

August 29, 1995
95-592.ORD (clt)

Introduced By: GREG NICKELS
Jane Hague

Proposed No.: 95 - 592

MOTION NO. **9650**

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A MOTION regarding production of video voters' pamphlets for the November 7, 1995 general election.

WHEREAS, King County and the city of Seattle regularly publish printed voters' pamphlets to inform voters about election candidates, and

WHEREAS, King County and the city of Seattle successfully collaborated in 1993 to use video technology to produce video voter guides to better inform the public about election candidates, and

WHEREAS, the November 7, 1995 election presents another opportunity for King County and the city of Seattle to jointly produce video voter guides about election candidates;

NOW, THEREFORE BE IT MOVED by the Council of King County:

A. The city of Seattle is invited to join King County in producing and distributing video voter guides for the November 7, 1995 general election.

B. This project shall be pursued as a joint effort by the Seattle ethics and elections commission, the King County division of records and elections, Seattle municipal channel 28 and the video production unit of the King County stadium administration.

C. Production of the video voter guides must comply with the following guidelines:

1 1. Candidate participation in the guides shall be
2 voluntary and available to all general election candidates in
3 the races for the King County assessor, Metropolitan King
4 County council, the Seattle City council, the Seattle School
5 District Board of Directors and the Seattle Port Commission.

6 2. Production and distribution of the guides shall
7 comply to the extent possible with the laws and rules
8 governing printed voter pamphlets. Compliance with these
9 laws and rules shall be the responsibility of the manager of
10 the King County division of records and elections and the
11 executive director of the Seattle ethics and elections
12 commission.

13 3. All participating candidates will record their
14 statements in the same studio setting. Statements shall be
15 no longer than three minutes in length. It will be the
16 candidate's responsibility to select the recorded statement
17 that will be included in the guide. These recorded
18 statements will not be altered once selected.

19 4. The recorded candidate statements and any other
20 recorded material resulting from production shall not be used
21 to assist a candidate, and any other use must be authorized
22 by the manager of the King County division of records and
23 elections or the executive director of the Seattle ethics and
24 elections commission, as appropriate.

25 5. To offset production and distribution costs,
26 participating candidates will be charged a fee of \$100 each.
27 The fee will be waived for candidates who file for office by
28 petition or who can show that at the time they were notified
29 of the video production schedule their campaign fund did not
30 contain \$100 that was not already obligated.

1 6. Funding for production and distribution will be
 2 provided by King County in an amount not to exceed \$25,000,
 3 and in general accordance with the preliminary budget
 4 attached to this motion as Exhibit A. Video production
 5 assistance will be provided by King County stadium
 6 administration.

7 7. Staff assistance will be provided by the
 8 Seattle ethics and elections commission, and Seattle
 9 municipal channel 28 will provide broadcast times to
 10 disseminate the guides throughout the two-week period prior
 11 to the November 7 election.

12 8. Additional broadcast opportunities shall be
 13 pursued with other cable television systems and television
 14 stations serving King County.

15 9. To assure that the guides are available to
 16 residents without televisions or cable television service,
 17 copies will be distributed to branches of the King County and
 18 Seattle public libraries.

19 10. The guides shall be closed captioned for the
 20 hearing impaired.

21 PASSED by a vote of 11 to 0 this 5th day of

22 September, 1995.

23 KING COUNTY COUNCIL
 24 KING COUNTY, WASHINGTON

25 Kent Pullen
 26 Chair

27 ATTEST:

28 Gerald A. Peterson
 29 Clerk of the Council

30 Attachments: Exhibit A

Exhibit A
 Preliminary Budget for Voters Video Guide
 Assuming 18 races with 36 candidates

1.	Production facilities and personnel	\$ 11,000
2.	Post-Production Editing	4,000
3.	Close captioning	3,000
4.	Copying	900
5.	Advertising*	6,000
	Gross Expense	<u>\$ 24,900</u>

Potential Revenue: \$3,000 (Assumes 30 candidates paying \$100 each).

Advertising offset: \$2,475

Net Expense to King County: \$19,425

- * Advertising budget is for bus signs on 60 Metro buses circulating for four weeks. Washington Transit Advertising, the private firm that sells Metro bus sign advertising, pays Metro 55 percent of its posting fee for the use of Metro buses. The estimated posting fee for this budget estimate is \$4,500, resulting in a \$2,475 return to Metro. The \$4,500 posting fee for this project reflects a 50 percent discount for non-profit customers. The posting fee for a for-profit customer would be \$9,000.