

From: GeneralCounsel GeneralCounsel@sos.texas.gov 
Subject: RE: : [Ext]RE: [Ext]RE: Public Records Request (TX-SOS-20-0541) 2 of 2
Date: September 24, 2020 at 4:47 PM
To: AO Records records@americanoversight.org
Cc: GeneralCounsel GeneralCounsel@sos.texas.gov



EXTERNAL SENDER

Good afternoon,

Please find the second zipped folder attached.

Kind regards,

Jennifer Williams
Legal Assistant to the General Counsel
Office of the Texas Secretary of State

From: GeneralCounsel
Sent: Thursday, September 24, 2020 3:43 PM
To: 'AO Records' <records@americanoversight.org>
Cc: GeneralCounsel <GeneralCounsel@sos.texas.gov>
Subject: RE: : [Ext]RE: [Ext]RE: Public Records Request (TX-SOS-20-0541) 1 of 2

Good afternoon,

Consistent with our September 10 email, please find the attached zipped folder containing documents responsive to this request. Due to file size, a second email will follow containing additional documents.

We appreciate your patience as we continue to process your request in accordance with the terms of the Public Information Act. We require additional time to review our records and produce additional responsive documents. We will provide additional responsive documents—to the extent such information is not excepted from disclosure under state or federal law—by 5:00 p.m. on October 8, 2020. See Tex. Gov't Code § 552.221(d).

Kind regards,

Jennifer Williams
Legal Assistant to the General Counsel
Office of the Texas Secretary of State

VIDEO:

OPEN ON A VARIETY OF TEXANS WITHIN SQUARES AGAINST DIFFERENT COLORED BACKDROPS. EACH PERSON IS PERFORMING A DIFFERENT, SUBTLE GESTURE SUCH AS WAVING, SMILING OR CROSSING THEIR ARMS REVEALING THEIR UNIQUE PERSONALITIES.

AS THE PHOTOS ROTATE IN AND OUT OF THE GRID, THE PERSONS IN THE SQUARES SWITCH OUT TO SHOW A VARIETY OF TEXANS.

VOICEOVER COMES IN.



MUSIC:

BACKGROUND MUSIC WITH A DRIVING TEXAS TWANG BEGINS.

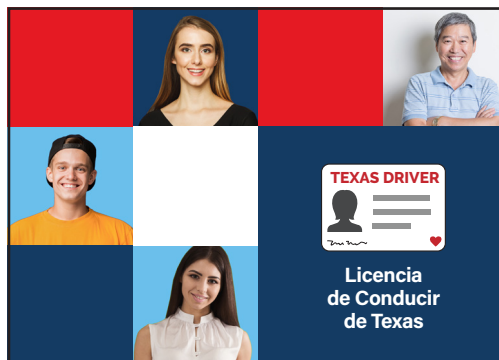
VO: HAY TODO TIPO DE TEJANOS...

WE CONTINUE SHOWING DIFFERENT TEXANS WITHIN COLORED BACKGROUNDS AS THE SQUARES ROTATE IN AND OUT.



VO: PERO CUANDO SE TRATA DE VOTAR...

THEN, IN SYNC WITH THE VOICEOVER, WE BEGIN A SEQUENCE WHERE ICONS OF THE DIFFERENT FORMS OF APPROVED IDENTIFICATION APPEAR ON THE SCREEN. THE FIRST WE SEE IS A TEXAS DRIVER LICENSE.



VO: TODOS NECESITAN UNA IDENTIFICACIÓN APROBADA.

THE SEQUENCE CONTINUES QUICKLY, SHOWING SOME OF THE OTHER ID ICONS. NEXT, WE SEE THE TEXAS PERSONAL ID CARD ICON.

THEN, THE PASSPORT ICON.



VIDEO:

THEN, THE U.S. CITIZENSHIP
CERTIFICATE ICON.



THE READY. CHECK. VOTE. LOCKUP
COMES IN.



VO: POR ESO ES IMPORTANTE ESTAR
LISTO Y VERIFICAR ANTES
DE VOTAR.

WE ZOOM OUT TO SEE THE LOCKUP
TRANSITION INTO ONE OF THE
SQUARES, AND WE SEE A SPLIT
SCREEN, ONE SIDE WITH SOME OF
THE TEXANS, PLUS CLOSE UP SHOTS
OF A COMPUTER AND VARIOUS
MOBILE DEVICES NAVIGATING
VOTETEXAS.GOV. THE OTHER SIDE
IS SHOWING MORE OF THE ID ICONS
CHANGING OUT—FIRST, THE U.S.
MILITARY ID ICON.



VO: VISITE VOTE-TEXAS-
PUNTO-GOV PARA ENCONTRAR
LA LISTA COMPLETA DE LAS
IDENTIFICACIONES CON
FOTOGRAFÍA APROBADAS
Y QUÉ HACER SI NO POSEE
Y NO PUEDE OBTENER UNA
RAZONABLEMENTE.

VIDEO:
THE TEXAS HANDGUN LICENSE...



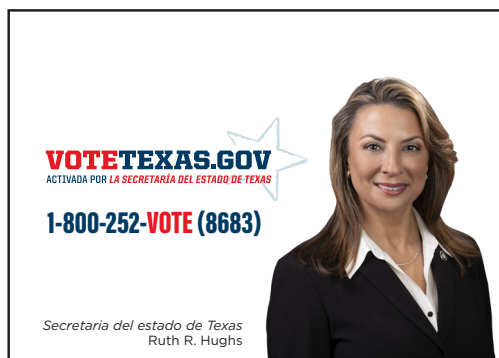
AND THE TEXAS ELECTION ID
CERTIFICATE.



WE CUT TO SECRETARY OF STATE RUTH
R. HUGHS SPEAKING TO CAMERA, AND
THE CALL TO ACTION INFORMATION
APPEARS ON SCREEN.

SUPER: SECRETARIA DEL
ESTADO DE TEXAS
RUTH R. HUGHS

CTA:
VOTETEXAS.GOV
1 (800) 252-VOTE (8683)



HUGHS: VISITE VOTE TEXAS
PUNTO GOV O LLAME AL UNO
OCHOCIENTOS, DOS CINCUENTA
Y DOS, VOTE.



Client: Secretary of State
Campaign: Voter Education Phase 1
Flight Dates: 2/17/20 - 3/3/20
Est. #: 37226



