



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

July 12, 2005

Motion 12157

Proposed No. 2005-0286.1

Sponsors Hague and Lambert

1 A MOTION authorizing the production of a video voters'
2 guide for the 2005 countywide primary 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 2003 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 2005 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 20, 2005, county primary and for the
17 November 8, 2005, general election.

18 B. This project shall be pursued as a joint effort by the King County records,
19 elections and licensing services division, the Seattle Ethics and Elections Commission,
20 the video unit of the King County council ("CTV") and the Seattle Municipal Video
21 Channel.

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

24 1. Candidate participation in the guide shall be voluntary and available to all
25 primary and general election candidates in the races for King County government offices,
26 Seattle municipal races, Seattle School District Board of Directors, the Seattle Port
27 Commission and the Seattle Popular Monorail Authority;

28 2. Production and distribution of the guide shall comply to the extent possible
29 with the laws and rules governing printed voter pamphlets. Compliance with these laws
30 and rules shall be the responsibility of the manager of the King County records, elections
31 and licensing services division and the executive director of the Seattle Ethics and
32 Elections Commission;

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

37 4. The recorded candidate statements and any other recorded material resulting
38 from production shall not be used to assist a candidate, and any other use must be
39 authorized by the manager of the King County records, elections and licensing services

40 division or the executive director of the Seattle Ethics and Elections Commission, as
41 appropriate;

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

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

51 7. The city of Seattle and King County will jointly provide broadcast times to
52 disseminate the guides throughout the period prior to the primary and the general
53 election;

54 8. Additional broadcast opportunities shall be pursued by both the city and
55 county television offices with other cable television systems and television stations
56 serving King County;

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

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

61 D. The manager of the King County records, elections and licensing services
62 division is requested to prepare participation guidelines in conjunction with the executive

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63 director of the Seattle Ethics and Elections Commission for the benefit of those
64 candidates who choose to participate.

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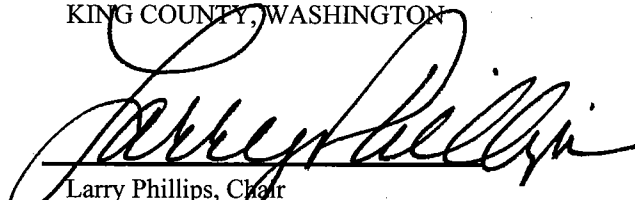
Motion 12157 was introduced on 6/27/2005 and passed by the Metropolitan King County Council on 7/11/2005, by the following vote:

Yes: 12 - Mr. Phillips, Ms. Edmonds, Mr. von Reichbauer, Ms. Lambert, Mr. Pelz, Mr. Dunn, Mr. Ferguson, Mr. Hammond, Mr. Gossett, Ms. Hague, Ms. Patterson and Mr. Constantine

No: 0

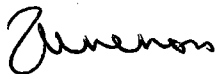
Excused: 1 - Mr. Irons

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON



Larry Phillips, Chair

ATTEST:



Anne Noris, Clerk of the Council

Attachments A. 2005 Video Voters' Guide Expense Estimate

2005 Video Voters' Guide Expense Estimate

2003		Estimated 2005
PRIMARY EXPENSES		
Western Video/Closed Captions and Duplicating:		
County	\$ 1,376.82	\$ 1,445.66
City/Sch/Mon Bd/Ini.	\$ 3,018.62	\$ 3,169.55
	\$ 4,395.44	\$ 4,615.21
TDI/Bus Advertising		
Ads	\$ 7,267.50	\$ 7,630.88
Art Work	\$ 391.68	\$ 411.26
	\$ 7,659.18	\$ 8,042.14
Seattle TV		
Staff-primary	153 Hours \$72 Rate	\$ 11,566.80
Studio Curtain		\$ 288.75
	\$ 11,291.00	\$ 11,855.55
King County, CTV		
Producer-primary		\$ 567.00
Scripting-primary		\$ 126.00
Talent @ \$300/day		\$ 189.00
Crew @ \$300/day		\$ 189.00
Production/prim&gen		\$ 2,016.00
Editing/primary&gen		\$ 3,288.60
Tapes: 4-Beta-Sp		\$ 63.00
	\$ 6,132.00	\$ 6,438.60
SEEC Staff/Admin		
Project Manager	93 Hours/pcs/mi rate \$ 28.57	\$ 2,789.86
Admin. Support	4 \$ 18.07	\$ 75.89
Postage	90 0.59	\$ 55.76
Mileage	30 0.345	\$ 10.87
	\$ 2,792.74	\$ 2,932.38
PRIMARY Expense Total		
	\$ 32,270.36	\$ 33,883.88
Primary Election Revenue: 60 participants for 2003 Primary		
Taping Fee	39 100	\$ (3,900.00)
Notes: Waivers (15%)	20 100	\$ (3,000.00)
	\$ (3,900.00)	\$ (3,000.00)
PRIMARY Expenses less REVENUES		
	\$ 28,370.36	\$ 30,883.88

Western Video/Closed Captions and Duplicating:

County				\$	1,241.42	\$	1,291.08
City				\$	1,494.50	\$	1,554.28
				\$	2,735.92	\$	2,845.36
TDI/Bus Advertising							
Ads				\$	7,267.50	\$	7,558.20
Art Work				\$	391.68	\$	407.35
				\$	7,659.18	\$	7,965.55
Seattle TV							
Staff-general	Hours	Rate		\$	8,424.00	\$	8,760.96
Studio Curtain	117	72		\$	550.00	\$	572.00
				\$	8,974.00	\$	9,332.96
King County, CTV							
Producer-general				\$	900.00	\$	936.00
Scripting-general				\$	120.00	\$	124.80
Talent @ \$300/day				\$	180.00	\$	187.20
Crew @ \$300/day				\$	180.00	\$	187.20
Production/prim&gen				\$	1,920.00	\$	1,996.80
Editing/primary&gen				\$	3,132.00	\$	3,257.28
Tapes: 4-Beta-Sp				\$	60.00	\$	62.40
				\$	6,492.00	\$	6,751.68
SEEC Staff/Admin							
Project Manager	Hours/pcs/mi	rate		\$	1,142.80	\$	1,188.51
	40	28.57		\$	1,142.80	\$	1,188.51
				\$	27,003.90	\$	28,084.06
GENERAL Expense Total							
General Election Revenue:							
Taping Fee	34 @ 100 each		39 participants	\$	(3,400.00)	\$	(3,000.00)
Waivers:	4 @ 100 each			\$		\$	
				\$	(3,400.00)	\$	(3,000.00)
GENERAL Revenue Total							
GENERAL Expenses less REVENUES							
				\$	23,603.90	\$	25,084.06
2003 Totals							
Total City and County Expense				\$	59,274.26	\$	61,967.93
Less Revenue				\$	(7,300.00)	\$	(6,000.00)
Total City and County Expense less REVENUE				\$	51,974.26	\$	55,967.93
2005 Totals							
Total City and County Expense				\$	61,967.93	\$	61,967.93
Less Revenue				\$	(6,000.00)	\$	(6,000.00)
Total City and County Expense less REVENUE				\$	55,967.93	\$	55,967.93

NOTE: Video voter's guide expenses will be accommodated within the current budget. No supplemental appropriation is required.