



From: GeneralCounsel <GeneralCounsel@sos.texas.gov>
Date: Thursday, October 22, 2020 at 4:03 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)

EXTERNAL SENDER

Good afternoon,

Consistent with our October 8 email, please find the attached zipped folder containing documents responsive to this request.

The information you requested contains a credit card, debit card, charge card, or access device number that is collected, assembled, or maintained by or for a governmental body. This information is confidential under section 552.136 of the Texas Government Code. Section 552.136 allows us to withhold this specific information without requesting a ruling from the attorney general. You have the right to appeal our decision to withhold this information from you. Instructions for appeal are attached. If you do not want to appeal, you do not need to do anything else.

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 November 5, 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

How to appeal the withholding of information under Government Code Section 552.136

If you wish to appeal the withholding of information discussed on the previous page, you must send the following to the attorney general:

- 1) a signed, written statement indicating your wish to appeal the withholding of information;
- 2) the name of the governmental body that withheld information from you;
- 3) the date you made your original request for information; and
- 4) a copy of your original request for information, or if you are unable to provide a copy, a description of your original request for information.

You may also submit written comments stating why you think the information should be released to you, but you are not required to do so.

Send your appeal by mail to the attorney general at:

Open Records Division
P.O. Box 12548
Austin, Texas 78711-2548

Within forty-five business days after receiving all of the above-listed items necessary to file your appeal, the attorney general will issue a written ruling on the matter. You will receive a copy of this ruling in the mail.

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Marcie Casas](#)
Subject: Re: Voter Ed - Grassroots Tour Budget (REVD)
Date: Thursday, February 20, 2020 9:45:25 PM
Attachments: image001.png

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Thank you!

(Officially the last Voter email for the night. Have a good night!)

From: Stephen Chang <SChang@sos.texas.gov>
Date: Thursday, February 20, 2020 at 9:39 PM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Tour Budget (REVD)

Thanks for the revised figures and for the catch. We are good with to approve the revised budget.

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Thursday, February 20, 2020 7:53 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
Subject: SOS: Voter Ed - Grassroots Tour Budget (REVD)

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This will officially be the last email for the night, I think. Ha!

Attached is the revised grassroots budget.

One note: the meal rates were revised, in addition to the hotel room breakout. When our tour manager went back to review & confirm the GSA hotel rates, she caught that the GSA meal rates were different than the numbers she initially provided. We have worked w/TxDOT for years now. I believe that the \$41 meal rate is just engrained in all of our brains. But it's completely on me for

assuming that the \$41 rate applied to Voter, as well. I should have triple checked before submitting. I apologize for this error.

The corrected rates are as follows:

- For Austin, the initial budget we submitted had a meals total of \$164. It is now \$122 for Mario & \$122 for Greg, which is a total of \$244.
- For Brownsville, the initial budget we submitted had a meals total of \$123. It is now \$168.
- For Hidalgo, the initial budget we submitted had a meals total of \$123. It is now \$165.

The team is now on the same page with all GSA rates for the Voter campaign. We'll check all numbers once, and then twice & three times before submitting moving forward.

Once you've had a chance to review, please let us know if there are any questions. We look forward to hearing from you. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_819500292



From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Marcie Casas](#)
Subject: Re: Voter Ed - Grassroots Tour Budget
Date: Monday, February 17, 2020 9:13:24 AM
Attachments: image002.png

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Fantastic!!

Thanks Stephen. We'll get all in motion & finalized. Excited about this approval!

From: Stephen Chang <SChang@sos.texas.gov>
Sent: Monday, February 17, 2020 9:11:38 AM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Tour Budget

Thanks for sending these over for our review! I had a chance to review this over the weekend and we are clear to proceed here.

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, February 14, 2020 1:42 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
Subject: SOS: Voter Ed - Grassroots Tour Budget

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Hi Stephen!

Attached is our grassroots tour budget worksheet. The budget includes the following:

- Grassroot Events: Including the Austin press conference
- Our Tour Manager's for each events: Mario/GDC or Greg
- Brand Ambassadors: For each event, we'll have either (1) or (2) BA's, depending on how many Tour Managers will be on the road. When both Mario & Greg attend, we'll have (1) BA. When it's

only Greg, we'll have (2). We've also already discussed having Spanish speaking BA's for each event, w/emphasis for on our Brownsville & Hidalgo markets. We pay a standard rate of \$20/hour.

- Fees: These are the fees that each event is charging for our participation
- Gas Estimate: Mileage/gas; we'll provide maps that reflect mileage for each event when we bill
- Hotel: Our hotel rates are based on GSA rates for each market
- Meal: Per diems are also based on GSA rates for each market

We also have our leased truck. Our lease rate for Phase 1 is \$1,500. This rate is based on leasing the truck from February 20 – March 10.

Also attached is a mock-up of the branded truck. We recommend removable stickers, with a cost of approx. \$200 for (4) stickers, plus shipping. If we get a green light, we'll order these from an online vendor. I don't have a quote, but can share the link for reference:

<https://www.stickergenius.com/shop/aluminum-truck-body-reusable-stickers/>

Last, we have one update!