Vendor: Amye Cole
AE: Amye Cole
Date: 4/15/20

Media Match Report

Market	Medium	Unit #/Type	Units Ordered	IMPs Ordered	Total \$ Ordered	Units Delivered	IMPs Delivered	Total \$ Delivered	AV Units Delivered	AV Imps Delivered	AV Total \$ Value
Abilene, TX	Digital Poster	30015	1	65,934	\$1,590.00	1	80,665	\$1,945.24	0	14,731	\$355.24
Abilene, TX	Digital Poster	30181	1	58,447	\$1,590.00	1	67,809	\$1,844.69	0	9,362	\$254.69
Abilene, TX	Digital Bulletin	30184	1	52,357	\$1,980.00	1	53,622	\$2,027.84	0	1,265	\$47.84
Amarillo, TX	Digital Bulletin	22137	1	474,359	\$3,445.00	1	495,424	\$3,597.98	0	21,065	\$152.98
Amarillo, TX	Digital Bulletin	22183	1	501,007	\$3,180.00	1	792,115	\$5,027.73	0	291,108	\$1,847.73
Austin, TX	Digital Bulletin	01-003A	1	336,557	\$1,060.00	1	340,313	\$1,071.83	0	3,756	\$11.83
Austin, TX	Digital Bulletin	01-075A	1	174,769	\$475.00	1	176,083	\$478.57	0	1,314	\$3.57
Corpus Christi, TX	Digital Bulletin	1501	1	306,952	\$2,582.50	1	318,970	\$2,964.18	0	12,018	\$381.68
Corpus Christi, TX	Digital Bulletin	1502	1	527,036	\$2,582.50	1	654,196	\$3,540.73	0	127,160	\$958.23
Corpus Christi, TX	Digital Bulletin	1505	1	442,769	\$2,450.00	1	517,749	\$2,864.89	0	74,980	\$414.89
Corpus Christi, TX	Digital Bulletin	1509	1	355,936	\$3,710.00	1	541,029	\$5,639.27	0	185,093	\$1,929.27
Dallas, TX	Digital Bulletin	1438	1	738,949	\$5,740.00	1	851,393	\$6,613.44	0	112,444	\$873.44
Dallas, TX	Digital Bulletin	2811	1	633,883	\$4,240.00	1	724,372	\$4,845.27	0	90,489	\$605.27
Dallas, TX	Digital Bulletin	3892	1	923,697	\$4,325.00	1	1,130,770	\$5,294.57	0	207,073	\$969.57
Dallas, TX	Digital Bulletin	6490	1	690,691	\$3,975.00	1	806,648	\$4,642.34	0	115,957	\$667.34
Dallas, TX	Digital Bulletin	78605	1	777,370	\$4,325.00	1	888,094	\$4,941.03	0	110,724	\$616.03
Dallas, TX	Digital Bulletin	78811	1	851,671	\$2,825.00	1	973,247	\$3,228.27	0	121,576	\$403.27
Dallas, TX	Digital Bulletin	78844	1	918,827	\$5,295.00	1	1,127,874	\$6,499.69	0	209,047	\$1,204.69
Dallas, TX	Digital Bulletin	115	1	754,407	\$3,180.00	1	935,301	\$3,942.51	0	180,894	\$762.51
Dallas, TX	Digital Bulletin	123	1	1,067,687	\$6,355.00	1	1,285,095	\$7,649.04	0	217,408	\$1,294.04
Dallas, TX	Digital Bulletin	119	1	232,187	\$2,330.00	1	313,687	\$3,147.85	0	81,500	\$817.85
Dallas, TX	Digital Bulletin	100	1	786,514	\$2,650.00	1	958,486	\$3,229.42	0	171,972	\$579.42
Dallas, TX	Digital Bulletin	02 2215	1	505,232	\$2,120.00	1	634,491	\$2,662.38	0	129,259	\$542.38
Dallas, TX	Digital Bulletin	02 6151	1	418,194	\$1,765.00	1	459,343	\$1,938.67	0	41,149	\$173.67
Dallas, TX	Digital Bulletin	02 7889	1	270,654	\$1,180.00	1	373,592	\$1,628.79	0	102,938	\$448.79
Dallas, TX	Digital Bulletin	86-A	1	1,372,000	\$2,765.00	1	1,536,640	\$3,096.80	0	164,640	\$331.80
El Paso, TX	Digital Bulletin	27935	1	78,378	\$1,325.00	1	88,663	\$1,498.87	0	10,285	\$173.87
El Paso, TX	Digital Bulletin	33390	1	423,519	\$2,605.00	1	485,757	\$2,987.82	0	62,238	\$382.82
El Paso, TX	Digital Bulletin	70100	1	849,153	\$4,680.00	1	961,081	\$5,296.88	0	111,928	\$616.88
Houston, TX	Digital Bulletin	02 3111	1	495,880	\$3,885.00	1	495,880	\$3,885.00	0	0	\$0.00
Houston, TX	Digital Bulletin	02 4044	1	240,556	\$3,415.00	1	269,217	\$3,821.88	0	28,661	\$406.88
Houston, TX	Digital Bulletin	30302.1	1	2,671,312	\$4,855.00	1	3,052,928	\$5,548.57	0	381,616	\$693.57
Houston, TX	Digital Bulletin	1024	1	524,328	\$4,855.00	1	524,328	\$4,855.00	0	0	\$0.00
Houston, TX	Digital Bulletin	1137	1	226,386	\$3,000.00	1	226,386	\$3,000.00	0	0	\$0.00
Houston, TX	Digital Bulletin	7284	1	186,112	\$3,355.00	1	217,830	\$3,926.77	0	31,718	\$571.77
Houston, TX	Digital Bulletin	8119	1	206,113	\$2,560.00	1	215,130	\$2,671.99	0	9,017	\$111.99
Houston, TX	Digital Bulletin	8180	1	419,002	\$3,265.00	1	484,498	\$3,775.37	0	65,496	\$510.37
Houston, TX	Digital Bulletin	8192	1	133,439	\$0.00	1	133,883	\$761.25	0	444	\$761.25
Houston, TX	Digital Bulletin	8193	1	742,124	\$6,090.00	1	847,437	\$6,954.22	0	105,313	\$864.22
Houston, TX	Digital Bulletin	8196	1	262,056	\$2,475.00	1	303,153	\$2,863.14	0	41,097	\$388.14
Houston, TX	Digital Bulletin	9132	1	359,609	\$4,240.00	1	389,649	\$4,594.19	0	30,040	\$354.19
Houston, TX	Digital Bulletin	9502	1	344,252	\$5,210.00	1	344,271	\$5,210.29	0	19	\$0.29
Houston, TX	Digital Bulletin	9936	1	540,270	\$3,445.00	1	607,305	\$3,872.44	0	67,035	\$427.44
Houston, TX	Digital Bulletin	9935	1	63,022	\$0.00	1	63,022	\$430.63	0	0	\$430.63
Laredo, TX	Digital Bulletin	77780	1	86,838	\$1,910.00	1	115,050	\$2,530.52	0	28,212	\$620.52
Laredo, TX	Digital Poster	77781	1	71,025	\$2,545.00	1	84,546	\$3,029.49	0	13,521	\$484.49
Laredo, TX	Digital Bulletin	77786	1	135,405	\$2,965.00	1	185,007	\$4,051.15	0	49,602	\$1,086.15
Lubbock, TX	Digital Poster	6303	1	35,079	\$1,590.00	1	55,466	\$2,514.07	0	20,387	\$924.07
Lubbock, TX	Digital Bulletin	10203	1	209,217	\$3,180.00	1	248,818	\$3,781.92	0	39,601	\$601.92
Lubbock, TX	Digital Bulletin	10603	1	228,201	\$2,120.00	1	259,396	\$2,409.80	0	31,195	\$289.80
Lubbock, TX	Digital Bulletin	10985	1	34,139	\$1,590.00	1	36,853	\$1,716.40	0	2,714	\$126.40
Odessa, TX	Digital Poster	6500	1	85,800	\$1,750.00	1	110,825	\$2,260.42	0	25,025	\$510.42
Odessa, TX	Digital Bulletin	7463	1	147,197	\$3,180.00	1	162,806	\$3,517.21	0	15,609	\$337.21
Odessa, TX	Digital Bulletin	7400	1	236,669	\$3,180.00	1	267,407	\$3,593.01	0	30,738	\$413.01
Odessa, TX	Digital Bulletin	7461	1	108,370	\$2,120.00	1	114,386	\$2,237.69	0	6,016	\$117.69
Rio Grande Valley, TX	Digital Bulletin	70014	1	353,481	\$4,215.00	1	582,355	\$6,944.15	0	228,874	\$2,729.15
Rio Grande Valley, TX	Digital Bulletin	70001	1	244,378	\$3,145.00	1	295,522	\$3,803.19	0	51,144	\$658.19
Rio Grande Valley, TX	Digital Bulletin	70003	1	407,410	\$3,145.00	1	477,107	\$3,683.03	0	69,697	\$538.03
Rio Grande Valley, TX	Digital Bulletin	70008	1	508,558	\$4,225.00	1	819,733	\$6,810.18	0	311,175	\$2,585.18
Rio Grande Valley, TX	Digital Bulletin	70010	1	484,465	\$3,930.00	1	906,668	\$7,354.93	0	422,203	\$3,424.93
Rio Grande Valley, TX	Digital Bulletin	70015	1	391,223	\$3,145.00	1	908,546	\$7,303.70	0	517,323	\$4,158.70
Rio Grande Valley, TX	Digital Bulletin	70016	1	509,403	\$3,145.00	1	605,044	\$3,735.48	0	95,641	\$590.48
Rio Grande Valley, TX	Digital Bulletin	01-271B	1	147,184	\$1,180.00	1	152,363	\$1,221.52	0	5,179	\$41.52
San Antonio, TX	Digital Bulletin	4173	1	433,971	\$2,915.00	1	534,799	\$3,592.27	0	100,828	\$677.27
San Antonio, TX	Digital Bulletin	4383	1	1,378,680	\$4,415.00	1	1,461,400	\$4,679.90	0	82,720	\$264.90
San Antonio, TX	Digital Bulletin	4413	1	260,745	\$4,990.00	1	297,909	\$5,701.22	0	37,164	\$711.22
San Antonio, TX	Digital Bulletin	4768	1	831,296	\$3,885.00	1	950,053	\$4,440.00	0	118,757	\$555.00
San Antonio, TX	Digital Bulletin	5566	1	416,652	\$3,530.00	1	506,403	\$4,290.40	0	89,751	\$760.40
San Antonio, TX	Digital Bulletin	10201	1	96,166	\$1,105.00	1	101,623	\$1,167.70	0	5,457	\$62.70
San Antonio, TX	Digital Bulletin	10207	1	409,179	\$3,530.00	1	464,842	\$4,010.21	0	55,663	\$480.21
San Antonio, TX	Digital Bulletin	10210	1	1,129,024	\$3,310.00	1	1,129,024	\$3,310.00	0	0	\$0.00
Tyler, TX	Digital Bulletin	14710	1	124,747	\$4,770.00	1	141,640	\$5,415.94	0	16,893	\$645.94
Tyler, TX	Digital Bulletin	17490	1	172,120	\$4,770.00	1	219,180	\$6,074.18	0	47,060	\$1,304.18
Tyler, TX	Digital Bulletin	28890	1	96,779	\$4,770.00	1	102,020	\$5,028.32	0	5,241	\$258.32
Tyler, TX	Digital Bulletin	28940	1	155,305	\$4,770.00	1	196,164	\$6,024.93	0	40,859	\$1,254.93
Tyler, TX	Digital Bulletin	43060	1	50,073	\$3,710.00	1	63,211	\$4,683.42	0	13,138	\$973.42
Waco, TX	Digital Bulletin	701A	1	9,212,000	\$3,180.00	1	10,962,280	\$3,784.20	0	1,750,280	\$604.20
Waco, TX	Digital Bulletin	7200	1	654,414	\$3,180.00	1	688,264	\$3,344.49	0	33,850	\$164.49
Waco, TX	Digital Bulletin	7500	1	97,667	\$1,540.00	1	133,607	\$2,106.70	0	35,940	\$566.70
Waco, TX	Digital Bulletin	7520	1	75,820	\$2,015.00	1	87,774	\$2,332.69	0	11,954	\$317.69
Total:			80	43,022,277	\$ 249,620.00	80	51,175,517	\$ 302,801.78	0	8,153,240	\$ 53,181.78



