A large portion of Nebraska corn becomes livestock feed for cattle, swine, poultry, dairy and more. Nearly half of the yearly crop is fed to these important animals across the country and around the world. Learn more about how livestock and feed production help fuel the state's economy.

LEARN ABOUT LIVESTOCK FEED

Home / Corn 101

CORN 101

GROWING CORN

Raising corn has a long, rich history in the state of Nebraska, and this tradition continues to influence the future of family farming. You'll learn more about how we look to the past to plan best for our future.

MORE ABOUT GROWING CORN

CORN USES

Corn is an important ingredient in modern manufacturing and global trade. You'll learn more about how the diverse uses of corn benefits Nebraska's economy and local communities.

MORE ABOUT CORN USES

CORN INNOVATION

Corn's versatility is a gift, one we benefit from most when we also innovate more efficient and sustainable ways to care for the earth that grows it. Learn more about how corn and the farming practices we use continue to evolve.

MORE ABOUT CORN INNOVATION

Nebraska's Corn Vision
Nebraska's Corn Vision Strategic Plan is a multi-year plan setting out priorities and goals. This strategic plan is the combined efforts of the Nebraska Corn Board (NCB) and Nebraska Corn Growers Association (NeCGA), which at times operate independently based on some portions of their missions and cooperatively on others.

DOWNLOAD THE STRATEGIC PLAN

Nebraska Corn Board
245 Fairbrook Blvd
Suite 204
Lincoln, NE 68521-6722
402-471-2676

Nebraska Corn Board works to the value of corn by opportunities.

- Corn 101
- Growing Corn
- Corn Uses
- Corn Innovation

- About Us
- Corn Checkoff
- Board Members
- Employment
- Staff
- Cooperators

- Education
- NCB Supported Programs
- Research

- News
- News Releases
- CornTalk Blog

Facebook Twitter Instagram

STEM
CREATING A FUTURE READY IOWA

CHALLENGE

GETTING THE WORD OUT

In 2013, the Iowa Governor’s STEM Advisory Council tasked Strategic America with raising Iowans’ awareness of STEM, especially among K-12 students, educators and business leaders. STEM knowledge is vital to the state’s prosperity; however, research showed a lack of awareness of and interest in science, technology, engineering and mathematics (STEM) in Iowa.



Ten years later, our focus is to maintain the momentum of building awareness, support and utilization of Iowa STEM, its programs and resources among Iowa educators, business leaders, elected officials and community members with a focus on further growing the number of STEM advocates across the state.

STRATEGY

TELLING THE STEM STORY

Strategic America developed a multifaceted public awareness campaign — Greatness STEMS from Iowans — designed to tell the story of Iowa STEM and highlight the positive impact that STEM has on the state of Iowa. This theme later evolved to Tomorrow STEMS from Iowa. The importance of STEM education and examples of success stories were shared through PSAs, social media, media coverage, podcasts and blogs.

ENGAGING WITH THE COMMUNITY

The Strategic America team assists the STEM Council in the coordination and execution of events designed to engage and inspire — including STEM Day at the Iowa State Fair, the Future Ready Iowa Summit and STEM Day at the Capitol. These events allow thousands of Iowans to experience STEM education and learn more about the critical role it plays in our state.

IMPACT

STATEWIDE SUCCESS

As of 2022, 95% of Iowans support STEM — a 60% increase compared to 2013. Total public relations efforts during 2021-2022 resulted in 153 placements in newspaper, television and radio outlets in local, statewide and national media coverage, appearing before potentially 51 million eyes. Social media continues to be a successful tactic to connect with STEM advocates and spread information about the STEM Council programs. To date, STEM has more than 7,000 followers across its Facebook, Instagram, LinkedIn and Twitter platforms. <https://www.strategicamerica.com/work/advocacy/stem/>

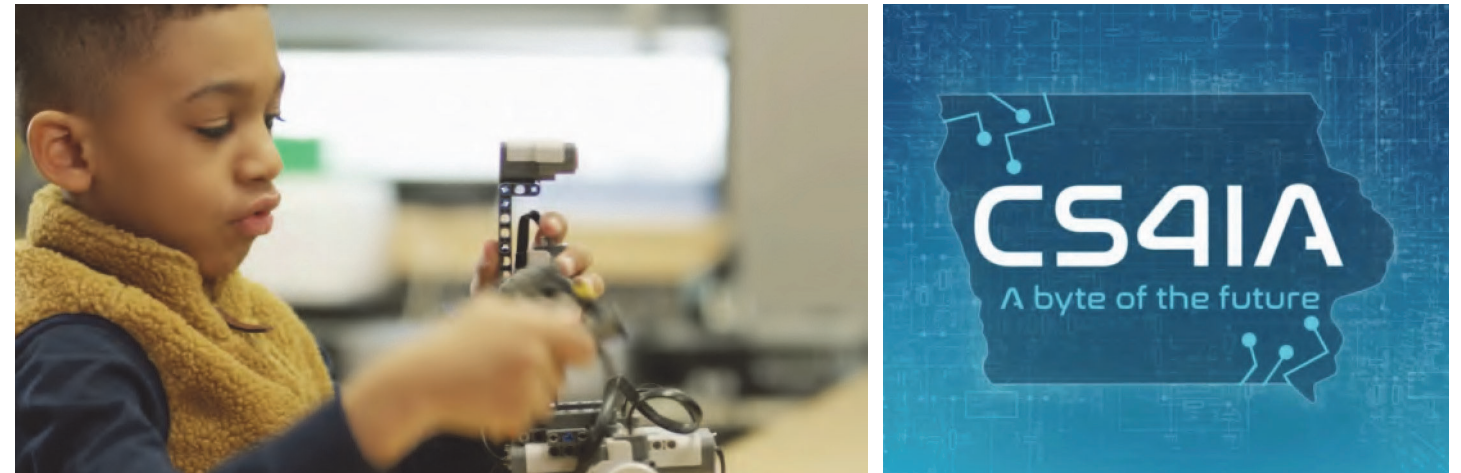
TESTIMONIAL

“Through their commitment to the highest standards of ethics, leaders at Strategic America with whom we work demonstrate honorable personal character; foster an authentic culture; prioritize customer relationships; and consequently, generate trust with our STEM community.

