



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

July 31, 2001

Motion 11253

Proposed No. 2001-0386.1

Sponsors Pullen and Hague

1 A MOTION authorizing the production of a video voters'
2 guide for the 2001 county primary election and general
3 election.

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

8 WHEREAS, King County and the city of Seattle successfully collaborated in
9 1993 through 1999 to use video technology to produce video voters' guides to enhance
10 voter education, and

11 WHEREAS, the primary and general elections to be held in September and
12 November 2001, present once more an opportunity for the county and the city to jointly
13 produce a video voters' guide for certain election candidates;

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

15 A. King County wishes to join with the city of Seattle in jointly producing a
16 video voters' guide for both the September 18, 2001, county primary election and for the
17 November 6, 2001, general election.

18 B. This project shall be pursued as a joint effort by the King County records and
19 elections division, Seattle ethics and elections commission, the video unit of the King
20 County council (CTV) and the Seattle municipal video channel.

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

23 1. Candidate participation in the guide shall be voluntary and available to all
24 primary and general election candidates in the races for King County government offices,
25 Seattle municipal races, Seattle School District board of directors and the Seattle port
26 commission.

27 2. Production and distribution of the guide shall comply to the extent possible
28 with the laws and rules governing printed voter pamphlets. Compliance with these laws
29 and rules shall be the responsibility of the manager of the King County records and
30 elections division and the executive director of the Seattle ethics and elections
31 commission.

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

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

40 5. To offset production and distribution costs, participating candidates will be
41 charged a fee of one hundred dollars each. The fee will be waived for candidates who
42 file for office by petition in lieu of a filing fee or who can show that at the time they were
43 notified of the video production schedule, their campaign fund did not contain one
44 hundred dollars that was not already obligated.

45 6. Funding for production and distribution will be jointly provided by King
46 County and the city of Seattle in an amount not to exceed thirty thousand dollars each for
47 both the primary and general election video voters' guides and in general accordance
48 with the preliminary budget attached to this motion as Attachment A.

49 7. The city of Seattle and King County will jointly provide broadcast times to
50 disseminate the guides throughout the period prior to the primary and the election.

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

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

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

58 D. The manager of the records and elections division is requested to prepare

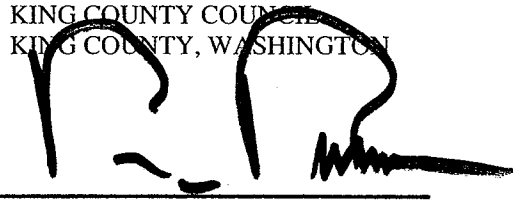
Motion 11253

59 participation guidelines in conjunction with the executive director, Seattle ethics and
60 elections commission, for the benefit of those candidates who choose to participate.
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Motion 11253 was introduced on 7/23/01 and passed by the Metropolitan King County Council on 7/30/01, by the following vote:

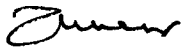
Yes: 12 - Mr. von Reichbauer, Ms. Miller, Ms. Fimia, Mr. Phillips, Mr. Pelz,
Mr. McKenna, Mr. Nickels, Mr. Pullen, Mr. Gossett, Ms. Hague, Mr. Thomas
and Mr. Irons
No: 0
Excused: 1 - Ms. Sullivan

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON



Pete von Reichbauer, Chair

ATTEST:



Anne Noris, Clerk of the Council

Attachments A. 2001 Video Voters' Guide Estimated Cost

2001 Video Voters' Guide Estimated Cost

Cost

Primary Election Expenses: (90 participants)		
Western Video/Closed Captions and Duplicating:		\$ 4,690.00
County (60 minutes)	1780	
City (90 minutes)	2835	
Ship/deliver VVG	75	
TDI/Bus Advertising		\$ 8,075.00
Ads	7300 (3 weeks)	
Art Work	775	
Postage	(90 x .56) (1 postcard and one letter per)	\$ 50.40
Mileage	20 (Tape preview and some delivery)	\$ 25.00
Expense Total		\$ 12,840.40
SEEC Staff/Admin	hours	
Project Manager	140 @ 25.56	\$ 3,578.40
Admin. Support	5 @ 15	\$ 75.00
SEEC Staff Total		\$ 3,653.40
Primary Total		\$ 16,493.80
General Election Expenses: (46 participants)		
Western Video/Closed Captions and Duplicating:		\$ 3,205.00
County (30 minutes)	1100	
City (60 minutes)	1780	
KCTS 9	250	
Ship/deliver VVG	75	
TDI/Bus Advertising	7300 (3 weeks)	\$ 7,300.00
Postage	30 (1 postcard and one letter per)	\$ 30.00
Mileage	30 (Tape preview and delivery)	\$ 30.00
Total		\$ 10,565.00
SEEC Staff/Admin		
Project Manager	100 @ 25.56	\$ 2,556.00
Admin. Support	5 @ 15	\$ 75.00
SEEC Staff/Admin Total		\$ 2,631.00
General Total		\$ 13,196.00
Total Page 1--(Excludes CTV and TV Sea Cost)		\$ 29,689.80

2001 Video Voters' Guide Estimated Cost, Cont.

PRODUCTION Cost: Studio and Taping:

Seattle, TV Sea	Hours	Cost
Staff-primary	90 x 2 (180 hours @ \$60 per hour)	10800
Staff-general	60 x 2 (120 hours @ \$60 per hour)	7200
Studio Curtain		450
Total TV Sea Cost:		\$ 18,450.00

King County, CTV	Cost
Producer-primary	900
Producer-general	1200
Scripting-primary	100
Scripting-general	100
<i>Intro/trans-Primary:</i>	
Talent @ \$300/day	150
Crew @ \$300/day	150
<i>Intro/trans-general</i>	
Talent @ \$300/day	150
Crew @ \$300/day	150
Production/prim&gen	3200
Editing/primary&gen	5220
Tapes: 4-Beta-Sp	100
Total CTV Cost:	11420
	\$ 11,420.00

Total Production Cost (less TV Sea and CTV) \$ 29,870.00

Total 01 Estimated VVG Cost (TV Sea and CTV Cost included) \$ 59,559.80

Estimated VVG Revenue: (136 participants/116 paid, 20 waivers) \$ (11,600.00)

Primary Election Revenue: (90 participants)		
Taping Fee	77 @ \$100 each	\$ 7,700.00
Notes:		
Waivers:	13 @ 100 each (15% of participants)	
General Election Revenue:	(30 participants)	\$ 3,900.00
Taping Fee	39 @ 100 each	
Notes:		
Waivers:	7 @ 100 each (15% of participants)	

2001 VVG estimated ----- Grand Total cost less revenue \$ 47,959.80

(1999 VVG cost: \$47332.22-\$5800 = \$41,532.22)

King County Share (1/2 Production cost plus CTV) \$ 26,355.00