Vendor:  — D I G I T A L —
AE: Steve & Marcy
Date: 4/15/20

[illegible]



FY20 Secretary of State - Voter Education - Phase 1 Primary - Added Value (February - March)

<u>MARKET</u>	<u>Vehicle</u>	<u>Total Phase 1 \$ Purchased</u>	<u>Total Phase 1 # Purchased</u>	<u>Total Phase 1 \$ Value</u>	<u>Total Phase 1 # Given</u>	
Statewide (AUS, CC, DFW, HOU, ELP, McA/BRWN, SAT, ABI, AMA, BEAU/PT ART, BRY/COLG, KILE/TEMP, LAR, LUB, LUF/NACO OD/MD, SANG, TEXAR, TYL, WACO, WICH FAL)	RADIO (iHeart)	\$ 270,000.00	6,450	\$ 368,180.00	6,153	Bonus spots, impressions, & audio streaming
Statewide (AUS, BRY/COLG, DFW, ELP, HOU, LAR, OD/MD, RGV, SAT, TYL)	RADIO (Univision)	\$ 100,000.00	2,774	\$ 29,149.90	1,347	Bonus spots & impressions
ALL MKTS	DIGITAL BILLBOARDS	\$ 250,000.00	80	\$ 53,181.78	8,153,240	Bonus impressions & override
ALL MKTS	ONLINE	\$ 310,000.00	29,000,000	\$ 242,552.03	16,170,135	Bonus impressions
SOS VOTER ED PHASE 1 PRIMARY TOTAL		\$ 930,000.00	29,009,304	\$ 693,063.71	24,330,875	



FY20 SOS - Voter Ed - Phase 1 - Recap		
<u>Media</u>	<u>Impressions</u>	
Radio	74,775,210	
Digital	45,170,135	
Digital Clicks	87,892	
Out-of-Home	51,175,517	
Grand Total	171,208,754	



Client: _____ Secretary of State
Campaign: _____ Voter Education - Phase 1
Flight Dates: _____ 2/17/20 - 3/3/20
Est. #: _____ Multiple