To sustain the interest of stakeholders – school leaders, parents, communities, and elected officials – we depend on constant illumination. SA is our torch. The company created our brand and evolves it as we mature. They produce riveting media on our behalf – television and radio messages, blogs, billboards, podcasts, news content, presentation templates and more. They drive our social media profile and orchestrate many of our public events. These and more services provided by SA have won us many important friends across the state who, by measure of independent surveys, support a STEM education priority at ninety-five percent.”

— Jeff Weld, Executive Director of Iowa Governor’s STEM Advisory Council

Videos can be found by going to <https://www.strategicamerica.com/work/advocacy/stem/>



Iowa Farm Bureau

FARMERS PRODUCE MORE THAN PRODUCE

CHALLENGE

Many consumers think of farmers as hard-working individuals who grow food to put on their tables. And farmers do, but today they grow a lot more than food, they contribute to the creation of many everyday products most people would never connect to a farmer.



The goal of this campaign was to raise awareness amongst Iowa State Fair-goers about the many surprising ways farmers contribute to everyday products.

STRATEGY

Strategic America created large banners for the Farm Bureau park at the fair, featuring entertaining and surprising displays of ag products, all under the theme of Farmers Produce More than Produce.

Additionally, to engage fair-goers, SA created large farm-related cutouts that featured hidden images that were revealed by wearing a pair of decoder glasses. These hidden images represented many of the everyday products that are produced with the help of a farmer's harvest.

IMPACT

Over 1.1 million people attended the Iowa State Fair in 2018, with a large majority of them stopping by the prominent Farm Bureau Park. In addition to the state fair, the displays and banners traveled the state to other county fairs and events, further educating Iowans on the many ways farmers really do produce more than produce.



REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES FORM

BIDDER MUST COMPLETE THE FOLLOWING

By signing this Request for Proposal for Contractual Services form, the bidder guarantees compliance with the procedures stated in this Request for Proposal and agrees to the terms and conditions unless otherwise indicated in writing, certifies that Contractor maintains a drug free workplace, and certifies that bidder is not owned by the Chinese Communist Party.

Per Nebraska’s Transparency in Government Procurement Act, Neb. Rev Stat § 73-603 DAS is required to collect statistical information regarding the number of contracts awarded to Nebraska Contractors. This information is for statistical purposes only and will not be considered for contract award purposes.

_____ NEBRASKA CONTRACTOR AFFIDAVIT: Bidder hereby attests that bidder is a Nebraska Contractor. “Nebraska Contractor” shall mean any bidder who has maintained a bona fide place of business and at least one employee within this state for at least the six (6) months immediately preceding the posting date of this Solicitation.

_____ I hereby certify that I am a Resident disabled veteran or business located in a designated enterprise zone in accordance with Neb. Rev. Stat. § 73-107 and wish to have preference, if applicable, considered in the award of this contract.

_____ I hereby certify that I am a blind person licensed by the Commission for the Blind & Visually Impaired in accordance with Neb. Rev. Stat. § 71-8611 and wish to have preference considered in the award of this contract.

FORM MUST BE SIGNED MANUALLY IN INK OR BY DOCUSIGN

BIDDER:	Strategic America, Inc.
COMPLETE ADDRESS:	6600 Westown Parkway Suite 100 West Des Moines, IA 50266
TELEPHONE NUMBER:	515.453.2000
FAX NUMBER:	855.330.3415
DATE:	9/27/2023
SIGNATURE:	<i>John Schreurs</i>
TYPED NAME & TITLE OF SIGNER:	John Schreurs CEO



thank you

SA strategic america®



APPENDIX

UNIFIED PARTNERSHIPS | STRATEGIC AMERICA

NEBRASKA SECRETARY OF STATE VOTER ID EDUCATION CAMPAIGN

With access to more than 165M first party data sets, Unified Partnerships brings an unmatched capacity to define and reach the target audience. Our lengthy experience with market research, development of marketing strategies, development and placement of a variety of media, including, but not limited to, print media, broadcast media, outdoor or out of home media, digital media, and social media, along with targeted media placement in both English and Spanish and accessible formats, makes us confident in our ability to successfully meet this campaign's objectives.

What's more, we bring unmatched government privilege pricing and the ability to more than double the impact of paid/earned media through contextually relevant added value opportunities.



SA and Unified will be able educate Nebraska's diverse Spanish-speaking and native communities through a roster of diverse advocates that can share this messaging in the language of these communities through culturally competent moments. And no other team can offer to the Department of Administrative Services no cost stakeholder micro-interviews that can air across the state. More than added value, we bring an in depth understanding and ability to deploy multi-location marketing, innovative digital solutions, award-winning creative and branding, and proprietary tools to ensure always-on analytics.

