

03/08/99
LJA:rw

MAGGI FIMIA
JANE HAGUE
LARRY PHILLIPS
LARRY GOSSETT

Clerk 03/25/99

Introduced By:

Proposed No.:

1999-0188

MOTION NO. **10666**

A MOTION authorizing the production of a video voters' guide for the 1999 countywide primary and general elections.

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 through 1997 to use video technology to produce video voters' guides to enhance voter education, and

WHEREAS, the primary and general elections to be held in September and November 1999 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 14, 1999, county primary and for the November 2, 1999, 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.

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

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

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

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

16 4. The recorded candidate statements and any other recorded material
17 resulting from production shall not be used to assist a candidate, and any other use must be
18 authorized by the manager of the King County division of records and elections or the
19 executive director of the Seattle Ethics and Elections Commission, as appropriate.

20 5. To offset production and distribution costs, participating candidates will
21 be charged a fee of one hundred dollars each. The fee will be waived for candidates who
22 file for office by petition in lieu of a filing fee or who can show that at the time they were

1 notified of the video production schedule, their campaign fund did not contain one hundred
2 dollars that was not already obligated.

3 6. Funding for production and distribution will be jointly provided by King
4 County and the City of Seattle in an amount not to exceed twenty-five thousand dollars
5 each for both the primary and general election video guides and in general accordance with
6 the preliminary budget attached to this motion.

7 7. The City of Seattle and King County will jointly provide broadcast times
8 to disseminate the guides throughout the period prior to the primary and the general
9 election.

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

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

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

1 D. The manager, records and elections division, is requested to prepare
2 participation guidelines in conjunction with the executive director, Seattle Ethics and
3 Elections Commission, for the benefit of those candidates who choose to participate.

4 PASSED by a vote of 11 to 0 this 19th day of April,
5 1999

6 KING COUNTY COUNCIL
7 KING COUNTY, WASHINGTON

8 Louise Miller
9 Chair

10 ATTEST:

11 Arvina
12 Clerk of the Council

13 Attachments: Video Voters' Guide Proposed Summary

VIDEO VOTERS' GUIDES—PROPOSED BUDGET—SUMMARY

Primary

Project Manager	\$5,153
Production (City provides for City and School District, County provides for County and Port) Distribution and Promotion	<u>\$12,676</u>
Totals:	<u>\$17,829</u>

General

Project Manager	\$2,616
Production (City provides for City and School District, County provides for County and Port) Distribution and Promotion	<u>\$12,676</u>
Totals	<u>\$15,292</u>

Revenue Offset:

Primary, 20 candidates @ \$100	\$ 2,000
General, 32 candidates @ \$100	\$ 3,200
Estimated Total Revenue Offset:	\$ 5,200

GRAND TOTALS: **\$33,121 cash minus \$5,200 = \$27,921 CASH**

Proposed City Share: \$16,561 CASH minus \$2,600 revenue offset = \$13,961

Proposed County Share: \$16,561 CASH minus \$2,600 revenue offset = \$13,961

PROPOSED BUDGETS—VIDEO VOTERS' GUIDE

PRIMARY ELECTION (predicated upon assumption of 20 candidates; note that some non-partisan positions will not be on the ballot if there are two or fewer candidates for the position)

A. Project Manager

Coordinator: Public Information Specialist Sr.

City Jobcode 96332, Grade range 330, \$21.26

Between March and September 1999

240 hours (about 6 weeks) @ \$21.26 per hour \$ 5,103

(arrange for advertising, broadcast programming schedules, draft and send mailings to candidates, coordinate schedules with candidates and with closed-captioning contractor, transcribe responses from voice mail, measure library use, draft report)

Postage \$50

SUBTOTAL: \$ 5,153

B. Production (City provides for City and School District, County provides for County and Port)

In-kind Cost

C. Distribution and Promotion

Master tape 2 60-minute tapes @ \$56 each \$ 112

*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

(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

Bus Posters (signs on back of 60 metro buses), 4 weeks
60 @ \$110/bus \$ 6,600

Production costs (2-color) 60 signs \$ 1,200

SUBTOTAL: \$12,676

TOTAL PROPOSED PRIMARY BUDGET: \$17,829

GENERAL ELECTION (predicated upon assumption of 32 candidates; this is based on 6 County Council positions, 5 City Council positions, 2 Port and 2 School Board positions for which we anticipate 2 candidates for some positions and 1 for others and two ballot issues)

A. Project Manager

Coordinator: Public Information Specialist Sr.

Jobcode 96332, Grade range 330, - \$21.26

Between September 1, 1999 October 24, 1999

120 hours (about 3 weeks) @ \$21.26 per hour \$ 2,552

(Draft and send mailings to candidates, coordinate schedules with candidates and with closed-captioning contractor, transcribe responses from voice mail, measure library use, draft report.)

Postage, envelopes and paper mailings to approximately 32 candidates @ \$2.00 \$ 64

SUBTOTAL: \$ 2,616

B. Production (City provides for City and School District, County provides for County and Port)

In-kind Cost

C. Distribution and Promotion

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

Bus Posters (signs on back of 60 metro buses), 4 weeks
60 @ \$110/bus \$ 6,600

Production costs (2-color) 60 signs \$ 1,200

SUBTOTAL: \$12,676

TOTAL PROPOSED GENERAL BUDGET: \$15,292