Vendor: _____ iHeartMEDIA
AE: _____ Heather Baumli
Date: _____ 4/15/20

Media Match Report

Market	Station	Spots Ordered	Total \$ Ordered	IMP's Ordered	GRP's Ordered	Spots Delivered	Total \$ Delivered	IMP's Delivered	GRP's Delivered	AV Units Delivered	AV Imps Delivered	GRP's Delivered	AV Total \$ Value
Abilene	KCOD	70	\$807.80	71,400	56.20	70	\$807.80	71,400	56.20	70	40,500	33.80	\$3,500.00
Abilene	KEAN	62	\$715.48	90,000	69.00	61	\$703.94	88,800	68.10	62	55,000	42.80	\$3,100.00
Abilene	KEYI	54	\$623.16	65,800	50.60	54	\$623.16	65,800	50.60	54	41,400	31.20	\$2,700.00
Abilene	KHXS	46	\$530.84	44,000	34.20	46	\$530.84	44,000	34.20	46	27,100	22.60	\$2,300.00
Amarillo	KXSS	56	\$1,084.16	150,200	66.00	54	\$1,045.44	146,200	64.20	50	72,676	29.20	\$2,500.00
Amarillo	KGNC	54	\$1,045.44	127,800	56.80	54	\$1,045.44	127,800	56.80	79	107,092	45.94	\$3,950.00
Amarillo	KYGL	56	\$1,084.16	201,200	87.20	56	\$1,084.16	201,200	87.20	82	174,835	79.38	\$4,100.00
Austin	KASE	52	\$2,490.28	323,000	20.40	52	\$2,490.28	323,000	20.40	52	194,000	10.20	\$5,200.00
Austin	KVET	66	\$3,160.74	441,600	27.00	66	\$3,160.74	441,600	27.00	66	292,900	19.50	\$6,600.00
Austin	KLZT	36	\$1,724.04	215,000	13.20	36	\$1,724.04	215,000	13.20	36	119,100	6.60	\$3,600.00
Austin	KBPA	62	\$2,969.18	690,800	41.60	62	\$2,969.18	690,800	41.60	54	342,029	15.42	\$5,400.00
Austin	KHFI	52	\$2,490.28	301,400	19.20	52	\$2,490.28	301,400	19.20	40	141,615	7.85	\$4,000.00
Austin	KPEZ	48	\$2,298.72	193,000	12.20	48	\$2,298.72	193,000	12.20	34	90,171	6.66	\$3,400.00
Austin	KGSR	60	\$2,873.40	157,400	8.60	60	\$2,873.40	157,400	8.60	37	27,010	3.52	\$3,700.00
Austin	KLBJ	50	\$2,394.50	284,200	17.80	50	\$2,394.50	284,200	17.80	39	128,076	7.49	\$3,900.00
Beaumont	KIOC	44	\$755.48	126,600	43.40	44	\$755.48	126,600	43.40	44	70,300	24.90	\$2,200.00
Beaumont	KKMY	74	\$1,270.58	195,400	67.60	74	\$1,270.58	195,400	67.60	74	114,200	35.80	\$3,700.00
Beaumont	KYKR	48	\$824.16	183,400	62.00	48	\$824.16	183,400	62.00	48	101,400	32.20	\$2,400.00
Bryan	KKYS	90	\$1,035.90	119,200	59.20	90	\$1,035.90	119,200	59.20	90	69,900	34.80	\$4,500.00
Bryan	KNFX	90	\$1,035.90	102,600	50.00	90	\$1,035.90	102,600	50.00	90	61,200	26.10	\$4,500.00
Bryan	KVIM	72	\$828.72	33,800	16.40	72	\$828.72	33,800	16.40	72	13,800	6.90	\$3,600.00
Bryan	KAGG	90	\$1,035.90	83,600	40.60	90	\$1,035.90	83,600	40.60	88	42,827	17.01	\$4,400.00
Bryan	KNDE	30	\$345.30	61,600	30.80	30	\$345.30	61,600	30.80	60	37,000	14.50	\$3,000.00
Corpus Christi	KMRX	36	\$981.72	251,800	59.00	36	\$981.72	251,800	59.00	36	147,200	34.20	\$3,600.00
Corpus Christi	KWYS	28	\$763.56	38,800	38.80	28	\$763.56	38,800	38.80	28	98,000	21.80	\$2,800.00
Corpus Christi	KSAB	46	\$1,254.42	264,400	62.20	46	\$1,254.42	264,400	62.20	46	177,500	43.30	\$4,600.00
Dallas	KDGE	86	\$11,886.92	1,514,000	28.80	86	\$11,886.92	1,514,000	28.80	86	967,600	16.80	\$8,600.00
Dallas	KDMX	54	\$7,463.88	1,034,800	18.00	54	\$7,463.88	1,034,800	18.00	54	674,200	10.60	\$5,400.00
Dallas	KEGL	60	\$8,293.20	817,200	16.00	60	\$8,293.20	817,200	16.00	60	537,800	11.60	\$6,000.00
Dallas	KHKS	42	\$5,805.24	1,047,800	19.40	42	\$5,805.24	1,047,800	19.40	42	777,000	12.60	\$4,200.00
Dallas	KZPS	88	\$12,163.36	1,844,000	35.40	88	\$12,163.36	1,844,000	35.40	88	1,209,200	17.20	\$8,800.00
Dallas	KLTY	98	\$13,545.56	2,292,200	42.40	98	\$13,545.56	2,292,200	42.40	98	1,492,800	28.80	\$9,800.00
El Paso	KHEY	34	\$927.18	202,400	33.40	33	\$899.91	198,200	32.70	34	112,000	19.20	\$3,400.00
El Paso	KPRR	32	\$872.64	249,800	40.60	32	\$872.64	249,800	40.60	32	150,400	25.60	\$3,200.00
El Paso	KTSM	44	\$1,199.88	533,200	86.00	44	\$1,199.88	533,200	86.00	44	288,800	45.40	\$4,400.00
Houston	KGLK	64	\$11,811.84	1,927,800	37.20	64	\$11,811.84	1,927,800	37.20	64	1,245,000	20.10	\$6,400.00
Houston	KTBT	52	\$9,597.12	982,600	19.80	52	\$9,597.12	982,600	19.80	52	670,800	10.40	\$5,200.00
Houston	KTRH	48	\$8,858.88	1,180,000	22.40	48	\$8,858.88	1,180,000	22.40	48	606,600	9.20	\$4,800.00
Houston	KMIQ	70	\$12,919.20	2,225,600	42.80	68	\$12,550.08	2,163,200	41.60	70	1,576,400	27.40	\$7,000.00
Houston	KODA	64	\$11,811.84	1,940,000	38.00	64	\$11,811.84	1,940,000	38.00	64	1,124,400	18.60	\$6,400.00
Killeen	KOOC	34	\$566.78	77,600	24.80	34	\$566.78	77,600	24.80	34	45,200	13.00	\$1,700.00
Killeen	KSSM	56	\$933.52	137,800	45.40	55	\$916.85	135,400	44.60	56	80,400	26.80	\$2,800.00
Laredo	KNEX	82	\$2,317.32	257,200	136.80	82	\$2,317.32	257,200	136.80	82	151,300	79.60	\$4,100.00
Laredo	KRRG	56	\$1,582.56	135,600	73.20	56	\$1,582.56	135,600	73.20	56	74,500	37.40	\$2,800.00
Lubbock	KBTB	66	\$1,313.40	146,800	62.80	66	\$1,313.40	146,800	62.80	66	99,000	39.60	\$3,300.00
Lubbock	KFMX	72	\$1,432.80	190,200	81.00	72	\$1,432.80	190,200	81.00	72	108,000	43.20	\$3,600.00
Lubbock	KLLL	58	\$1,154.20	155,200	66.20	58	\$1,154.20	155,200	66.20	58	81,200	34.80	\$2,900.00
Lufkin	KAFX	82	\$4,400.12	260,800	210.00	82	\$4,400.12	260,800	210.00	82	170,200	137.80	\$4,100.00
McAllen	KBFM	52	\$2,523.04	630,000	71.40	52	\$2,523.04	630,000	71.40	52	402,800	45.40	\$5,200.00
McAllen	KTEX	52	\$2,523.04	786,000	88.60	52	\$2,523.04	786,000	88.60	52	486,400	55.20	\$5,200.00
Odessa	KMCM	78	\$1,989.78	187,000	80.00	78	\$1,989.78	187,000	80.00	78	105,000	45.00	\$3,900.00
Odessa	KODM	62	\$1,581.62	129,000	55.80	62	\$1,581.62	129,000	55.80	62	70,800	29.50	\$3,100.00
Odessa	KZBT	56	\$1,428.56	172,800	74.20	56	\$1,428.56	172,800	74.20	56	106,300	42.40	\$2,800.00
San Angelo	KGKL	66	\$785.40	44,000	50.60	66	\$785.40	44,000	50.60	66	25,200	25.20	\$3,300.00
San Angelo	KSJT	64	\$761.60	43,000	49.40	64	\$761.60	43,000	49.40	64	24,400	24.40	\$3,200.00
San Angelo	KIXY	80	\$952.00	102,000	110.00	80	\$952.00	102,000	110.00	80	62,200	69.90	\$4,000.00
San Antonio	KONO	52	\$3,310.84	905,600	47.40	52	\$3,310.84	905,600	47.40	52	505,700	25.50	\$5,200.00
San Antonio	KQXT	58	\$3,692.86	492,600	27.40	58	\$3,692.86	492,600	27.40	58	291,100	17.10	\$5,800.00
San Antonio	WOAI	58	\$3,692.86	723,200	38.60	58	\$3,692.86	723,200	38.60	58	388,400	22.60	\$5,800.00
San Antonio	KSMG	48	\$3,056.16	409,200	22.40	71	\$3,056.16	409,200	22.40	71	230,600	14.10	\$7,100.00
San Antonio	KCYX	40	\$2,546.80	449,000	24.20	40	\$2,546.80	449,000	24.20	40	258,800	15.20	\$4,000.00
Texarkana	KKYR	64	\$1,143.04	107,400	92.80	64	\$1,143.04	107,400	92.80	64	67,700	55.50	\$3,200.00
Texarkana	KWJI	78	\$1,393.08	91,400	78.80	78	\$1,393.08	91,400	78.80	78	52,800	45.30	\$3,900.00
Texarkana	KYGL	54	\$964.44	44,400	38.40	54	\$964.44	44,400	38.40	54	25,500	20.40	\$2,700.00
Tyler	KKTX	60	\$2,142.60	132,600	45.00	60	\$2,142.60	132,600	45.00	60	86,100	28.80	\$3,000.00
Tyler	KNUE	58	\$2,071.18	195,400	63.40	58	\$2,071.18	195,400	63.40	58	118,400	39.40	\$2,900.00
Tyler	KISX	62	\$2,214.02	172,200	57.80	60	\$2,142.60	165,500	55.60	61	117,777	40.93	\$3,050.00
Tyler	KTYL	58	\$2,071.18	127,600	43.80	57	\$2,035.47	123,400	42.40	57	70,562	21.62	\$2,850.00
Waco	KBGO	80	\$1,800.00	180,400	94.40	80	\$1,800.00	180,400	94.40	80	102,800	55.40	\$4,000.00
Waco	KBRQ	62	\$1,395.00	83,200	44.20	62	\$1,395.00	83,200	44.20	62	54,200	30.20	\$3,100.00
Waco	WACO	58	\$1,305.00	137,000	71.40	58	\$1,305.00	137,000	71.40	58	90,200	45.20	\$2,900.00
Wichita Falls	KLUR	56	\$912.80	78,000	71.40	56	\$912.80	78,000	71.40	56	48,600	43.30	\$2,800.00
Wichita Falls	KWFB	74	\$1,206.20	76,800	70.00	74	\$1,206.20	76,800	70.00	74	50,300	43.20	\$3,700.00
Wichita Falls	KQXC	54	\$880.20	74,000	68.60	54	\$880.20	74,000	68.60	52	35,137	30.00	\$2,600.00
Total:		4,398	\$ 215,624.56	30,668,800	3870.40	4,411	\$ 215,054.11	30,583,700	3861.40	4,422	18,901,908	2270.10	\$ 305,450.00