BROADCAST INFLUENCER INVOLVEMENT **ADDED VALUE Talent Fees & Social Media Posts**

Most people can testify that they tend to accept more information and from people they know and trust. In fact, research has proven on average consumers remember 80% more from a trusted radio host over a generic voice (source: Engagement Labs Media Trustworthiness Survey, conducted July 27-29, 2020). With this in mind, we've secured four local broadcast influencers (in English and Spanish) to participate in the Nebraska Department of Administrative Service's Voter ID Education's efforts.



Scott Voorhees (NewsRadio 1110 KFAB): After spending eight years on the radio in Kansas City, Scott returned to his hometown of Omaha in 2006 where he joined the team on 1110 KFAB. He’s talked politics with former President Obama, pop culture with “Weird Al” Yankovic, and everything else with everybody in between.



Emery Songer (NewsRadio 1110 KFAB): As an avid animal and nature enthusiast, Emery loves being outside and exploring all things Nebraska has to offer with its seasonal weather. From hiking, camping, fishing Emery loves to engage his listeners thru social media and deliver the trending stories and topics that they need to know for the day. Emery and his wife Keri live in Omaha



Sergio Robles (102.3 El Patron): Born in Jalisco Mexico and following in his uncle’s foot steps Sergio has been in radio for over sixteen years. Starting his career in middle school in Mexico and having a passion for radio and the Hispanic community it’s no wonder that his name is synonymous with the words “Spanish Radio”. He has a love for horses, the outdoors and is actively involved in Hispanic community.



Rob Powers (107.1 KISS FM, KG95): With 30 years on Sioux City radio, Rob has built a large and loyal fan base and has become one of the most recognized Media personalities in the market. In addition to hosting his highly rated afternoon show on KG95, Rob spends a great deal of his free time appearing at and supporting local events and charities. Rob loves nothing more then to enjoy family time with his kiddos, camping, and gaming in his spare time. He has a wide variety of hobbies and is always open to new and fun adventures.

Each participating host is well known in the community and will act as a Nebraska Department of Administrative Service's Voter ID Education ambassador to their follower/audiences across broadcast and their respective social media channels.

:30 SECOND STAKEHOLDER MICRO-INTERVIEWS

ADDED VALUE

People who are knowledgeable and care deeply about Nebraska Department of Administrative Service's Voter ID Education are incredibly important in the life of the campaign. Leaders, experts or community stakeholders familiar with the subject, their knowledge, passion and commitment possess valuable "influence equity" we believe should be leveraged to help advance the campaign.

Team Strategic America has negotiated with our broadcast media partner a media vehicle to give Nebraska Department of Administrative Service leaders and stakeholders a voice to the masses through the guaranteed placement of :30 second stakeholder micro-interviews on each of their broadcast properties participating in the campaign.

A micro-Interview is a short form conversation that allows representatives (possibly from the Secretary of State's Office) to dive into facts and details not possible with :30s or even PSAs, yet keeping the length digestible for general audiences. In their own words, a stakeholder provides insight into critical information via an interview style format with a station's on-air host.

The result is each :30 has the sound of a station produced interview. Combined with the fact that micro-interviews often run immediately after programming, the audience hears a more natural, non-commercial sounding message. Team Strategic America has negotiated all radio production, distribution and broadcast of Nebraska Department of Administrative Service's Voter ID Education micro-interviews at no charge to the campaign.

COMMUNITY OUTREACH AND ENGAGEMENT

ADDED VALUE

We believe grass roots outreach can have real impact. In this spirit, our plan calls for a series of on-site activations at community events within the key markets and regions across the state. Each event stop will feature a custom branded tent, signage and trained campaign ambassadors who will engage event goers with Nebraska's Voter Identification Education and Awareness Campaign information and message. All aspects of activations are added value, no cost to the campaign.

PAID MEDIA TOOLKIT



PAID SOCIAL

Unified Social is a leading player in social media as it relates to data insights and programmatic ad placement. Over \$9B has been placed on social media platforms using the data targeting capabilities of Unified and \$2B is annually purchased through Unified's unique programmatic system.

Unified is the only data insights and purchasing platform deeply connected (via Application Programming Interface or API) to all major social platforms (Facebook, Instagram, Pinterest, Snapchat, YouTube, Reddit, Twitter, LinkedIn, TikTok, Nextdoor). Being connected into each of the major platforms, Unified has been able to tap directly into each platform for deeper data integration and other proprietary platform access, all centralized in Unified's own platform. Unified's programmatic purchasing platform uses this access and data to create the most advanced targeting capabilities and also delivers better optimization across all platforms in real time.

An example of Unified's clear advantage is their immediate access to TikTok. Only 6 companies in the world and two in the US have been given access to TikTok's API and Unified is one of them. For campaigns needing to target younger social media users, Unified can outsize social results through robust data insights/targeting and campaign optimization.

UP'S SOCIAL MEDIA ADVANTAGE

iHeartMedia has the unique ability of combining influential "organic" posts with world-class "paid social" amplification utilizing proprietary targeting and optimization bolstered with data insights and platform innovations.

For example, impactful "Organic" posts promoting a government campaign could originate from the trusted voice of broadcast influencers, station brands, musicians, celebrities and even the iHeartRadio brand itself. Because these organic posts resonate with followers with a favorability factor of 3x, amplifying to highly targeted audiences via paid social can be highly effective.