Our original plan included the following (3) markets: Corpus Christi, Brownsville & Hidalgo. But we were presented with an opportunity and decided the San Antonio – Market Square Rodeo Round Up event would be a better draw than Corpus. Corpus is a beach event, and placement can be a challenge. In San Antonio, we'll have a better chance of placement and be able to interact much better with all who attend.

Lots of info here. Once you review, if there are any questions, please do not hesitate to ask. We're here!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_1442270121



From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Olivia Thomas](#)
Subject: SOS: Voter Ed - C19 & Grassroots Efforts
Date: Monday, April 27, 2020 6:22:32 PM
Attachments: image001.png

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Hi there Stephen!

In light of today's news about the phased re-opening of Texas, we wanted to reach out to start gauging your thoughts on traditional grassroots efforts.

We're currently moving forward with an online presence to take place of our traditional grassroots efforts & we're putting the final touches on the complete package & logistics for how it'll work. Hoping to share this with you (initially) in the next 2 weeks. But since Texas is getting ready to start trying to get things back to normal (a new normal), just wanted to start a conversation with you.

Please let us know your thoughts. We're mainly looking for guidance on whether we should consider holding back a small budget to put our traditional grassroots in motion at a certain point. We also know that it's very very preliminary. Again, we just want to start the conversation & make sure we're taking all into account with regards to planning & budgets during Phase 2.

Any guidance you can provide, we'll take. A huge thank you in advance!

Barbie Rugen | Project Manager

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San Antonio, TX 78212

signature_662596058



From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Marcie Casas](#)
Subject: SOS: Voter Ed - Grassroots Tour Budget (REVD)
Date: Thursday, February 20, 2020 7:55:24 PM
Attachments: image001.png
SOS - Voter Ed Grassroots Tour - Market Budget - 2.18.20.xlsx

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The team is now on the same page with all GSA rates for the Voter campaign. We'll check all numbers once, and then twice & three times before submitting moving forward.

Once you've had a chance to review, please let us know if there are any questions. We look forward to hearing from you. Thank you!

Barbie Rugen | Project Manager

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VOTER ED GRASSROOTS TRAVEL ESTIMATE 2020

Voter Ed - Grassroots Travel Schedule	Event Date	Staff	Additional BA	BA Rate Total	BA Rate and Hours Hired	Market	Event Fees	Gas Estimate	Hotel Check in	Hotel Check out	Hotel Total	Hotel Per Diem and Staff Days	Meal Total	Meal Per Diem Rate and Staff Days
Press Conference	Monday, Feb 24th	GDC/Greg				Austin	?	\$23	2/23/2020	2/24/2020	\$163	1 Night (GSA Rate \$163 per night)	\$122	2 Day (\$61 Per Day GSA Rate Per Diem)
Press Conference	Monday, Feb 24th	GDC/ Mario				Austin		\$0	2/23/2020	2/24/2020	\$163	1 Night (GSA Rate \$163 per night)	\$122	2 Day (\$61 Per Day GSA Rate Per Diem)
San Antonio: Market Square Rodeo Round up	Saturday, Feb 22nd	GDC/Greg				San Antonio	\$500	\$5	n/a	n/a	n/a	n/a	\$20	1 Day (\$20 GDC In-market Day rate)
San Antonio: Market Square Rodeo Round up	Saturday, Feb 22nd	BA	1	\$120	6hrs (BA Rate \$20 per hour)	San Antonio								
San Antonio: Market Square Rodeo Round up	Saturday, Feb 22nd	BA	1	\$120	6hrs (BA Rate \$20 per hour)	San Antonio								
Brownsville: Sombrero Fest (Charro Days)	Saturday, Feb 29th	GDC/Greg				Brownsville	\$2,500.00	\$96	2/28/2020	3/1/2020	\$192	2 Night (GSA Rate \$96 per night)	\$168	3 Day (\$56 Per Day GSA Rate Per Diem)
Brownsville: Sombrero Fest (Charro Days)	Saturday, Feb 29th	BA	1	\$140	7hrs (BA Rate \$20 per hour)	Brownsville								
Brownsville: Sombrero Fest (Charro Days)	Saturday, Feb 29th	BA	1	\$140	7hrs (BA Rate \$20 per hour)	Brownsville								
Hidalgo: Borderfest	Saturday, March 7th	GDC/Greg				Higalgo	\$2,000.00	\$84	3/6/2020	3/8/2020	\$192	2 Night (GSA Rate \$96 per night)	\$165	3 Day (\$55 Per Day GSA Rate Per Diem)
Hidalgo: Borderfest	Saturday, March 7th	BA	1	\$140	7hrs (BA Rate \$20 per hour)	Higalgo								
Hidalgo: Borderfest	Saturday, March 7th	BA	1	\$140	7hrs (BA Rate \$20 per hour)	Higalgo								
TOTALS:				\$800			\$5,000.00	\$208			\$710		\$597	Grand Total \$7,315

Hotel - Varies per City
(plus taxes/fees)

Food Per Diem: Daily Rate - \$41

BA: Daily Rate - \$20/per hour

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Olivia Thomas](#); [Marcie Casas](#); [Lisa Gomez](#); [Ashleigh Garza](#); [Tiffany Albrecht](#); [Paola Herrera](#); [Victor Noriega](#); [Tita Sartorio](#); [Morgan Davy](#); [Leonard Guerra](#)
Subject: SOS: Voter Ed - Status Report / 02.17.2020
Date: Tuesday, February 18, 2020 2:04:02 PM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - Status Report - 02.17.2020.xlsx

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Hi Stephen!

