



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

July 14, 2003

Motion 11750

Proposed No. 2003-0289.1

Sponsors Constantine

1 A MOTION authorizing the production of a video voters'
2 guide for the 2003 countywide primary and general
3 election.

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

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 WHEREAS, King County and the city of Seattle successfully collaborated in
9 1993 through 2001 to use video technology to produce video voters' guides to enhance
10 voter education, and

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 WHEREAS, the primary and general elections to be held in September and
12 November 2003 present once more an opportunity for the county and the city to jointly
13 produce a video voters' guide for certain election candidates;

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

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 A. King County wishes to join with the city of Seattle in jointly producing a
16 video voters' guide for both the September 16, 2003, county primary and for the
17 November 4, 2003, general election;

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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, the
20 video unit of the King 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, the Seattle port
26 commission and the Seattle popular monorail authority;

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 director of the King County records, elections
30 and licensing services division and the executive director of the Seattle ethics and
31 elections 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 director of the King County records, elections and licensing services
39 division or the executive director of the Seattle ethics and elections commission, as
40 appropriate;

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

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

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

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

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

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

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

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61 director of the Seattle ethics and elections commission for the benefit of those candidates
62 who choose to participate.

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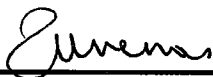
Motion 11750 was introduced on 6/30/2003 and passed by the Metropolitan King County Council on 7/14/2003, by the following vote:

Yes: 12 - Ms. Sullivan, Mr. von Reichbauer, Ms. Lambert, Mr. Phillips, Mr. Pelz, Mr. McKenna, Mr. Constantine, Mr. Hammond, Mr. Gossett, Ms. Hague, Mr. Irons and Ms. Patterson
No: 0
Excused: 1 - Ms. Edmonds

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON


Cynthia Sullivan, Chair

ATTEST:



Anne Noris, Clerk of the Council

Attachments A. 2003 Video Voters' Guide Estimated Cost

**ATTACHMENT A
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2003 Video Voters' Guide Estimated Cost

Primary Election Expenses: (90 participants)				Cost
Western Video/Closed Captions and Duplicating:				\$ 4,200.00
County (60 minutes)		\$ 1,700.00		
City (90 minutes)		\$ 2,500.00		
Ship/deliver VVG		\$ 75.00		
TDI/Bus Advertising				\$ 7,300.00
Ads	(3 weeks)	\$ 7,300.00		
Art Work		\$ -		

Primary Expense Total \$ 11,500.00

SEEC Staff/Admin	Hours			
Project Manager	140	\$	28.57	\$ 3,999.80
Admin. Support	5	\$	18.05	\$ 90.25
Postage (1 postcard and one letter per)	90	\$	0.57	\$ 51.30
Mileage (Tape preview and some delivery)	30	\$	0.35	\$ 10.35

SEEC Staff Total \$ 4,151.70

Primary Total \$ 15,651.70

General Election Expenses: (46 participants)				
Western Video/Closed Captions and Duplicating:				\$ 3,475.00
County (60 minutes)		\$ 1,700.00		
City (60 minutes)		\$ 1,700.00		
Ship/deliver VVG		\$ 75.00		
TDI/Bus Advertising	(3 weeks)	\$ 7,300.00		\$ 7,300.00

General Expense Total \$ 10,775.00

SEEC Staff/Admin				
Project Manager	100	\$	28.57	\$ 2,857.00
Admin. Support	5	\$	18.05	\$ 90.25
Postage (1 postcard and one letter per)	46		0.57	\$ 26.22
Mileage(Tape preview and delivery)	30		0.345	\$ 10.35

SEEC Staff/Admin Total \$ 2,983.82

General Total \$ 13,758.82

Total Page 1--(Excludes CTV and Seattle Channel Cost) and Revenue \$ 29,410.52

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2003 Video Voters' Guide Estimated Cost, Cont'd.

Studio and Taping Cost:

Seattle, Seattle Channel				
Staff-primary (90 x 2)	217.75	\$	71.00	\$ 15,460.25
Staff-general (60 x 2)	117	\$	71.00	\$ 8,307.00
Beta Tapes (Primary)	45	\$	30.00	\$ 1,350.00
Beta Tapes (General)	23	\$	30.00	\$ 690.00

Total Seattle Channel Cost:

\$ 25,807.25

King County, CTV				
Producer-primary		\$		990.00
Producer-general		\$		1,320.00
Scripting-primary		\$		110.00
Scripting-general		\$		110.00
<i>Intro/trans-primary:</i>				
Talent @ \$300/day		\$		165.00
Crew @ \$300/day		\$		165.00
<i>Intro/trans-general</i>				
Talent @ \$300/day		\$		165.00
Crew @ \$300/day		\$		165.00
Production/prim&gen		\$		3,520.00
Editing/primary&gen		\$		5,742.00
Tapes: 4-Beta-Sp		\$		110.00

Total CTV Cost:

\$ 12,562.00

Total 2003 VVG Cost

\$ 67,779.77

Primary Election Revenue: (90 participants)

	Hours			Cost
Taping Fee	77	\$	(100.00)	\$ (7,700.00)
Notes: Waivers (15% of participants)	13	\$	(100.00)	
Revenue Total	90			\$ (7,700.00)

General Election Revenue: (46 participants)

	Hours			Cost
Taping Fee	39	\$	(100.00)	\$ (3,900.00)
Notes: Waivers: (15%)	7	\$	(100.00)	
Revenue Total	46			\$ (3,900.00)

Revenue Summary

	Hours			Cost
Primary Revenue: (90 participants-15% waived)	77	\$	(100.00)	\$ (7,700.00)
General Revenue: (46 participants-15% waived)	39	\$	(100.00)	\$ (3,900.00)
				\$ (11,600.00)
				\$ (11,600.00)

Grand Total Cost Less Revenue

\$ 56,179.77

King County Share (1/2 Production cost plus CTV)

27,267.26