NEBRASKA VOTER TOTAL TRAFFIC + WEATHER NETWORK (TTWN)

Omaha Voter-centric strategy

Drive time is one of the last bastions where people are literally required by law to be distraction free. Factor in that drive time is predictable, often lengthy and one of the most routine things consumers undertake, it's easy to understand why we believe the Total Traffic and Weather Network (TTWN) is a valuable asset for this campaign.

TTWN provides up to the minute traffic and weather reports multiple times each hour, and since TTWN reports are designed to inform commuters, it's one of the most sought-after content segments in markets across the state. Additionally, TTWN provides vast reach across General Market, African American and Latino audiences (noting Omaha's breakdown: White (Non-Latino) (66.2%), Black or African American (Non-Latino) (11.9%), White (Latino) (9.31%)) on nearly all station ownership groups and is scalable and customizable per campaign requirements. In short, it's a massive and affordable network that provides the reach, yet the target-ability, this campaign needs. TTWN ad units are also an ideal medium because they are premium placement, both before and after a report with the campaign's name integrated into the report itself.

iHM LOCATION-BASED DISPLAY

Regardless of the demographic, income level or region, the smartphone is the device of choice for communication, searching the web, paying for items and capturing life's moments. Smartphones are literally the one item most people have by their side at all hours of the day. Our plan recognizes this reality by including one of the most advanced ad technologies for targeting smartphone user. Team Strategic America, through one of our media partners, will provide a portion of our digital media plan in the form of location aware mobile advertising.

Location Aware Advertising (LAA) serves mobile ads based on where a consumer visits. For example, Team Strategic America will identify the areas that our targets visit most often such as feed stores, Tractor Supply stores. If someone in our target profile enters one of our "eligible" locations the campaign can serve an ad to her smartphone the next time she uses any number of popular apps, 250,000 top apps and mobile as a matter of fact.

DIGITAL DISPLAY

Digital's advanced targeting methods will be a key component to our media plan. The use of a variety of custom targeted digital assets allows us to effectively reach and engage with audiences of all ages and backgrounds no matter if they're at home, at work or on the go. Additionally, the use of mobile targeting— through apps, including games and dating apps, and mobile websites— is increasingly important as young adults are most likely to use their mobile device as their primary source for internet access, news, and entertainment. Recent Pew research shows the trend moving away from traditional broadband internet towards mobile devices, making mobile a key way to reach and engage with target audiences.

STREAMING AUDIO

Audio consumption across digital platforms (smart phones, smart speakers, desktop computers) continues to grow at a record pace. Streaming Audio allows brands to extend their reach and frequency while simultaneously delivering messages to consumers across all listening devices.

In addition to the simulcast delivered automatically with any broadcast radio campaign, our plan will also leverage iHeartRadio's first, second, and third-party audience data, gathered across our vast network of digital radio stations, to deliver targeted :30 second audio with digital display companion banners. Audiences are targeted by geography (in zip codes that over-index for legal voters), demography (based on age), or context (based on the content of the website, stream, or their media consumption) to ensure we reach the most digital savvy audiences.



HOW WE USE IT

Through a combination of iHeart Streaming Audio Network, Katz Stream, Spotify and Unidos Live, we can deliver streaming Audio Ads with digital display companion banners targeted to the Total Audience in key markets (including English & Spanish language options). From there, Audio delivery will be tracked using iHeartMedia's proprietary Advanced Analytics platform while display banner effectiveness will be tracked utilizing third party pixels.

CONNECTED TV / OTT VIDEO

Our digital TV network, otherwise known as over-the-top ad networks, use intense levels of data can empower our campaign to identify the best households to target, and then serve the right ad content to deliver the highest quality impressions. iHM has direct access to non-skippable premium inventory across more than 50 publishers / 120 networks and enhanced targeting strategies (with an emphasis on cord-cutters) to help you get the most out of your impressions. You can even see all of your campaigns data across every publisher on one single dashboard.



HOW WE USE IT

Video can be served on a mixture of networks featuring both skippable and non-skippable video impressions targeting key audiences. Impressions will be served to smart devices such as smartphones and tablets and to connected TVs through devices Roku, Amazon FireTV, Apple TV, Sling, etc.

Alternatively the campaign can:

- **Focus** OTT dollars by prioritizing impression delivery within iHeartOTT Marketplaces which feature content across all publishers - that appeals to specific audiences
- **Extend** the reach of cable campaign by building reach through iHM OTT which has the ability to prioritize cord-cutter publishers
- **Put** your CRM data to good use, by using your physical mailing address list or IP list, we can deliver an OTT ad to TVs at those addresses/locations directly
- **Reach** people across the internet with Display or Video Pre-Roll Ads after they've been exposed

UNIFIED PARTNERSHIPS EXPERIENCE & CASE STUDIES

To date, Unified has managed more than \$3B in state and nationally funded campaigns, leveraging their extensive and granular reach, 1st party data and data suite, which will be maximized for this endeavor, to create effective media solutions for more than 3,000 state and federally funded campaigns.

Unified's previous experience in civic engagement covers voter education, voter turnout, voter registration, *and* off-election cycle civil postings — including **2020 Census work in Alabama, California, Georgia, Florida and Texas -- this work was also inclusive of messaging to tribal nations -- Voter Engagement work for the Tennessee Secretary of State, Florida Department of State and the Baltimore Voter Coalition** and a massive **voter turnout** effort for the Los Angeles County Register's "LA Votes 2020" campaign (an effort that featured campaign creative in 13 languages.)