Client: Secretary of State
 Campaign: Voter Education - Phase 1
 Flight Dates: 2/17/20 - 3/3/20
 Est. #: Multiple

Vendor: iHeartMEDIA
 AE: Heather Baumli
 Date: 4/15/20

Media Match Report

Market	Station	Spots Ordered	Total \$ Ordered	IMP's Ordered	GRP's Ordered	Spots Delivered	Total \$ Delivered	IMP's Delivered	GRP's Delivered	AV Units Delivered	AV Imps Delivered	GRP's Delivered	AV Total \$ Value
Austin	TTWN	140	\$12,000.00	436,400	45.50	134	\$11,485.71	417,697	43.55	0	0	0.00	\$0.00
Corpus Christi	TTWN	200	\$4,800.00	394,200	183.00	200	\$4,800.00	394,200	183.00	5	9,855	4.58	\$500.00
Dallas-Fort Worth	TTWN	200	\$33,000.00	1,939,600	63.00	200	\$33,000.00	1,939,600	63.00	2	19,396	0.63	\$200.00
Houston	TTWN	200	\$31,000.00	2,379,000	80.40	200	\$31,000.00	2,379,000	80.40	6	71,370	2.41	\$600.00
El Paso	TTWN	170	\$4,420.00	494,000	148.00	163	\$4,238.00	473,659	141.91	0	0	0.00	\$0.00
McAllen-Brownsville	TTWN	112	\$3,800.00	682,800	141.00	112	\$3,800.00	682,800	141.00	1	6,096	1.26	\$100.00
San Antonio	TTWN	200	\$13,000.00	814,200	79.80	200	\$13,000.00	814,200	79.80	19	77,349	7.58	\$1,900.00
Total:		1,222	\$ 102,020.00	7,140,200	740.70	1,209	\$ 101,323.71	7,101,156	732.66	33	184,066	16.46	\$ 3,300.00



**MARKETING
+ IDEATION**

Client: Secretary of State
 Campaign: Voter Education - Phase 1
 Flight Dates: 2/17/20 - 3/3/20
 Est. #: Multiple

Vendor:
 AE:
 Date:

 **iHeartMEDIA**
Heather Baumli
4/15/20

Media Match Report

Medium	Market	Station/Board #/Event/Platform	Units Ordered	IMP's Ordered	Units Delivered	IMP's Delivered	Engagement /Clicks	AV Total \$ Value	Notes/Specifics
PSA	Austin	Smart Audio			49	10,700		\$1,715.00	
PSA	Beaumont	Smart Audio			198	146,100		\$6,930.00	
PSA	Corpus Christi	Smart Audio			105	105,300		\$3,675.00	
PSA	Dallas	Smart Audio			85	226,000		\$2,975.00	
PSA	El Paso	Smart Audio			85	40,300		\$2,975.00	
PSA	Harlingen	Smart Audio			60	79,600		\$2,100.00	
PSA	Houston	Smart Audio			55	206,300		\$1,925.00	
PSA	San Antonio	Smart Audio			61	53,900		\$2,135.00	
PSA	Waco	Smart Audio			297	178,900		\$10,395.00	
PSA	Austin	Smart Audio			25	15,152		\$875.00	
PSA	Beaumont	Smart Audio			107	98,800		\$3,745.00	
PSA	Corpus Christi	Smart Audio			110	335,222		\$3,850.00	
PSA	Dallas	Smart Audio			20	4,105		\$700.00	
PSA	El Paso	Smart Audio			84	64,700		\$2,940.00	
PSA	Harlingen	Smart Audio			94	63,450		\$3,290.00	
PSA	Houston	Smart Audio			23	8,469		\$805.00	
PSA	San Antonio	Smart Audio			57	93,500		\$1,995.00	
PSA	Waco	Smart Audio			183	136,182		\$6,405.00	
Total:			0	0	1,698	1,866,680	0	\$ 59,430.00	



Client: Texas Secretary of State
Campaign: Voter Education Phase 1
Flight Dates: 2/17/20 - 3/3/20
Est. #: Multiple