Attached is our status for our call today @ 4:00 pm. We'll talk to you soon!

Barbie Rugen | Project Manager

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signature_1825986605





**SOS - Voter Ed - Phase 1
Status Report
Week of February 17, 2020**

Flight	Job Category	Job Description				Next Steps, Status & Notes
	RESEARCH	Statewide Quantitative Research Poll				
		* Track Polling	January 27	February 6	COMPLETE D	Benchmark track polling coordinated - call centers & in person interviews confirmed; Interviews will conclude on Feb. 6
		* Research Results Presentation	February 26			Presentation scheduled for Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation
	MEDIA	Media Plan - Phase 1				
		* Media Execution			COMPLETE D	COMPLETED: Final media buy secured; digital OOH board changes/approved
		* Media Buy Reconciliation	TBD	April 26		Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices
	CREATIVE	Strategy Messaging				
		* Strategy Messaging				GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings
		* Audience Profiles				GDC will create audience profiles to be utilized for versioning all creative executions
		Pre-Roll Streaming Video				
		* Pre-roll Storyboards - English & Spanish	February 17			Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
		- English Video	IN MOTION			English script approved; VO recorded; first draft reviewed internally; minor edits
		- Spanish Video	IN MOTION			REVD Spanish script sent to SOS on 2/17; pending feedback/approval
		Radio Production				

		* Countdown Reads - English & Spanish	TBD			GDC creating countdown scripts; will send to SOS on 2/19
		Digital Animated Banners				
		* Monthly Digital Analytics	February 17	March 29		Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2
	COLLATERAL	Posters				
		* Posters - English & Spanish	TBD			APPROVED: GDC coordinating a recommendation for posters & will share with SOS week of Feb. 17
		* Poster PDF for website	TBD			
		Stickers				
		* Stickers - English & Spanish	IN MOTION			Sticker approved; printing in motion; due date to GDC on/before Feb. 20
		* Poster PDF for website	TBD			
		Info Cards				
		* Info Cards - English & Spanish	IN MOTION			Info cards & print quote approved; printing in motion; due date to GDC on/before Feb. 20
		* Poster PDF for website	TBD			
	WEBSITE	Website Development				
		* Reporting / Analytics / Questions / Recommendation	IN MOTION			GDC provided a website review & proposal on Feb. 14; pending next steps ...
		* VoteTexas.gov Website Updates	TBD			
	SOCIAL MEDIA	Social Posting				
		* Early Voting Begins Post				Early Voting Begins Post approved; posting on Feb. 18
		* Acceptable Forms of ID Post				Acceptable Forms of ID Post approved; posting on Feb. 19
		* Next posts: Grassroots Events Posts				
		- San Antonio Post	IN MOTION			San Antonio post will be provided to SOS on Feb. 18
		- Harlingen Post	IN MOTION			Harlingen post will be provided to SOS on Feb. 19

	SPECIAL EVENTS	- <i>Brownsville Post</i>	IN MOTION			<i>Brownsville post will be provided to SOS on Feb. 19</i>
		* <i>Social Media Evaluator</i>	TBD			<i>Once we wrap up Phase 1, we'll put a POP report together & include all analytics.</i>
	SPECIAL EVENTS	Press Conference				
		* <i>Press Conference Date, Time & Location</i>			COMPLETE D	<i>Press Conference secured for February 24th @ 2:00 pm @ The Rudder Building / Atrium</i>
		- <i>Press Release (English & Spanish)</i>	IN MOTION			<i>Press Release will be shared w/SOS on Feb. 18</i>
		- <i>Talking Points</i>	IN MOTION			<i>Talking Points will be shared w/SOS on Feb. 18</i>
		- <i>Podium Script</i>	IN MOTION			<i>Podium Script will be shared w/SOS on Feb. 18</i>
		* <i>Press Conference - Step & Repeat</i>	IN MOTION			<i>S&R ordered; there may be a shipping rush charge; will confirm with Production on Feb. 18</i>
		* <i>Press Conference - Posters & Easels</i>	IN MOTION			<i>Posters ordered; easels confirmed w/Stephen for the day of the PC</i>
		* <i>Grassroots Activation</i>			CONFIRME D	<i>GDC will set up the Ready. Check..Vote tent & have a mini activation for those that attend the press conference.</i>
		* <i>Videographer Coordination (Matt)</i>			CONFIRME D	<i>Matt confirmed to attend press conference on Feb. 24</i>
		* <i>Press Conference - Social Media Posts</i>	TBD			<i>GDC discussing internally; will make a recommendation on Feb. 19</i>
		Grassroots Tour - Phase 1				
		* <i>Grassroots Tour</i>			COMPLETE D	<i>Grassroots tour recommendation approved Feb. 3; GDC secured (3) events</i>
		* <i>Grassroots Tour - Cost Estimate</i>			COMPLETE D	<i>GDC will provide a quote covering all costs associated w/grassroots events & management the week of Feb. 10</i>
		- <i>REVD Cost Estimate</i>	IN MOTION			<i>GDC will provide a detailed hotel/GSA rate cost estimate to SOS for review/final approval</i>
		* <i>Grassroots Footprint & Components</i>				<i>Grassroots footprint & components approved; GDC has coordinated all pieces; due date to GDC on or before Feb. 20</i>
		- <i>Branded Tent</i>	IN MOTION			<i>Branded Tent ordered; will be delivered to GDC on/before Feb. 20</i>
		- <i>RCV Games (3 sets)</i>	IN MOTION			<i>RCV game sets ordered; will be delivered to GDC on/before Feb. 20</i>