Unified brings the following assets to bear for this voter education campaign:

- Global distribution channels including 280M+ permission-based email addresses
- A cross-vertical roster of local Nebraskan, multicultural influencers who are integrated into the fabric of voters' daily lives
- Data-first strategic planning and media strategy, buying and fulfillment for nearly every media format
- Proprietary tools and 165M+ first party data (FCC regulated)
- Direct outreach from broadcast to digital services, out-of-home, digital display, social media, online video, and grassroots outreach.

Taken in sum, every aspect of our strategic partnership is tailor-made to drive results and deliver every possible advantage to Nebraska's Department of Administrative Service's 2023-2024 Voter Education Campaign.

CIVIC ENGAGEMENT

- CA- California Citizens Redistricting Commission- 2020 Redistricting
- DC- Office of Campaign Finance- Civic Engagement
- SC- South Carolina Election Committee- Civic Engagement

CENSUS

- AL- Alabama Department of Economics- 2020 Census
- CA- California Census- 2020 Census
- FED- United States Census- 2020 Census
- GA- DeKalb County- 2020 Census
- GA- Fulton Country- 2020 Census
- FL- Miami-Dade County- 2020 Census
- TX- Texas Secretary of State- 2020 Census

VOTER ENGAGEMENT

- CA- Los Angeles County Register- LA Votes 2020
- DC- District of Columbia Board of Elections- 2020 Voter Engagement
- FL- Florida Department of State- Voter Education
- MD- The Baltimore Votes Coalition- Baltimore Votes 2020
- TN- Tennessee Secretary of State- 2020 Voter Education
- TX- Texas Secretary of State- 2020 Voter Registration



MESSAGING TO TRIBAL NATIONS

Unified Partnerships' work is inclusive of campaigns that reached tribal nations. Nationally, our team supported the United States Department of Health and Human Services' COVID-19 "We Can Do This" campaign placing content across social media, digital display, and audio specifically reaching tribal locations and American Indian and Alaska Native (AIAN) populations. We developed a custom cohort utilizing third-party data audience segments to precisely reach those who identify as American Natives in heritage and ethnicity. For the U.S. Census, UP provided communications geotargeted to tribal lands and across 30 DMAs that index high for AIAN populations. UP deployed radio stations and its rural and agricultural networks along with audience-based social media, digital display, and geo-fenced location-based digital display mapped to tribal lands and areas with a high concentration of AIAN audience

UNIFIED PARTNERSHIPS | LOS ANGELES COUNTY

LA VOTES 2020

ELECTION TURNOUT CAMPAIGN

CASE STUDY

THE CHALLENGE

In 2016, California legislature passed the Voters Choice Act, giving counties the freedom to implement a new vote center model. Los Angeles County chose to implement the new vote center model for the 2020 Primary Election and engaged iHeartMedia's Government Initiatives Division to plan and execute a full-service marketing campaign.

THE OBJECTIVES

The campaign had four overarching objectives:

- Educate voters on the important changes happening for the 2020 Primary Election
- Encourage people to vote early
- Create social engagement
- Drive people to vote centers during the 11-day election period

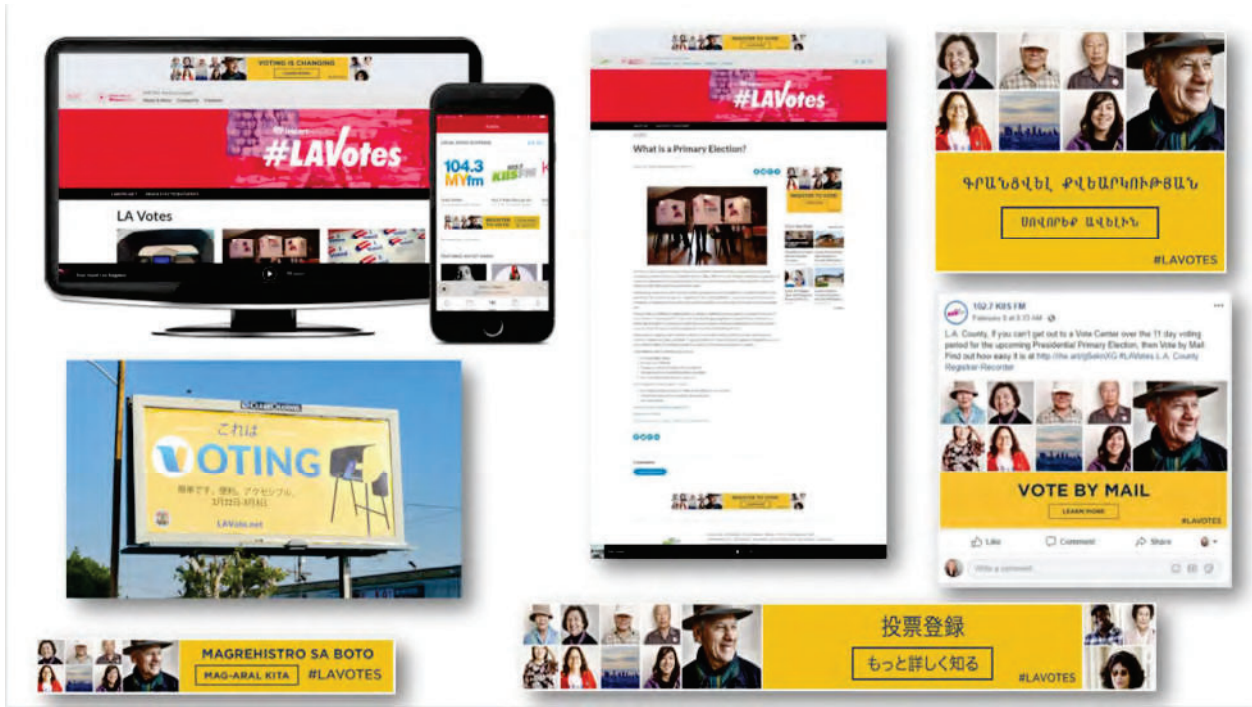
THE TARGET AUDIENCE

- Hispanic Audiences, All Ages
- African Americans, All Ages
- Hard to Reach In-Language Speakers (Chinese, Vietnamese, Korean, Vietnamese, Tagalog, Armenian, Khmer, Hindi, Japanese, Farsi, Thai and Russian)
- Seniors (A65+)

