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Research Brief

TO: Representative Les Gara
FROM: Patricia Young, Manager
DATE: February 14, 2014
RE: Expenditures on Media Advertising for the Knik Arm Bridge and the Susitna-Watana Hydroelectric Dam Projects
LRS Report 14.232

You wished to know the amount spent during the past three years by the Knik Arm Bridge and Toll Authority (KABATA) and the Alaska Energy Authority (AEA) on print, radio, television, and internet advertising for the Knik Arm Bridge and the Susitna-Watana Dam projects, respectively.

We received the following in response to our query:

Knik Arm Bridge:

- The Knik Arm Crossing project spent \$58,633.06 on print, radio and internet media for public outreach during state fiscal years 2012, 2013, and 2014 to date (31 months). No television [advertising] was used.
—Judy Dougherty, deputy executive director, Knik Arm Bridge and Toll Authority.¹

Susitna-Watana Hydroelectric project:

- Most of our efforts have been to drive people to our website, including a limited-run radio ad and some online advertising publicizing the project website. This fall we printed a flier insert that highlighted the results of our 2012 environmental studies and licensing updates. This was inserted into newspapers across the Railbelt as a way to directly reach Alaskans. It has also been used as our project flier when we deliver presentations or visit with stakeholders. The total spent on these efforts during the past three years is \$71,001.80.
—Emily Ford, public outreach liaison, Susitna-Watana Hydroelectric Project.²

We hope this is helpful. If you have questions or need additional information, please let us know.

¹ Judy Dougherty, deputy executive director, Knik Arm Bridge and Toll Authority, can be reached at 907.269.6679.

² Emily Ford, public outreach liaison, Susitna-Watana Hydroelectric Project, Alaska Energy Authority, can be reached at 907.771.2961.