		- Pull Up Banners	IN MOTION			Pull up banners ordered; will be delivered to GDC on/before Feb. 20
		- iPads	TBD			GDC will provide a cost estimate for iPads
		* Branded Truck & Door Signage	IN MOTION			Truck reserved for RCV tour; door signage printing being coordinated
		* Brand Ambassador Guide	IN MOTION			GDC has created a guide for the Tour Manager &
		* Grassroots T-shirts				Voter Ed t-shirt approved on Feb. 4; GDC has coordinated the printing; delivery scheduled on or before Feb. 20
		* Grassroots Odds -n- Ends				O&E: 6' table, sand bags, plastic tub for info cards & stickers
		Grassroots Tour - Phase 2				
		* Internal Brainstorm	March . 2020			Internal brainstorm scheduled for February 19; GDC will explore new options and make a recommendation to SOS team in March 2020
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing				Due to SOS: March 10

OOO / Holidays	Dates
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COMPLETED TASKS

	CREATIVE	Outdoor Billboards				
		* Digital OOH Billboards			COMPLETE D	COMPLETED: GDC tracked materials to primary, digital OOH billboards go live Feb. 17
		Radio Production				
		* :60 Radio - English & Spanish	February 17	February 23	Completed	Radio scripts approved; Eng & Span audio recorded w/Yvonne on Feb. 10; SOS recording scheduled for Feb. 11; rough cuts tentative for Feb.
		* :30 Radio - English & Spanish	February 17	February 23	Completed	
		* :15 Radio - English & Spanish	February 17	February 23	Completed	
		* TTWN Scripts			Completed	TTWN scripts completed internally, holding till Feb. 11 status call for Spanish translations feedback to apply to scripts (if needed)

		Digital Animated Banners				
		Digital Animated Banners - English & Spanish, media relations (in SOS attends Grassroots Events)	February 17		Completed	GDC producing final digital banner sizes, banners will be tracked the week of Feb. 10.
		* Statewide News Release (English & Spanish)				
		* Media Outlet Distribution List				
		Content Calendar				
		* Editorial Calendar			COMPLETE	COMPLETED: GDC provided an Editorial Calendar - February 2020
		Social Posting				
		* Early Voting Dates Post - February 14th			COMPLETE	Early Voting Dates Post internal due date is Feb. 11; to the SOS on
		* Press Conference - Site Visit			COMPLETE	Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Olivia Thomas](#); [Lisa Gomez](#); [Ashleigh Garza](#); [Marcie Casas](#); [Paola Herrera](#); [Victor Noriega](#); [Tita Sartorio](#); [Morgan Davy](#); [Rachel Dvorak](#); [Leonard Guerra](#)
Subject: SOS: Voter Ed - Status Report
Date: Wednesday, May 27, 2020 9:26:25 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - Status Report - May 25 2020.xlsx

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Good morning!

Attached is our status report for this morning's call. We'll talk to you shortly!

Barbie Rugen | Project Manager

O: 210.236.5000 x179 | **M:** 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_662596058