THE STRATEGY

Los Angeles is one of the world's most diverse cities, with significant bilingual populations spanning across more than a dozen different languages. To effectively reach all necessary populations of Los Angeles County, a wide variety of languages and media – both traditional and non-traditional – were utilized. On the Language front, the campaign creative included English, Spanish, Farsi, Armenian, Hindi, Japanese, Russian, Khmer, Thai, Cantonese, Korean, Vietnamese, and Tagalog.

The creative was broken into three phases to inspire action among Los Angelinos: Phase One, which urged people to register to vote and make them aware of voting procedure changes, Phase Two, which promoted awareness of voting by mail, and Phase 3 which inspired people to get out and vote leading up to election day.



PAID MEDIA

- Broadcast Television
- Broadcast Radio
- Print: Newspaper and Magazines
- Targeted Digital: Streaming Audio, OTT and Display Served to Registered Voters in LA County
- Out of Home: Static and Digital Bulletins, Bus Shelters, Neighborhood Posters
- Influencer social media
- Grassroots Events
- PR Opportunities with News Anchors Statewide

RESULTS

Throughout the campaign, iHM delivered **74% more impressions than ordered**, significantly extending the reach. As a result of the campaign, **LA County Received 38.5% of the total eligible voters, more than double the 2012 turnout**. In total the county received **2,122,469 Ballots, shattering the previous year’s record**.

UNIFIED PARTNERSHIPS | LEAGUE OF WOMEN VOTERS

League of Women Voters

2020 General Election and Georgia Runoff Election

CASE STUDY

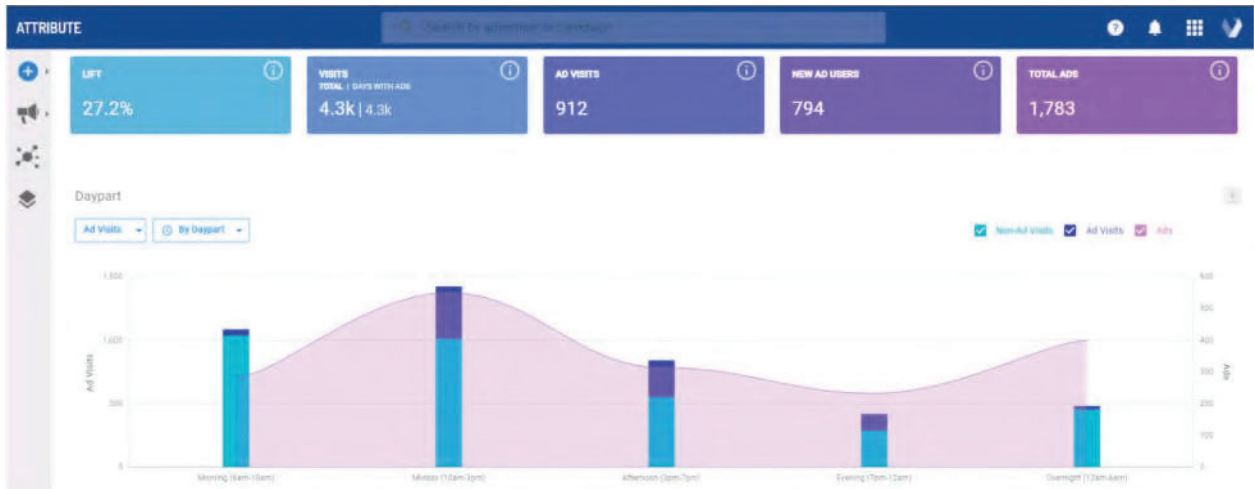
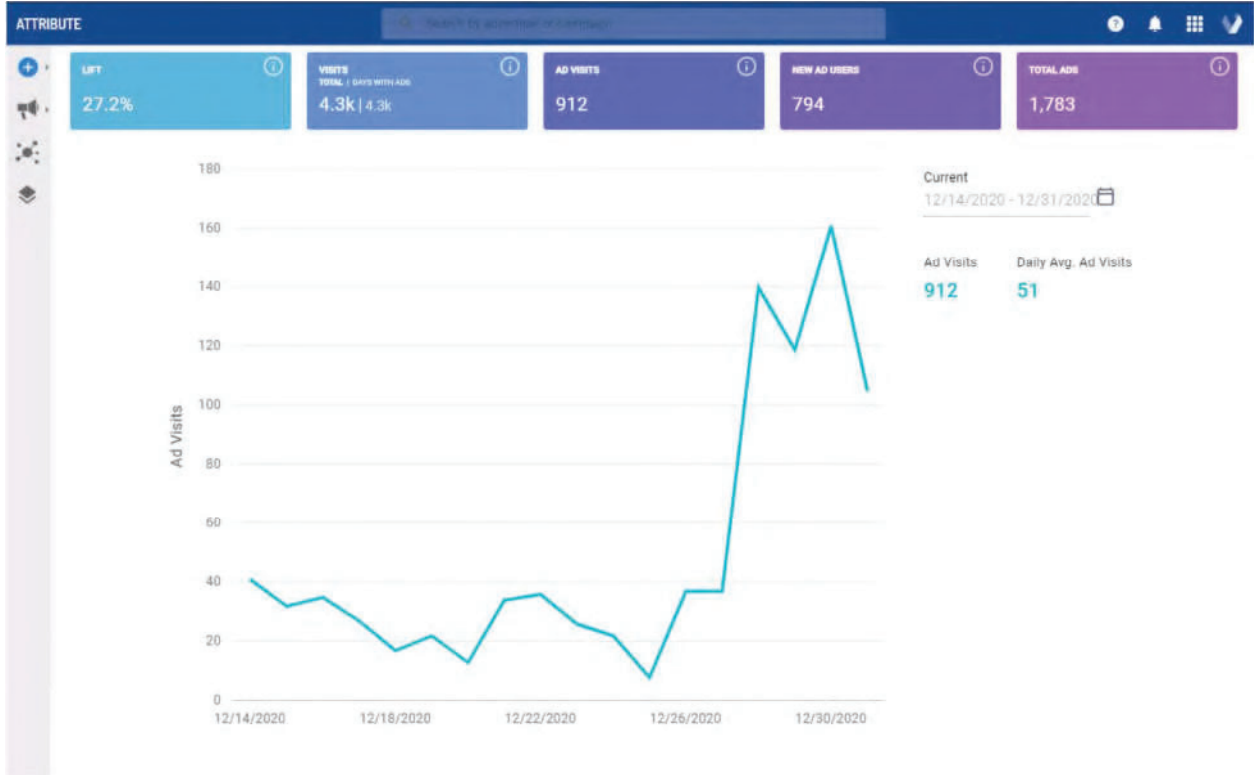
iHeartMedia worked with the League of Women Voters in their 2020 campaign to promote early voting in several key states, including Alabama, Florida, Georgia, Michigan, North Carolina, Nevada, New York, Pennsylvania, Texas, Virginia, and Wisconsin. The goal was to reach potential voters and make sure they understood how, when, and where to vote in the 2020 election. Messaging varied by state based on their deadlines and availability for early voting, voting by mail, in-person, and absentee voting.

