



Technical Proposal to the State of Alaska
IRFP 02-0200-05-21
Submitted by Imperial Independent Media, LLC
December 21, 2020

Proposal Contact:

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(907) 868-7378 cell

Section 3.02 | Introduction

This proposal is submitted by Zachary Freeman, Managing Partner and CEO of **Imperial Independent Media, LLC**, the lead contact for this proposal. The corporate address is 200 W. 34th Ave., Ste. 162, Anchorage, AK 99503 and I can be reached directly via cell phone at (907) 868-7378.

I attest to the accuracy of the contents within this proposal, and that I certify that myself and my company will operate in compliance with the provisions in the IRFP.

The Federal Tax ID (EIN Number) for Imperial Independent Media, LLC is **47-3201821**. The Alaska Business License Number for Imperial Independent Media, LLC, is **2112161**, and the license is valid through **December 31, 2021**. The Alaska corporate entity number is **10090693**.

Pursuant to Sec. 1.07(d), I am disclosing my current status as an employee of the State of Alaska. Should a contract be awarded in response to this proposal, I would consider revising that status.

My signature is affixed below, signifying my authority to enter into this binding agreement on behalf of my company, my understanding of the IRFP, and intent to comply with its provisions.



Zachary Freeman
Managing Partner/CEO, Imperial Independent Media, LLC

Section 3.03 | Understanding of the Project

The Department of Administration is tasked with difficult objectives in divisive times. Given the polarizing nature of the Department's impending challenges – navigating complex bargaining negotiations, chronic budget deficits, etc. – a proactive public relations strategy is needed to:

- a.) mitigate public relations liabilities associated with DOA efforts and objectives, and
- b.) articulate the long-term vision of the Administration, for the benefit of all Alaskans.

The project schedule will be constantly evolving, fast-paced, and must account for a potentially hostile and quick-changing media landscape. Compounding the difficulty of this project is the variable of COVID-19, which has altered the way every government entity conducts business. The PR strategies and methodologies employed for this project, outlined more in **Section 3.04**, will reflect the unique realities of government/media/constituent interaction in the pandemic age.

Personnel will be available Monday through Friday from 5am to 5pm, Alaska time, excluding holidays, to assist DOA with the communications and public relations assistance it requires.

Section 3.04 | Methodology Used for the Project

In my experience, reform-minded administrations rarely seize opportunities to go on offense with their policy agenda(s), and often allow stagnant environments and hostile opponents to relegate them into a defensive position. It is my professional opinion that defense is not an ideal orientation for a government, nor a good environment for reforms to take place. It is also not conducive to building public trust or achieving a consensus buy-in.

Proactive communications and public relations require foresight similar to a chess match. We must anticipate every possible outcome and craft detailed contingency plans that:

- a.) address opposition we're likely to face,
- b.) frame the discussion so as to most accurately convey the nature of the reform(s), and
- c.) ensure Alaskans can digest the information without interference from hostile sources.

In order to achieve these objectives, the methodologies employed will rely on several key tenets:

1. DOA should maintain a constant and proactive relationship with media stakeholders,
2. DOA should retain the ability to communicate to Alaskans about reforms and policy objectives, through direct and social media channels; and
3. DOA should be active in releasing information that frames reforms and objectives accurately.

The Department of Administration will face more scrutiny than perhaps any other department in Alaska state government in 2021, and the success or failure of its reforms will bear a direct reflection on the competency of the Administration. A strong communications plan, and the successful execution of that plan, will pave the way for additional policy and regulatory successes across departments, and ensure that Alaskans can trust in the transparency and integrity of their government.

Section 3.05 | Management Plan for the Project

Project personnel will maintain daily communications with the Commissioner and DOA project managers to ensure that plans remain on track, viable, and on-budget. The management process will include weekly progress calls and reports, as well as monthly planning and adaptation sessions, for the life of the contract. Regular press availabilities should be planned, and other communications opportunities will be discussed.

Project personnel will be available from Monday through Friday from 5am to 5pm prevailing Alaska time, excluding holidays, to assist the Department with whatever communications and public relations assistance it requires.

Section 3.06 | Experience and Qualifications

Zachary Freeman, serving as the Communications Director and Press Secretary for the Alaska House Republican Caucus since 2018, will be the individual assigned to complete work on this IRFP and is designated as the person accountable for the completion of each component and deliverable.

There will be no other personnel involved with this project unless later requested by the Commissioner; therefore, no other lines of authority exist under this proposal.

- Zachary Freeman's title is **Managing Partner and CEO**;
- A current resumé for Zachary Freeman is attached under Section 7;
- Work will be performed in the United States;
- Total cost for six-month term will be \$44,200, and will provide up to 650 hours;

References for similar work:

Rep. Lance Pruitt, Minority Leader, Alaska House of Representatives
907.952.4948

Ryan McCann, Executive Director, Indiana Family Institute
317.423.9178

Carroll J. Conley, Jr., Executive Director, Christian Civic League of Maine
207.659.6447

Section 3.07 | Cost Proposal

Itemized List of Contract-Related Expenses:

1. Consulting Hours, 650 hours @ \$68.00 per hour (\$44,200 total)

No other costs, direct or indirect, will be passed on to the State of Alaska notwithstanding travel expenses incurred when travel is requested by the State of Alaska, as allowed by the terms of the IRFP.

Section 5.01 | Alaska Business License and Other Required Licenses

Imperial Independent Media, LLC is a registered Alaska business, license number **2112161**, which is valid through December 31, 2021. The company's corporate entity number is **10090693**.

Section 6.05 | Human Trafficking

Imperial Independent Media, LLC is not established or headquartered in a country designated as Tier 3 by the U.S. Department of State.

Section 7.01 | Attachments

The following attachments can be found within this technical proposal:

- 1. Resume for Zachary Freeman*
- 2. Copy of Alaska Business License for Imperial Independent Media, LLC*

Alaska Department of Commerce, Community, and Economic Development

Division of Corporations, Business, and Professional Licensing
PO Box 110806, Juneau, AK 99811-0806

This is to certify that

Imperial Independent Media, LLC

200 W 34th Ave, Suite 162, Anchorage, AK 99503

owned by

IMPERIAL INDEPENDENT MEDIA, LLC

is licensed by the department to conduct business for the period

August 20, 2020 to December 31, 2021
for the following line(s) of business:

54 - Professional, Scientific and Technical Services



This license shall not be taken as permission to do business in the state without having complied with the other requirements of the laws of the State or of the United States.

This license must be posted in a conspicuous place at the business location. It is not transferable or assignable.

Julie Anderson
Commissioner

Imperial Independent Media, LLC
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Suite 162
Anchorage, AK 99503