SOS - Voter Ed - Phase 1 & 2
Status Report
Week of May 25, 2020

Flight	Job Category	Job Description				Next Steps, Status & Notes
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation	IN MOTION			Final media summaries & added-value reports sent to the SOS team on April 17; GDC reconciling all media invoices and will provide affidavits & invoices upon completion
	WEBSITE	Website Development - Phase 1				
		* Website Recommendation Proposal	IN MOTION			Questions sent to GDC on 5/22; will discuss w/Chad on 5/27 for some guidance
Phase 2	Job Category	Job Description				Next Steps, Status & Notes
	KICK-OFF	Phase 2: Virtual Kick-Off Meeting	June 23 - 1:30 - 3:00 pm			Tentatively scheduled for June 23 @ 1:30 pm
	RESEARCH	Research				
		* Focus Groups	June/July 2020			Suma is in the process of coordinating Focus Groups for new dates noted below
		* June 30 & July 1				Focus groups to take place in the Valley & Houston (tentatively); David to continue to monitor recruitment through groups
		* July 14				Focus group to take place in Dallas; David to continue to monitor recruitment through groups
		* July 16				Focus group in Lubbock will now be a virtual group, as Lubbock hotel shut down; this focus group will be with the elderly/disabled
		* Moderator's Guide	IN MOTION			Reviewed the guide per David's request; final edits going back to Suma; upon receipt of revised guide, will forward along to Stephen & team
		* TV Storyboards - :30 English & :30 Spanish and Animatic	IN MOTION			REVD storyboards sent to Stephen on May 20; will circle back around w/Adam; pending revisions or final approval
		* Radio Scripts - :30 & :60	IN MOTION			GDC shared radio scripts w/Stephen on May 26; will share English w/Adam & then loop back around w/GDC
		* OOH	PENDING			GDC will also test OOH during focus groups
		* Digital	PENDING			GDC will also test digital during focus groups
		* Approved Print Ready Files / Scripts	TBD			Printing will be needed for Focus Groups; GDC will coordinate w/SUMA
	MEDIA	Media Plan - Phase 2				
		* Media Planning and Placement	IN MOTION			GDC met internally on May 26 to review the final media options & budget; will share by EOW - May 29
		* Media Buy Execution	TBD			Upon approval of Phase 2 media plan, execution will take place.
		* Media Buy Reconciliation	TBD			Upon completion of Phase 2, reconciliation will take place.
	CREATIVE	Strategy Messaging				
		* Strategy Messaging	June/July 2020			GDC will work with the Voter Ed team to develop strategy messaging strategy utilizing focus group findings
		* Audience Profiles	June/July 2020			GDC will create audience profiles to be utilized for versioning all creative executions
		* TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers	TBD			Strategy will apply to all mediums we move forward with in Phase 2.
	TV	TV Production				
		* TV Storyboards - :30 English & :30 Spanish	IN MOTION			
		* TV Production Timeline				Production timeline w/Stephen; GDC will work with July 14 for SOS availability will confirm by EOD
		* TV Production Pre-Production	TBD			Discussed pre-production during TV storyboard conversation
		* Photography	TBD			GDC will begin photography coordination, which will take place along side the TV shoot
		* SOS - Shoot Schedule & Details	REVISED DATE			GDC provided details for the SOS shoot; pending revised date confirmation
	RADIO	Radio Production				

		* Radio Production - :60, :30 & :15 English & Spanish	IN MOTION			
	OOH	OOH Production				
		* OOH Production - English & Spanish	IN MOTION			OOH design brainstorming in motion w/creatives; design ideas to be shared internally TBD
	DIGITAL	Digital Production				
		* Digital Production - English & Spanish	IN MOTION			Digital design brainstorming in motion w/creatives; design ideas to be shared internally TBD
	COLLATERAL	Collateral & Printing				
		* Voter Toolkit Partnership Kits	IN MOTION			Toolkit design completed; GDC created microsite; pending final details for ordering, including timeline to print/kit/ship; production estimates provided by Beehive; will share w/SOS by EOW - May 29
		* Community Relations & Corporate Partnerships	IN MOTION			GDC shared initial partnership list w/Stephen; next steps are for Olivia & I to continue to build the list; will share w/SOS by EOW - May 29
		* Toolkit Components - English & Spanish	IN MOTION			GDC will share full toolkit package with SOS by EOW - May 29
		- Pricing, Timeline, Cheaper Version	TBD			
		* Printing & Fulfillment	TBD			GDC is starting initial conversations for printing & fulfillment steps & costs; initial cost estimate submitted & being reviewed internally
	SOCIAL MEDIA	Social Media Posting				
		* Sprout Social - 101				
		* Listening Topics - May Analytics	PENDING			GDC/Paola will provide the May analytics report by EOW - June 12
		* Content Calendar Development	IN MOTION			Content calendar will be based on final approved ideas for May & June
		* Creative Development - May 2020				May creative development in motion w/creative & social departments; internal review TBD
		* Website Demo Video	May. 29		IN MOTION	Website demo video will post TBD; Spanish copy being reviewed by David Zapata
		* A Day in History	May. 27		IN MOTION	Day in History will post TBD; copy & image being revised - due internally May 27
		* Creative Development - June 2020				June creative development calendar to be submitted internally week of May 15
		* Early Voting Benefits	June. 5			
		* Reasonable Impediment Form	June. 12			
		* Media/Toolkit Post	TBD			
		* REVD Early Voting Post (new dates)	TBD			GDC will discuss the new early voting dates (June 29 - July 10) & make a recommendation on a post
	ONLINE EXPERIENCE	ID Catch! - Online Game & Experience				
		* ID Catch - Online Game	May 2020.			Virtual online game being packaged - will include game, plan for releasing the game to the public, a potential video component, timeline, instructions & more; GDC will share w/SOS by EOW - May 29
		* Full Experience Write Up	IN MOTION			Game design created; experience write up in motion; will schedule time to share w/Stephen by EOW - May 29
		* Grassroots / Plan B	IN MOTION			GDC is researching potential markets for a 6-city tour; GDC gathering costs to work into Phase 2 budget; will share w/SOS by EOW - May 29
	SPECIAL EVENTS	Special Events & Press Conference				
		* Press Conference (Virtual)	TBD			GDC will begin ideas around a virtual press conference & presence. Next steps will be a recommendation, date, details.
		* Press Conference (In Person)	TBD			GDC asked if the SOS would be open to a live press conference, taking all precautions in accordance w/C19; Stephen will discuss w/his team & get back to us
		* Media Relations	TBD			
		* Media Tour	IN MOTION			GDC is researching virtual media tour channels and potential dates; will share w/SOS by EOW - May 29
		* Video (B-roll packages)	TBD			
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing			COMPLETE D	February invoice (REVD) & supporting documents submitted on Mar. 11
		March Billing			COMPLETE D	March invoice & supporting documents submitted on April 10