KATZ RADIO GROUP
Vendor: Joe Silva
Date: 4/15/20

Media Match Report

Market	Station	Spots Ordered	Total \$ Ordered	IMP's Ordered	GRP's Ordered	Spots Delivered	Total \$ Delivered	IMP's Delivered	GRP's Delivered	AV Units Delivered	AV Imps Delivered	GRP's Delivered	AV Total \$ Value
Austin	KLQB-FM	104	\$3,374.50	214,100	41.6	87	\$3,374.50	269,200	55.10	35	107,300	21.90	\$1,547.00
Austin	KLJA-FM	106	\$2,601.00	179,000	38.4	106	\$2,601.00	177,100	36.00	53	67,800	14.80	\$595.00
Bryan College Station	KTAM-AM	150	\$2,554.25	NA	NA	150	\$2,554.25	NA	NA	75	NA	NA	\$918.00
Dallas	KLNO-FM	88	\$12,189.00	1,048,400	88.0	88	\$12,189.00	1,092,400	72.40	44	422,000	27.20	\$2,375.75
Dallas	KDXX-FM	108	\$5,661.00	766,200	54.0	108	\$5,661.00	556,800	37.80	54	220,800	16.20	\$1,848.75
El Paso	KBNA-FM	164	\$2,622.25	422,400	65.2	164	\$2,622.25	NA	NA	82	NA	NA	\$840.65
El Paso	KINT-FM	156	\$2,624.80	542,400	84.2	155	\$2,624.80	519,400	99.80	77	206,800	39.80	\$922.25
El Paso	KYSE-FM	138	\$2,158.15	231,000	35.7	138	\$2,158.15	275,500	55.50	69	93,000	19.00	\$1,326.00
Houston	KAMA-FM	116	\$5,533.50	1,043,600	56.0	116	\$5,533.50	1,022,000	56.00	58	409,900	23.20	\$1,083.75
Houston	KLTN-FM	100	\$9,817.50	2,508,000	138.0	88	\$9,732.50	2,009,000	106.00	39	803,000	41.00	\$4,335.00
Houston	KOVE-FM	114	\$6,749.00	1,291,900	71.8	107	\$6,749.00	974,900	54.70	50	380,200	22.80	\$3,327.75
Laredo	KBDR-FM	28	\$595.00	64,000	35.6	28	\$595.00	57,200	31.40	14	22,800	12.80	\$173.40
Laredo	KQUR-FM	28	\$446.25	39,600	22.0	28	\$446.25	50,000	28.00	14	19,800	11.20	\$131.75
McAllen	KBTO-FM	184	\$3,476.50	1,313,600	158.8	184	\$3,476.50	1,313,600	158.80	92	530,800	66.00	\$1,170.45
McAllen	KBUC-FM	60	\$586.50	234,600	28.8	58	\$586.50	234,600	28.80	28	93,000	12.00	\$267.75
McAllen	KGBT-FM	100	\$3,400.00	635,000	78.0	100	\$3,400.00	635,000	78.00	50	256,000	31.00	\$650.25
McAllen	KKPS-FM	152	\$1,003.00	587,600	72.0	152	\$1,003.00	587,600	72.00	76	249,600	30.40	\$586.50
McAllen	XAVO-FM	68	\$841.50	227,800	27.0	65	\$841.50	227,800	27.00	31	93,800	11.20	\$280.50
Odessa	KMMZ-FM	154	\$2,561.05	217,800	182.6	155	\$2,561.05	209,000	173.80	78	85,800	70.40	\$1,177.25
San Antonio	KMYO-FM	100	\$2,231.25	236,000	25.0	100	\$2,231.25	301,000	28.00	50	121,000	10.00	\$867.00
San Antonio	KROM-FM	116	\$7,623.50	739,000	71.4	116	\$6,723.50	697,400	68.40	58	267,000	24.20	\$2,340.90
San Antonio	KSAH-FM	128	\$2,397.00	507,200	48.4	128	\$2,397.00	276,800	29.20	64	116,000	12.80	\$535.50
San Antonio	KXTN-AM	100	\$1,997.50	75,000	10.0	100	\$1,997.50	61,000	5.00	50	24,000	0.00	\$446.25
Tyler	KOYE-FM	212	\$2,856.00	NA	NA	212	\$2,856.00	NA	NA	106	NA	NA	\$1,402.50
Total:		2,774	\$ 85,900.00	13,124,200	1432.50	2,733	\$ 84,915.00	11,547,300	1301.70	1,347	4,590,400	517.90	\$ 29,149.90

PUNCHDRUNK

SOS Voter Education

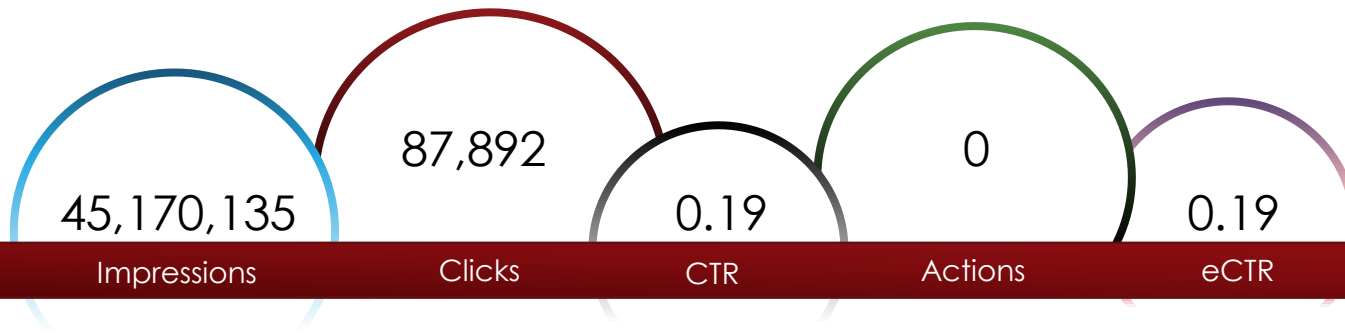
Campaign Report: Spring 2020

"You can have data without information, but you cannot have information without data." –Daniel Keys Moran

*"It is a capital mistake to theorize before one has data"
–Sir Arthur Conan Doyle*

INSIGHTS DASHBOARD

Display Overview



Display Summary



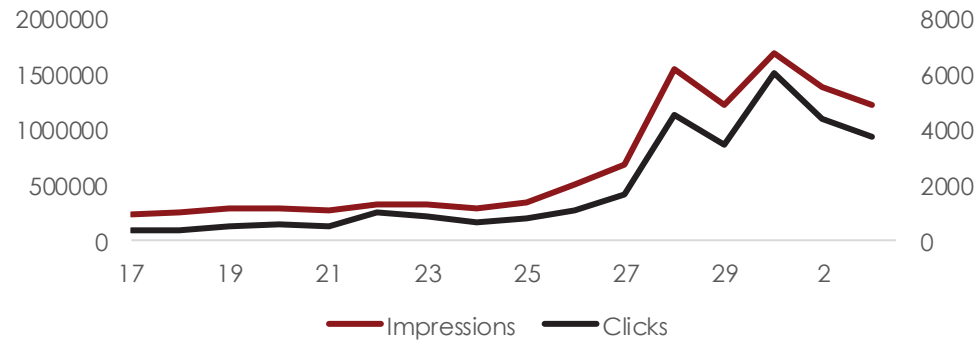
- Our campaign had nearly 90,000 people directly respond to our messaging resulting in a .19 response rate.
- According to Google the average response rate for the Government Industry is a .03, which we overachieved by 549%.
- People were 28% more likely to engage our Spanish messaging. In events where we rotated both English and Spanish to the same person, they were 39% more likely to engage the Spanish version.
- Facebook was our best performing social platform for paid ads. 69% of our total social engagement came from Facebook, Instagram was second with 11%, followed by Twitter 5%, and Pinterest with 2%.
- When our messaging appeared on a news-based website or app people were 22% more likely to engage. National sites slightly outperformed local (4%).
- We were able to overdeliver by 16,170,135 impressions, a value of \$242,552.

INSIGHTS DASHBOARD

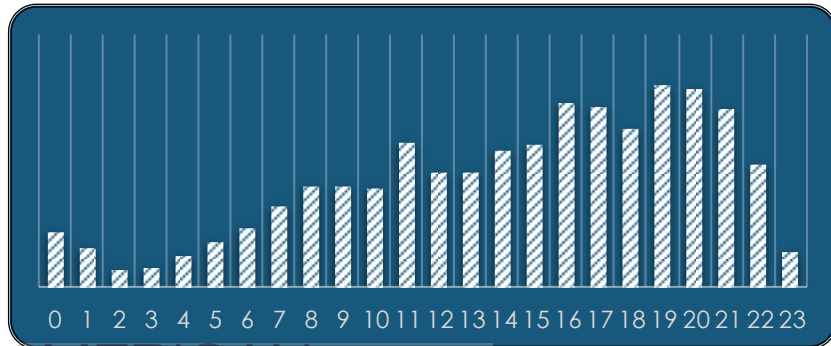
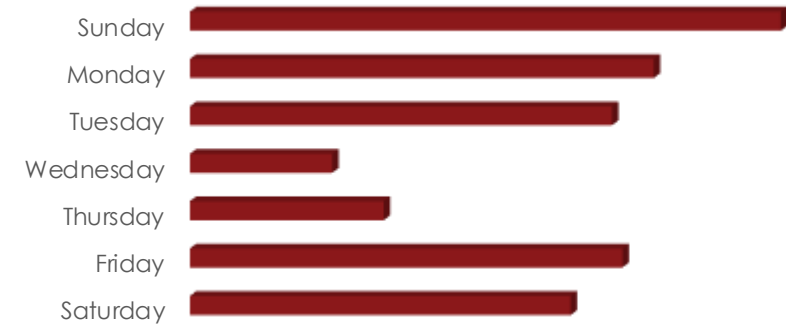
Engagement By Time & Market