iHeartMedia used their proprietary SmartAudio broadcast radio platform to develop and implement a hyper-targeted campaign in both English and Spanish to their four priority target audiences of:

- LGBTQIA women under 54
- African American women under 54
- LatinX women under 54
- Women under 54 in zip codes with HHI below top 25%

The radio campaign drove a 27.2% increase in website visits based on information obtained from iHM's Web Lift Analytics platform which maps direct web visits to campaign ads to show increase in web traffic and identifies the top performing stations, dayparts, and creatives in order to allow for campaign optimizations, thus increasing ROI. The campaign was such a success LWV signed on for a second statewide campaign in Georgia leading up to the runoff election in January 2021.

Below are the Web Lift results from the two-week Georgia Runoff Election campaign that heaved up after the holidays as the election approached, which in turn lead to a significant spike in web visits from December 27th through 30th.



iHEARTMEDIA | BLACK FUTURE LAB

BLACK CENSUS PROJECT PERFORMANCE STATEMENT (2022)

THE OPPORTUNITY

The Black Census Project is an important step in transforming Black communities into constituencies that build power in cities and states. Over 30,000 Black people from across the country participated in the first Black Census Project in 2018.

In 2022, iHeart teamed up with the Black Futures Lab for the Black Census Project 2022 with a goal of receiving 200,000 responses from across all 50 states by June – a mission to become the largest survey of Black people conducted in the United States in 157 years, six times the size of the 2018 Black Census.

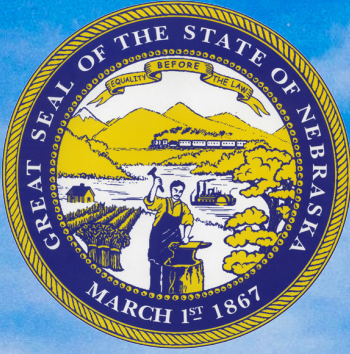
THE TACTIC

iHeart stations across the country, including BIN: Black Information Network, supported the initiative through a series of on air and digital PSAs as well as with robust social media support. The stations promoted the in-person activations planned from March through June cross the country that allowed Black communities to come together, share their experiences and discuss solutions to address the issues Black communities face.

Additionally, national PSAs encouraged listeners to fill out the confidential, self-reporting survey online at blackcensus.org. Angela Rye, Esq. (Principal and CEO, Impact Strategies) was a guest on the “The Breakfast Club,” “Big Boy’s Neighborhood,” “Steve Harvey,” “The WGCI Morning Show,” “The Rise & Grind Morning Show” and BIN: Black Information Network to discuss the importance of the Black Census Project and to encourage Black communities to stay engaged and wield political power to inform, influence and impact all institutions and decision-makers who are or should be engaging Black people.

THE RESULTS

- 3,970 surveys were completed from November 1 to December 31, 2022, using the dedicated iHeartRadio link.
- +62K unique responses, which is nearly triple the number of surveys received after the original launch four years ago.
- 15% of all unique page views and engagement for the campaign came direct from iHeartRadio.