		April Billing			COMPLETE D	April invoice & supporting documents submitted on May 8
		May Billing	IN MOTION			May invoice will be sumbitted on June 10
		End of Year Report	TBD			

OOO / Holidays	Dates

OMPLETED TASKS

PHASE 1	SOCIAL MEDIA	* Creative Development - April 2020	April. 20			GDC is creating (3) posts for April, Social Sprout link will be sent to SOS team on Monday, April 20
		* April 2020 - Runoff Post	April. 22		COMPLETE	
		* April 2020 - 2018 Voter Video / Updated	April. 23		COMPLETE D	
		* April 2020 - Stuck at Home	April. 28		COMPLETE	
		* Evergreen Library - Social Posts	IN MOTION		COMPLETE D	GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1
PHASE 2	RESEARCH	* SM Ideas Presentation	April 1		COMPLETE	GDC will share initial social media ideas, 2020 SW videos & calendar
		* Sprout Social - 101			COMPLETE D	GDC will provide a Sprout Social 401 for steps on to prep link to the new social posts, how to view, how to approve, etc.
		May Content				
		* Civic Duties	May. 12		COMPLETE	GDC will provide the post for review on May 12
		* Runoff Pushback	May. 13		COMPLETE D	
		Research				
		* Screeners	APPROVED			Screeners approved screeners on Monday, May 4; approval sent to David

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Olivia Thomas](#); [Lisa Gomez](#); [Ashleigh Garza](#); [Tiffany Albrecht](#); [Marcie Casas](#); [Paola Herrera](#); [Aidan Anders](#); [Tita Sartorio](#); [Morgan Davy](#); [Rachel Dvorak](#)
Subject: SOS: Voter Ed - Status Report
Date: Tuesday, April 21, 2020 8:56:13 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - Status Report - April 20 2020.xlsx

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Good morning Stephen!

Attached is our status report for this morning's call. We'll talk to you shortly!

Barbie Rugen | Project Manager

O: 210.236.5000 x179 | **M:** 210.859.1765

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signature_662596058





SOS - Voter Ed - Phase 1 & 2
Status Report
Week of April 20, 2020

Flight	Job Category	Job Description				Next Steps, Status & Notes
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation	IN MOTION			Final media summaries & added-value reports sent to the SOS team on April 17; GDC reconciling all media invoices and will provide affidavits & invoices upon completion.
	WEBSITE	Website Development - Phase 1				
		* Reporting / Analytics / Questions / Recommendation	TBD			GDC provided a website review & proposal on Feb. 14; once primaries wrap up, Stephen will meet w/Web team and provide next steps
Phase 2	Job Category	Job Description				Next Steps, Status & Notes
	KICK-OFF	Phase 2: Kick-Off Meeting	TBD			(Possibly a virtual presentation)
	RESEARCH	Research				
		* Focus Groups	June/July 2020			Suma is in the process of coordinating Focus Groups for new dates noted below
		* June 30 & July 1				Focus groups to take place in the Valley & Houston (tentatively)
		* July 14 & July 15				Focus groups to take place in Dallas & Lubbock (tentatively)
		* TV Storyboards - :30 English & :30 Spanish	Internal - April 21			REVD TV storyboards are due Tuesday - April 21 for internal review; will share with SOS team in early May
		* Approved Print Ready Files / Printing	TBD			Printed posters will be needed for Focus Groups; GDC will coordinate w/SUMA
	MEDIA	Media Plan - Phase 2				
		* Media Planning and Placement	IN MOTION			GDC is in the process of a media recommendation to utilize monies from our grassroots line item
		* Media Buy Execution	TBD			Upon approval of Phase 2 media plan, execution will take place.
		* Media Buy Reconciliation	TBD			Upon completion of Phase 2, reconciliation will take place.
	CREATIVE	Strategy Messaging				
		* Strategy Messaging	June/July 2020			GDC will work with the Voter Ed team to develop strategy messaging strategy utilizing focus group findings
		* Audience Profiles	June/July 2020			GDC will create audience profiles to be utilized for versioning all creative executions
		* TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers	TBD			Strategy will apply to all mediums we move forward with in Phase 2.
	TV	TV Production				
		* TV Storyboards - :30 English & :30 Spanish	IN MOTION			REVD TV storyboards are due internally on Tuesday - April 21; GDC is producing a TV production timeline, as well as identifying all components for production; will share final boards w/SOS team in early May for Focus Group approval; after FG, will revisit the boards as needed
		* TV Production Timeline	IN MOTION			
		* TV Production Pre-Production	IN MOTION			
	COLLATERAL	Collateral & Printing				
		* Voter Toolkit Partnership Kits	IN MOTION			Toolkit design submitted internally; GDC creating email, microsite, all details for ordering, including timeline to print/kit/ship; production estimates in motion as well; internal due date is Friday, April 24; will share w/SOS team in May
		* Community Relations & Corporate Partnerships	IN MOTION			GDC has compiled a list of organizations & partnerships to propose to the SOS team; will review internally week of April 13 to finalize first draft & then share w/SOS week of April 20
		* Toolkit Components - English & Spanish	IN MOTION			GDC will create a toolkit for partnership project; idea/design to SOS the week of April 6
		* Printing & Fulfillment	TBD			GDC is starting initial conversations for printing & fulfillment steps & costs.