Performance by Day



Performance by Day of Week



Performance by Hour

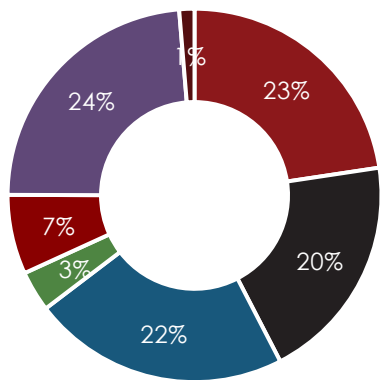


Top Markets

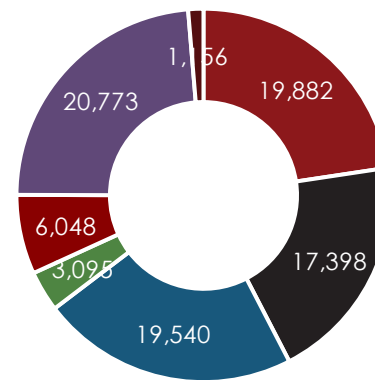
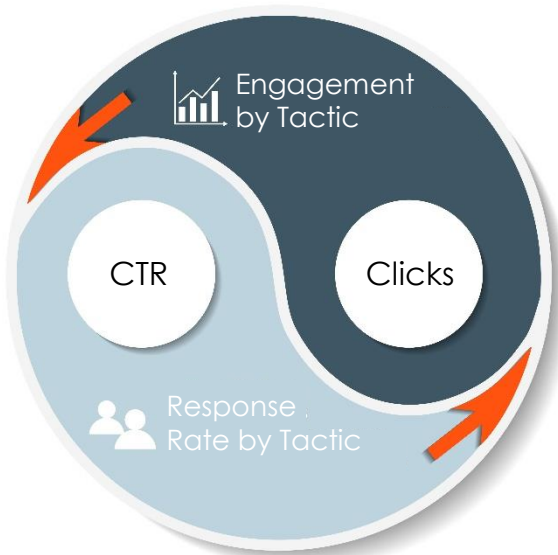
1. Dallas
2. Houston
3. San Antonio
4. Fort Worth
5. Austin
6. Arlington
7. Irving
8. Garland

INSIGHTS DASHBOARD

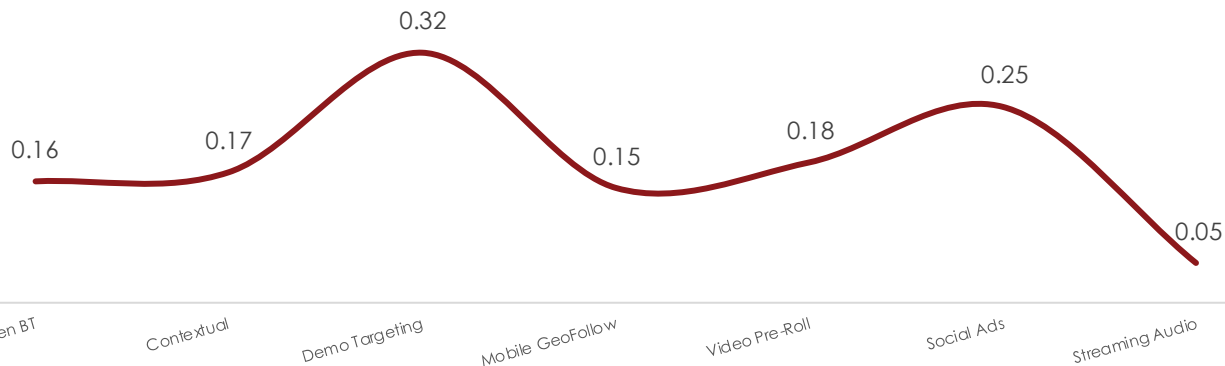
Performance By Tactic



- Next Gen BT
- Contextual
- Demo Targeting
- Mobile GeoFollow
- Video Pre-Roll
- Social Ads
- Streaming Audio



- Next Gen BT
- Contextual
- Demo Targeting
- Mobile GeoFollow
- Video Pre-Roll
- Social Ads
- Streaming Audio



INSIGHTS DASHBOARD

Delivery Insights

Creative Getting The Most Love

320x480
Ad Unit



Sample Sites You Appeared On

Khou.com
Kxan.com
TelemundoDallas.com
NYTimes.com
Walmart.com
App: Reddit
App: Twitter
Weather.com



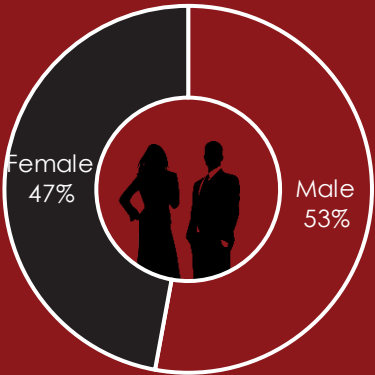
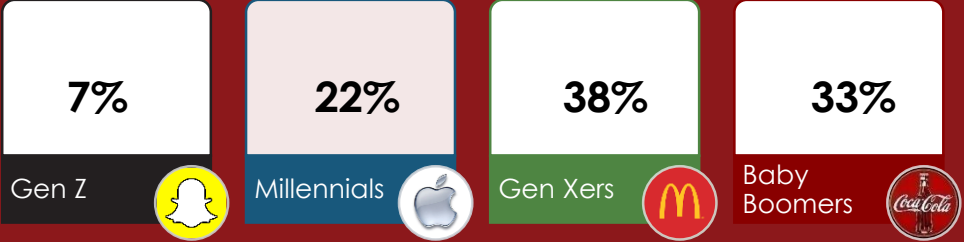
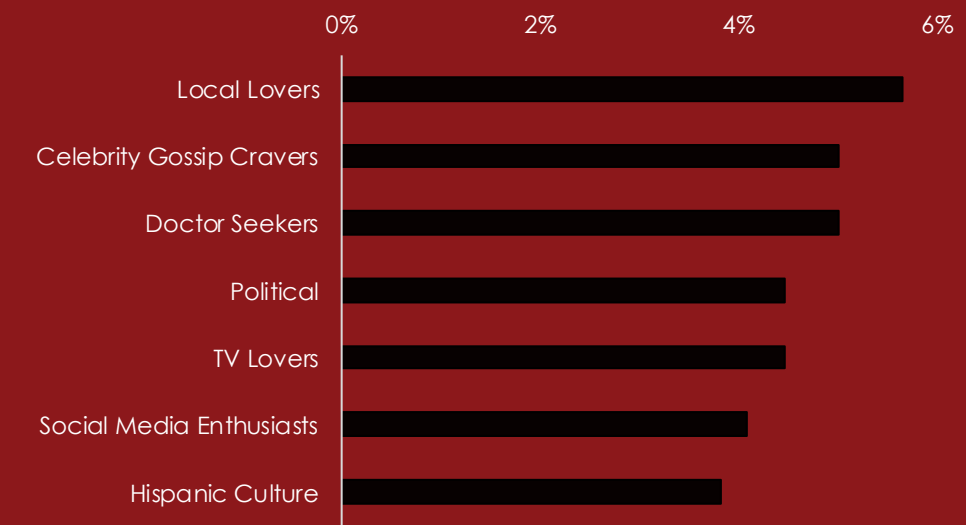
Over Delivery

Campaign	Ordered	Delivered	Over	Over %
Over Delivery	29,000,000	45,170,135	16,170,135	56%