Nebraska Secretary of State

State of Nebraska RFP 6820 Z1
Statewide Public
Education Campaign
VOTER IDENTIFICATION

Strategic America submission:
Cost Proposal

6820 Z1 Cost Proposal

Bidder Name: Strategic America

Bidder must complete the following cost proposal table. Costs provided must be fixed for the duration of the contract, except as otherwise provided in the following cost proposal tables. Bidder must provide the unit cost and the recommended quantity of each item; however actual quantities will be determined based upon the recommendations contained in the Strategic Marketing Plan. The total price shall reflect all fees necessary to perform the services in their entirety, such as but not limited to, labor, taxes, equipment, travel, and copies. Invoices should be submitted monthly during the term of the contract.

* The “Quantity Recommended” and “Recommended Media Buys” amounts will not be considered when evaluating cost. Quantity Recommended should also be provided as part of the Proposed Development Approach in Attachment A.

MEDIA PLANNING		
	Total Fixed Cost (Initial Term)	
1. Strategic Planning & Market Research – Development of Strategic Marketing Plan	\$7,500	
2. Design of Public Awareness Campaign and Branding	\$15,000	
3. Other (Please Specify)	\$	
MEDIA PRODUCTION		
	Unit Cost (Initial Term)	Quantity Recommended*
1. Production of Education Materials for County Officials, Poll Workers, and State Agencies		
a. Video Production (10-15 minutes of video content)	\$14,000	1
b. Print Media	\$2,250	1
c. Other (Please Specify)	\$	
2. Media Production of Public Awareness Campaign (Provide individual cost for each item)	Unit Cost (Initial Term)	Quantity Recommended*
a. Video/Television Production (15-30 seconds of video content)	\$18,500	1 (1-15 sec, 1-30 sec)
b. Audio Media Production (15-30 seconds of audio content)	\$2,500	2 (1 English, 1 Spanish)
c. Print Media Production – Print Advertisement	\$2,000	2 (1 English, 1 Spanish)
d. Print Media Production – Direct Mail	\$1,750	2 (1 English, 1 Spanish)
e. Outdoor or Out of Home Media Production	\$1,500	1
f. Digital Media and Social Media Production	\$350	4 (2 English, 2 Spanish)
g. Other (Please Specify)	\$	
3. Branding Toolkit (See RFP Section V.E.2.J)	\$5,500	
MEDIA BUYS		
1. Recommended Media Buys* (Budget for Initial Term)	\$650,000	

**SA is excited about this opportunity. We have a vast amount of experience and resources at our disposal to provide cost effective solutions for the projects noted above. The costs above are subject to change, based on the final, approved project brief that will be supplied for each project. Competitive bidding for outside vendors is standard practice for SA, as well as providing cost options for large projects. Note direct mail Unit Cost is for creation of direct mail assets and does not include list, printing and distribution/mailing costs.

6820 Z1 Cost Proposal

Bidder Name: Strategic America

Bidder must complete the following cost proposal table. Costs provided must be fixed for the duration of the renewal period of the contract. These services are not guaranteed and would be used on an as needed basis.

Ongoing Media Production	Optional Renewal 1 (Unit Cost)	Optional Renewal 2 (Unit Cost)	Optional Renewal 3 (Unit Cost)	Optional Renewal 4 (Unit Cost)
Video/Television Production (15-30 seconds of video content)	\$8,850	\$9,200	\$9,550	\$9,900
Video Production (10-15 minutes of video content)	\$13,000	\$13,500	\$14,000	\$14,500
Audio Media Production (15-30 seconds of audio content)	\$1,300	\$1,350	\$1,400	\$1,450
Print Media Production – Print Advertisement	\$1,600	\$1,650	\$1,700	\$1,750
Print Media Production – Direct Mail	\$1,825	\$1,900	\$1,975	\$2,050
Outdoor or Out of Home Media Production	\$1,600	\$1,650	\$1,700	\$1,750
Digital Media and Social Media Production	\$350	\$375	\$400	\$425
Other (Please Specify)	\$	\$	\$	\$

**SA is excited about this opportunity. We have a vast amount of experience and resources at our disposal to provide cost effective solutions for the projects noted above. The costs above are subject to change, based on the final, approved project brief that will be supplied for each project. Competitive bidding for outside vendors is standard practice for SA, as well as providing cost options for large projects. Note direct mail Unit Cost is for creation of direct mail assets and does not include list, printing and distribution/mailing costs.

6820 Z1 Cost Proposal

Bidder Name: Strategic America

Bidder must complete the following cost proposal table. This cost proposal table includes hourly rates for services requested by the Secretary of State's Office outside of the Initial Term of the contract. Hourly rates provided will be fixed for the duration of the contract. These services are not guaranteed and would be used on an as needed basis.

Services	Hourly Rates			
	Optional Renewal 1	Optional Renewal 2	Optional Renewal 3	Optional Renewal 4
Copywriting	\$135	\$140	\$145	\$150
Creative Services	\$130	\$135	\$140	\$145
Graphic Design	\$125	\$130	\$135	\$140
Illustration	\$130	\$135	\$140	\$145
Audio Editing	\$140	\$145	\$150	\$155
Consulting	\$150	\$155	\$160	\$165
Video Still Photography	\$125	\$130	\$135	\$140
Strategic Planning	\$155	\$160	\$165	\$170
Video Motion Graphics	\$150	\$155	\$160	\$165
Video Editing & Scoring	\$140	\$145	\$150	\$155
Video Shooting	\$140	\$145	\$150	\$155
Other (Please specify)	\$	\$	\$	\$