	SOCIAL MEDIA	Social Media Posting				
		* Evergreen Library - Social Posts	IN MOTION		COMPLETE D	GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1
		* SM Ideas Presentation	April 1		COMPLETE D	GDC will share initial social media ideas, 2018 SM videos & calendar w/the SOS team; Sprout introduction, as well ... SOS feedback will be provided on Monday, April 6
		* Sprout Social - 101	IN MOTION			GDC will provide a Sprout Social - 101 for Stephen to prep him for the new social posts, how to view, how to approve, etc.
		* Listening Topics	IN MOTION			GDC is putting together a list of listening topics to share w/Stephen & team; will coordinate a call to discuss specifics
		* Content Calendar Development	IN MOTION			Content calendar will be based on final approved ideas for April, May & June.
		* Creative Development - April 2020	April. 20			GDC is creating (3) posts for April; Social Sprout link will be sent to SOS team on Monday, April 20
		* April 2020 - Runoff Post	April. 22			
		* April 2020 - 2018 Voter Video / Updated	April. 23			
		* April 2020 - Stuck at Home	April. 28			
		* Creative Development - May 2020	TBD			May creative development calendar to be submitted internally week of April 20
		* Creative Development - June 2020	TBD			June creative development calendar to be submitted internally week of May 15
	GRASSROOTS	Our Ready. Check. Vote. Grassroots Tour				
		* Grassroots - New Idea	April 2020.			Regroup with GDC team to discuss new 'grassroot' approach scheduled for April 23
		* ID Catch - Digital Game	IN MOTION			Design & write up completed; internal review & QC will begin next
		* Tour Sub-Brand - Name Options	IN MOTION			Work order will be submitted week of April 13 to officially begin name options process
	SPECIAL EVENTS	Special Events & Press Conference				
		* Press Conference	TBD			
		* Media Relations	TBD			
		* Video (B-roll packages)	TBD			
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing			COMPLETE D	February invoice (REVD) & supporting documents submitted on Mar. 11
		March Billing			COMPLETE D	March invoice & supporting documents submitted on April 10
		April Billing	IN MOTION			April invoice will be submitted by May 10
		Annual Report	TBD			

OOO / Holidays

Dates

	CREATIVE	Outdoor Billboards				
		* Digital OOH Billboards			COMPLETE D	COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17
		Pre-Roll Streaming Video				
		* Pre-roll Storyboards - English & Spanish	February 17		COMPLETE D	Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
		- English Video			APPROVED	English streaming video approved on Feb. 19; HTML4 file created & trafficked on Feb. 20
		- Spanish Video	IN MOTION		APPROVED	Spanish streaming video approved on Feb. 20; HTML4 file created & trafficked on Feb. 20
		Radio Production				

