

APPENDIX C SCOPE OF SERVICES

The Contractor shall continue to provide consulting and professional communications assistance to assist the state with public relations and message delivery to Alaskans. This contract is a continuation of Contract #200000516 that expired on May 31, 2020.

Services shall include but are not limited to the following;

- Pitch and secure media interviews on national and state television programs, radio shows and in targeted print and online publications.
- Shape interview opportunities to highlight policy wins and achievements the governor and his staff have secured for the people of Alaska.
- Assist with placement of opinion pieces by the governor in state and national publications.
- Circulate the earned media placements and opinion pieces on social media platforms (Twitter, Facebook, website, etc) to increase their maximum reach.
- Engage with social media followers to grow followers and expand our message.
- Create and post social media graphics and videos that echo the goals of the governor's agenda.
- Advise on how to use paid promotional tools to expand the reach of specific posts or projects to further drive traffic to the website and social platforms.

Performing these and other funding analysis services within the contract scope as requested by the Project Director.

APPENDIX D PAYMENT PROVISIONS

In full consideration of the Contractor's performance under this contract, the state shall pay the contractor a rate of \$4,000 per month, for six months. The total contract shall not exceed \$24,000.00, including all travel and any miscellaneous expenses associated with performing the work.

Payments may be made monthly after receipt of the contractor's detailed invoice with receipts, and after the invoice is approved for payment by the Project and Administrative Directors.

This contract may not exceed \$24,000.00 total unless amended in writing by the state.