

June 9, 1997  
LJA:rwb  
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Introduced By:

GREG NICKELS  
ROB MCKENNA  
LARRY GOSSETT

Proposed No.:

97-352

MOTION NO.

**10238**

A MOTION authorizing the production of a video voters' guide for the 1997 county-wide primary and general election.

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

WHEREAS, King County and the city of Seattle successfully collaborated in 1993 and 1995 to use video technology to produce video voter guides to enhance voter education, and

WHEREAS, the primary and general elections to be held in September and November 1997, present another opportunity for the county and the city to jointly produce a video voters' guide for certain election candidates;

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

A. King County wishes to join with the city of Seattle in jointly producing a video voters' guide for both the September 16, 1997 county primary and for the November 4, 1997 general election.

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

1 C. The following guidelines shall apply to the production  
2 of the video voter guide:

3 1. Candidate participation in the guides shall be  
4 voluntary and available to all primary and general election  
5 candidates in the races for King County government offices,  
6 Seattle municipal races, Seattle School District Board of  
7 Directors, and the Seattle Port Commission.

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

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

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

26 5. To offset production and distribution costs,  
27 participating candidates will be charged a fee of \$100 each. The  
28 fee will be waived for candidates who file for office by petition

1 in lieu of a filing fee or who can show that at the time they  
2 were notified of the video production schedule their campaign  
3 fund did not contain \$100 that was not already obligated.

4 6. Funding for production and distribution will be  
5 jointly provided by King County and the city of Seattle in an  
6 amount not to exceed \$25,000 each for both the primary and  
7 general election guides, and in general accordance with the  
8 preliminary budget attached to this motion as Exhibit A.

9 7. Seattle municipal channel 28 will provide  
10 broadcast times to disseminate the guides throughout the period  
11 prior to the primary and the general election.

12 8. Additional broadcast opportunities shall be  
13 pursued by both the city and county television offices with other  
14 cable television systems and television stations serving King  
15 County.

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

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

PASSED by a vote of 12 to 0 this 7<sup>th</sup> day of July, 1987.

KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON

Jane Hague  
Chair

ATTEST:

Bueno  
Clerk of the Council

Attachment: Video Voters' Guide Budget Summary

## VIDEO VOTERS' GUIDES—PROPOSED BUDGET—SUMMARY

<u>Primary</u>	<u>cash budget</u>	<u>in-kind contributions</u>
Project Manager	\$ 5,252	
Production	6,484	\$12,000
Post Production	7,275	6,250
Advertising/Promotion	5,000	
<b>Totals:</b>	<b>\$24,011</b>	<b>\$18,250</b>

### General

Project Manager	\$5,208	
Production	3,654	\$ 7,555
Post Production	6,496	4,500
Advertising/Promotion	5,000	
<b>Totals</b>	<b>\$20,358</b>	<b>\$12,055</b>

### Public Service Announcements

Pre-production	\$ 960	
Production	890	\$ 1,000
Post Production	480	1,500
<b>Totals:</b>	<b>\$ 2,330</b>	<b>\$ 2,500</b>

Revenue Offset: Primary, 70 candidates @ \$100 \$ 7,000  
 General, 46 candidates @ \$100 \$ 4,600  
 Estimated Total Revenue Offset: \$11,600

**GRAND TOTALS: \$46,699 cash minus \$11,600 = \$35,099 CASH**  
**\$32,805 In-Kind Contribution**

Proposed City Share: \$23,350 CASH minus \$5,800 revenue offset  
\$16,403 In-Kind Contribution

Proposed County Share: \$23,350 CASH minus \$5,800 revenue offset  
\$16,403 In-Kind Contribution

