

May 26, 2021

Jayne Millerick
Chief of Staff
Office of the Governor
107 North Main Street
Concord, NH 03301

Re: Right to Know Request

Dear Chief of Staff Millerick:

On April 19, 2021, the State of New Hampshire launched a taxpayer-funded ad campaign that featured Governor Sununu speaking directly to camera at length in a [television ad](#) and narrating a [radio ad](#). Contrary to long-standing New Hampshire practice and law, Governor Sununu has given himself sole authority to authorize this nearly \$500,000 [no-bid contract](#) to make and distribute these ads through at least July. Given that Governor Sununu is openly discussing a bid for higher office with [Mitch McConnell](#), the use of our tax dollars to place the Governor's face on televisions across New Hampshire for months on end seems particularly irregular and improper.

Governor Sununu's ads are even more concerning given [extensive research](#) suggesting that doctors, public health experts, and trusted community voices – not politicians – are the most effective messengers regarding COVID-19 vaccination. In fact, research suggests that including politicians in COVID vaccine ads make people [even less likely](#) to want a vaccine. In other words, it appears that ***Governor Sununu is using tax dollars to boost his potential run for higher office – at the expense of a more effective and evidence-based communication strategy.***

Granite Staters deserve to know how and why their money was spent to put the Governor on TV and radio airwaves. As such, I request the following records in possession of the Office of the Governor pursuant to Article 1, Part 8 of New Hampshire's Constitution:

- Any correspondence to or from the Office of the Governor, including employees and/or representatives thereof, concerning these advertisements and the broader "Your Shot" advertising campaign.
- Any and all documents and/or correspondence pertaining to the 2021 Department of Health and Human Services contract with GYK Antler, LLC (DUNS Number 807828814) for an advertising

campaign promoting the COVID Vaccine (SS-2021-OCOM-25-ADVER; Job No. 95010690). This request includes correspondence about any [Amendments](#) made to this contract.

- Any contracts, subcontracts, bids, requests for proposal, vendor referrals or recommendations, contract authorizations, invoices, receipts, records of disbursement, ad placement or ad purchase records, and other records pertaining to the public service announcement and the “Your Shot” advertising campaign. This includes but is not limited to records related to ad production, air time purchases, recording costs, sound production and editing, music rights purchases, makeup, costume and/or wardrobe, hair, digital advertisement buys, copywriting, screenwriting, editing, out-of-home advertising buys, social media management and campaigns, website design and maintenance.
- Any and all correspondence between the Office of the Governor and any of the following businesses, including employees and/or representatives thereof, dated between January 1, 2021 and the present: GYK Antler, LLC; GYA Holdings, LLC (a/k/a York Creative Collective a/k/a Big Brick Productions); GYK Acquisitions, LLC; Griffin, York, & Krause, LLC; Griffin, York & Krause, Inc.; Griffin Bodi & Krause, Inc; O’Neil and Associates Inc. Advertising; O’Neil Associates Inc., O’Neil Griffin & Associates, Inc. Advertising; O’Neil Griffin Bodi Inc.; O’Neil Griffin Bodi, Inc./Manchester; O’Neil Jalbert & Gould, Inc.; O’Neil Jalbert, Inc.; OGBE.Communications Inc.; The O’Neil Griffin Companies, Inc. This request includes but is not limited to emails to or from addresses ending with “@gykantler.com,” “@griffinyorkkrause.com,” and “@yorkcreativecollective.com.”
- Any and all correspondence between the Office of the Governor and Patrick W. “Pat” Griffin dated between January 1, 2021 and the present. This request includes but is not limited to emails to or from the following addresses: patrick.griffin@merrimackpotomac.com; pgriffin@griffinyorkkrause.com; griffinweb1@gmail.com.

Direct correspondence should include letters, emails, text messages, reports, and other relevant material. I am not seeking any secondary material such as phone logs, notations of conversation, etc.

If any records are withheld or redacted, I request that you state the specific legal and factual grounds for withholding any documents or portions of documents. Please identify each document that falls within scope of this request but is withheld from release.

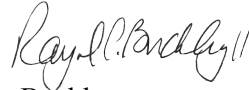
If requested documents are located in another installation or bureau, I request that you please refer this request or any relevant portion of this request to the appropriate installation or bureau.

To the extent that the respondent records are available in electronic format, I would prefer to receive the information via email or CD, particularly if providing the information reduces the time or expense involved. Otherwise, I will expect to receive the information in paper form.

To help assess my status for copying and mailing fees, please note that I am gathering information for research purposes and not for commercial activities. I am willing to pay all reasonable costs incurred in locating and duplicating these materials. But please contact me prior to processing to approve any fees or charges incurred in excess of \$20.

Thank you for your cooperation with this request. I am willing to discuss ways to make this request more manageable to your office. Please do not hesitate to contact me at chairman@nhdp.org or at 603-225-6899.

Sincerely,

A handwritten signature in black ink, appearing to read "Ray P. Buckley". The signature is written in a cursive, flowing style.

Ray Buckley