TX-SOS-20-0541-C-000017

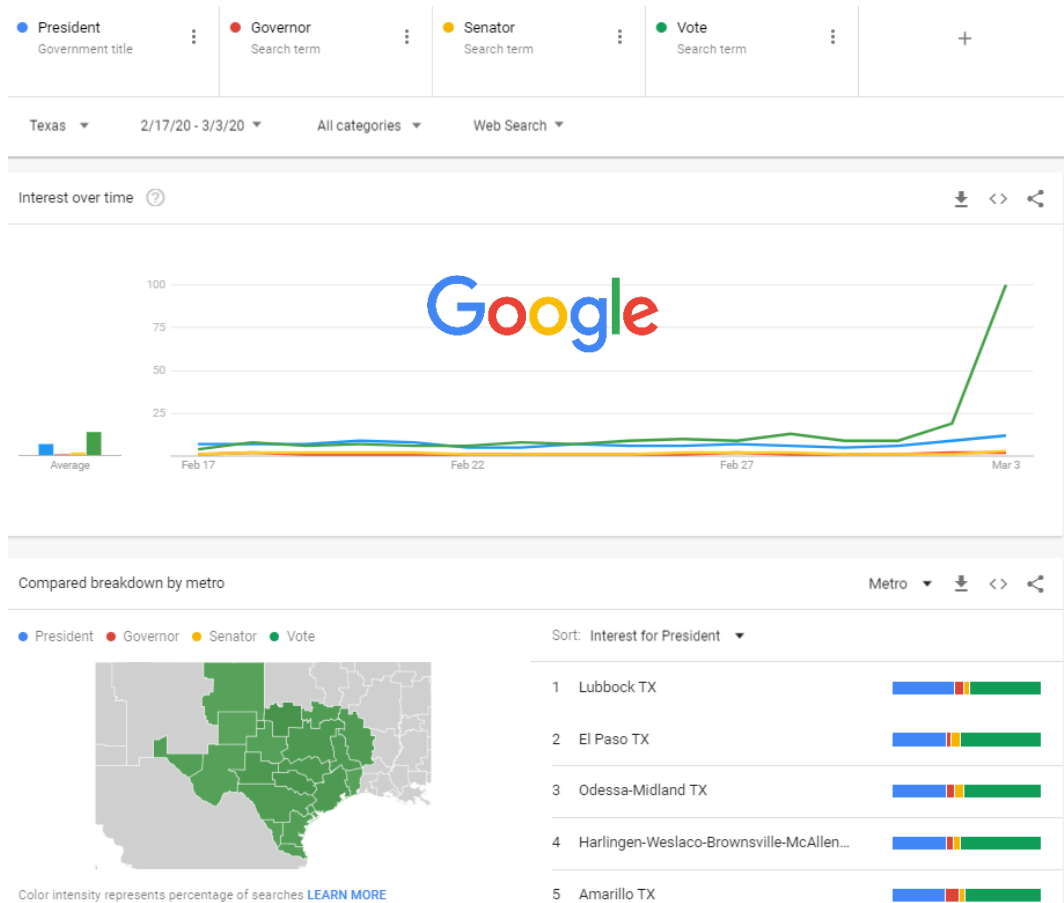
DEEPER DISCOVERIES

Your Best People



INSIGHTS DASHBOARD

Trending Data During Campaign



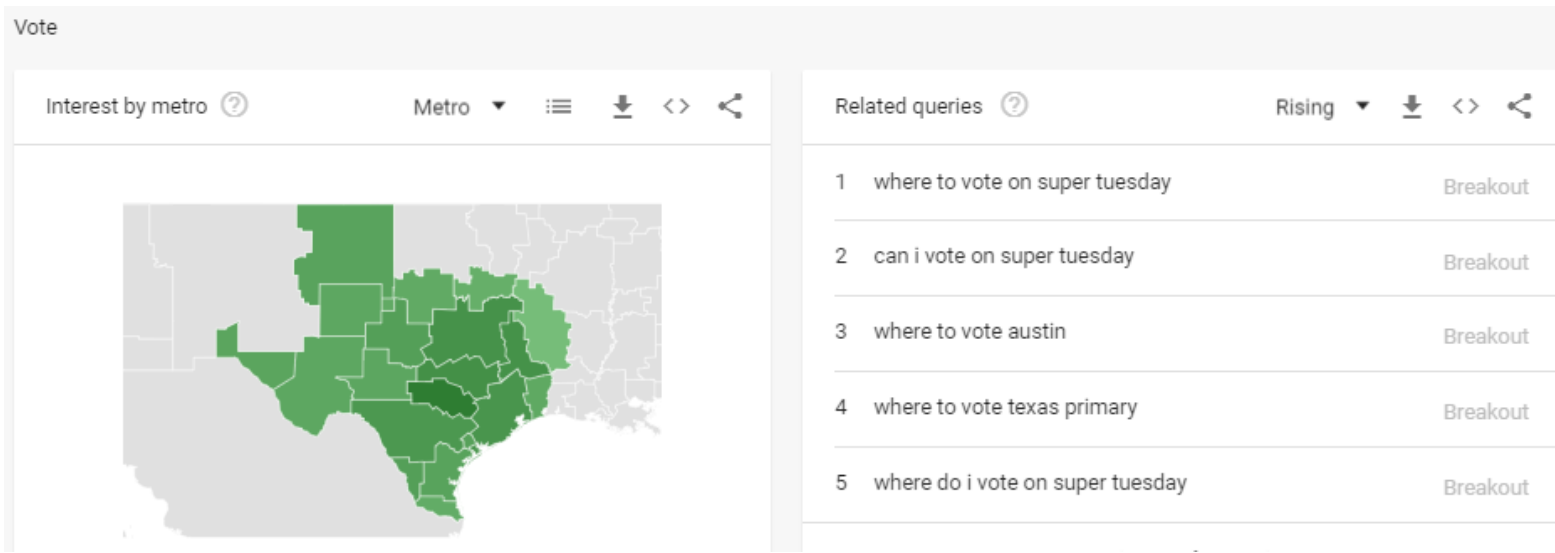
- During our campaign we monitored trending political searches occurring on Google in our target areas.
- During the first week of campaign activity we saw our areas slightly more focused on specific government office searches with “president” trending the highest.
- On Feb 3rd we saw a behavioral shift with more people now searching “vote”.
- On March 2nd, we saw a major swing with people 111% more likely to search for “vote” than any other political term.



INSIGHTS DASHBOARD

Trending Data During Campaign

Google



- Austin had the highest amount of people searching voting related terms, followed by Waco-Temple-Bryan DMA, then Dallas. The Brownsville-McAllen Metro Area had the lowest amount of interest displayed through Google search.
- “Where to vote” and “Can I vote” were the most common search types with most people using the term Super Tuesday when searching.
- Vote 411 was the 8th most popular search term with the highest concentration of searches happening near the Austin area.



INSIGHTS DASHBOARD

Terms & Definitions - Metrics

Impressions: The number of times your message was seen.

Clicks: The number of times your message was directly engaged.

CTR: The click-through rate of the campaign, the percentage of people visiting a web page who access directly through clicking a campaign ad.

Actions: The number of times a person conducted our predefined action. An action can be labeled as a post-impression view through, a specific conversion metric such as buying something on a website, an app download or any other number of different user actions.

eCTR: The Effective Click-Through rate of the campaign. eCTR takes into account post-impression view throughs, as well as clicks to give a total percentage of people who after seeing the campaign message preformed a positive trackable action.

Terms & Definitions - Behaviors

Generation: Gen Z (18-24), Millennials (25-39), Gen X (40-54), Baby Boomers (55+)

Household Income Levels: Small Stack = Working Class (\$1-\$59k) Medium Stack = Upper Middle Class (\$60k-\$124k) Large Stack = Wealthy (125k+). *HHI data is sourced from IRS Tax Return data. 85% of the U.S. is considered Working Class. One major factor for this is retired individuals of any age are likely to have lower taxed income and thus are pooled into Working Class, although their NET Worth maybe much higher.*