## Proposed Budgets—Video Voters' Guide

### Primary Election (predicated upon assumption of 70 candidates)

	CASH	IN-KIND
<b>A. <u>Project Manager</u></b>		
Coordinator: Public Information Specialist Sr.		
City Jobcode 96332, Grade range 330, \$20.04		
plus benefits (Temporary Employment Services) \$21.00 per hour.		
Begin July 21, 1997 and complete work on		
August 29, 1997, 6 weeks @ \$21.00 per hour	\$ 5,040	
Phone line with voice mail	76	
Postage	136	
<b>TOTAL:</b>	<b>\$ 5,252</b>	
<b>B. <u>Production Video</u></b>		
Technical crew to include studio preparation,		
camera operator, production assistant,		
lighting and audio		
2 staff people @ 50 hours = 100 hours @ \$45/hour	\$ 4,500	
1 staff w editorial authority @ 50 hours @ \$33/hour		\$ 1,650
Master Tape and other materials		
27 90 minute beta sp tapes @ \$56./tape	\$ 1,512	
Field Shoots for Background Video and Narration		
10 hours @ \$40./hour	\$ 400	
4 tapes @ \$18./tape	\$ 72	
Field shoot camera package (in kind)		\$ 750.
Studio and camera package (in kind)		
6 day week @ \$1,600/day		\$ 9,600
<b>TOTAL:</b>	<b>\$ 6,484</b>	<b>\$12,000</b>
<b>C. <u>Post Production</u></b>		
Editing 50 hours @ \$45/hour	\$ 2,250	
Includes graphics		
Edit Suite and graphics eqpt. (in kind contribution)		
50 hours @ \$125./hour		\$ 6,250
Master tape 3 90 minute tapes @ \$56.	\$ 168	
*100 copies of a 90 minute City tape (\$5.97/tape)	\$ 597	
*250 copies of a 60 minute KC tape (\$5.04/tape)	\$ 1,260	
(fees includes dubbing, tape, cardboard box and label, but not tax)		
*total number of tapes permits 2 sets of tapes with City and School District in 35 City libraries and		
2 sets of tapes with County and Port in 35 City and 39 County libraries.		
Closed Captioning- dub and contract services(est)	\$ 3,000	
<b>TOTAL:</b>	<b>\$ 7,275</b>	<b>\$ 6,250</b>
<b>D. <u>Advertising and Promotion</u></b>		
Bus Posters (signs on 60 metro buses)		
4 weeks @ \$83/bus	\$ 5,000	
<b>TOTAL PROPOSED PRIMARY BUDGET:</b>	<b>Cash: \$24,011, In-Kind: \$18,250</b>	

## Proposed Budgets—Video Voters' Guide

### General Election (predicated upon assumption of 46 candidates)

	CASH	IN-KIND
<b>A. <u>Project Manager</u></b>		
Coordinator: Public Information Specialist Sr.		
Jobcode 96332, Grade range 330, \$20.04		
plus benefits, \$21.00 per hour.		
Begin September 15, 1997 and complete work on		
October 24, 1997, 6 weeks @ \$21.00 per hour	\$ 5,040	
Telephone line with voice mail for two months @ \$37.75	\$ 76	
Postage, envelopes and paper mailings to		
approximately 46 candidates @ \$2.00	\$ 92	
<b>TOTAL:</b>	<b>\$ 5,208</b>	
<b>B. <u>Production Video</u></b>		
Technical crew to include studio preparation,		
camera operator, production assistant,		
lighting and audio		
2 staff people @ 35 hours =70 hours @ \$45./hour	\$ 3,150	
1 staff w editorial authority @ 35 hours @\$33/hour		\$ 1,155
Master Tape: 9 of 90 minutes @ \$56 each	\$ 504	
Studio and camera package (in kind)		
4 days @ \$1,600		\$ 6,400
<b>TOTAL:</b>	<b>\$ 3,654</b>	<b>\$ 7,555</b>
<b>C. <u>Post Production</u></b>		
Editing 36 hours @ \$45./hour	\$ 1,620	
Edit Suite (in kind contribution) 36 hours @\$125/hr		\$ 4,500
Includes graphics		
2 Master tapes@ \$56. Each	\$ 112	
Tape copies and dubbing fees,		
including cardboard box and labels, w/o tax		
*100 copies of a 60 minute City tape (\$5.04 /tape)	\$ 504	
*250 copies of a 60 minute KC tape (\$5.04/tape)	\$ 1,260	
*total number of tapes permits 2 sets of tapes with City and School District in 35 City libraries and		
2 sets of tapes with County and Port in 35 City and 39 County libraries.		
Closed Captioning- dub and contract services	\$ 3,000	
<b>TOTAL:</b>	<b>\$ 6,496</b>	<b>\$ 4,500</b>
<b>D. <u>Advertising and Promotion</u></b>		
Bus Posters (signs on 60 metro buses		
4 weeks @ \$83/bus	\$ 5,000	
<b>TOTAL PROPOSED GENERAL BUDGET:</b>	<b>Cash: \$20,358, In-Kind: \$ 12,055</b>	

## Public Service Announcements (PSA) Budget

### Planning and Production

(cost for 2 PSAs, 15, 20 or 30 seconds each;

one for primary, one for general,

shot and produced at one time for economy of scale)

Note: we will solicit input from commercial stations as to length they are most likely to run so we produce PSA that will get most air time.

### Pre-production

consult, research, write and re-write, plan shoot

3 staff days @\$40/hour

CASH

IN-KIND

\$ 960

### Production

shoot, tape voice overs

2 staff days @ \$40/hour

Tapes and misc. materials for shoot

Video field pack- in kind contribution

\$ 640

\$ 250

\$ 1,000

### Post Production

edit, graphics, copies

1.5 staff days @ \$40/hour

Editing equipment and facilities provided in-kind

(12 hours @ \$125.)

\$ 480

\$ 1,500

**TOTAL:**

**Cash: \$ 2,330, In-Kind: \$ 2,500**