		* :60 Radio - English & Spanish	February 17	February 23	Completed	Radio scripts approved; Eng & Span audio recorded w/ Yvonne on Feb. 10; SOS recording scheduled for Feb. 11; rough cuts tentative for Feb. 11/Feb. 12 (am)	
		* :30 Radio - English & Spanish	February 17	February 23	Completed		
		* :15 Radio - English & Spanish	February 17	February 23	Completed		
		* TTWN Scripts			Completed	TTWN scripts completed internally; holding until Feb. 11 status call for Spanish translations; feedback to complete scripts (if needed)	
		* Countdown Reads - English & Spanish (:30's)	TBD			Will be shifted to Phase 2	
		Digital Animated Banners					
		Digital Animated Banners - English & Spanish, multiple sizes	February 17		Completed	GDC producing final digital banner sizes; banners will be tracked the week of Feb. 16	
		* Info Cards - English & Spanish			Completed	Info cards delivered to GDC on Feb. 19	
		* Stickers - English & Spanish			Completed	Sticker approved; printing in motion; due date to GDC on/before Feb. 20	
		* Poster PDF for website			Completed	Work order for all website components to be submitted week of Feb. 24; due by March 9	
		* Stickers PDF for website			Completed	Work order for all website components to be submitted week of Feb. 24; due by March 9	
		* Info Card PDF for website			Completed	Work order for all website components to be submitted week of Feb. 24; due by March 9	
		* Monthly Digital Analytics	February 17		Completed	Monthly Analytics will be reviewed & provided to voter Ed; GDC may include recommendations for adjustments for Phase 2	
		* Digital POP	April 7 @ 11am		Completed	Sharing Digital POP w/SOS team on Tuesday, April 7 @ 11:00 am	
		Media Relations (if SOS attends Grassroots Events)					
		* Statewide News Release (English & Spanish)					
		* Media Outlet Distribution List					
		Content Calendar					
		* Editorial Calendar			Completed	COMPLETED: GDC provided an Editorial Calendar - February 2020	
		Social Posting					
		* Early Voting Dates Post - February 14th			Completed	Early Voting Dates Post internal due date is Feb. 11; to the SOS on	
		* Early Voting Begins Post			Completed	Early Voting Begins Post approved; posting on Feb. 18	
		* Acceptable Forms of ID Post			Completed	Acceptable Forms of ID Post approved; posting on Feb. 19	
		* Next posts: Grassroots Events Posts					
		- San Antonio Post	IN MOTION		Completed	San Antonio post will be provided to SOS on Feb. 18	
		- Harlingen Post	IN MOTION		Completed	Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25	
		- Brownsville Post	IN MOTION		Completed	Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25	
		* Social Media Evaluator	March 30		Completed	Monthly Analytics were provided to the SOS team on April 17; the SM evaluation is complete.	
		PR	* Press Conference - Site Visit			Completed	Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building
			RESEARCH	* Track Polling	January 27	February 6	Completed
* Research Results Presentation	February 26				Completed	Presentation scheduled on Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation	
	MEDIA	* Media Execution			Completed	COMPLETED: Final media buy secured; digital OOH board changes/approved	
		* OOH POP			Completed	OOH POP provided to Stephen on Monday, March 30; Stephen confirmed receipt	
	SPECIAL EVENTS	Press Conference					
		* Press Conference Date, Time & Location			Completed	Press Conference secured for February 24th @ 2:00 pm @ The Rudder Building / Atrium	
		- Press Release (English & Spanish)	IN MOTION			Press Release will be shared w/SOS on Feb. 18	
		- Talking Points	IN MOTION			Talking Points will be shared w/SOS on Feb. 18	
		- Podium Script	IN MOTION			Podium Script will be shared w/SOS on Feb. 18	
		* Press Conference - Step & Repeat	IN MOTION			Sign ordered; there may be a shipping rush charge; will commit with production on Feb. 18	
		* Press Conference - Posters & Easels	IN MOTION		Completed	Posters ordered; easels confirmed w/Stephen for the day of the PC	
		* Grassroots Activation			Confirmed	GDC will set up the Ready, Check, Vote tent & have a mini activation for those that attend the press conference	
		* Videographer Coordination (Matt)			Confirmed	Matt confirmed to attend press conference on Feb. 24	
		* Press Conference - Social Media Posts	TBD			GDC discussing internally; will make a recommendation on Feb. 19	
		Grassroots Tour - Phase 1					
		* Grassroots Tour			Completed	Grassroots tour recommendation approved Feb. 3; GDC secured (3)	
		* Grassroots Tour - Cost Estimate			Completed	GDC will provide a quote covering all costs associated w/grassroots	
		- REVD Cost Estimate	IN MOTION		Completed	GDC will provide a detailed written 5A-10 cost estimate to SOS for grassroots tour w/ all components approved; GDC has coordinated all signage due date to GDC on/before Feb. 20	
		* Grassroots Footprint & Components					
		- Branded Tent	IN MOTION		Completed	Branded Tent ordered; will be delivered to GDC on/before Feb. 20	
		- RCV Games (3 sets)	IN MOTION		Completed	RCV game sets ordered; will be delivered to GDC on/before Feb. 20	
		- Pull Up Banners	IN MOTION			Pull up banners ordered; will be delivered to GDC on/before Feb. 20	
		- iPads	TBD		Completed	GDC will provide a cost estimate for iPads	
		- Pull Up Banners			Completed	English roll up banner / fix	
		* Branded Truck & Door Signage	IN MOTION		Completed	Truck reserved for RCV tour; door signage printing being coordinated	
		* Brand Ambassador Guide	IN MOTION		Completed	GDC has created a guide for the Tour Manager & voter Ed; tour approved on Feb. 4; GDC has coordinated the printing, delivery scheduled on/before Feb. 20	
		* Grassroots T-shirts			Completed	O&E: 6' table, sand bags, plastic tub for info cards & stickers	
		* Grassroots Odds -n- Ends			Completed	GDC has created a guide for the Tour Manager & BA's	
		* Brand Ambassador Guide			Completed	Great first event!	
		* Grassroots Tour - San Antonio			Completed	Tour report of the event, including photos & stats will be provided by 5PM/Feb. 28	
		- Tour Report	Feb. 28		Completed		

	WEBSITE	* Grassroots Tour - Harlingen	Feb. 29		COMPLETE	
		- Tour Report	Mar. 9		COMPLETE	
		* Grassroots Tour - Brownsville	Mar. 7		COMPLETE	
		- Tour Report	Mar. 13		COMPLETE	
		Website Development				
		* VoteTexas.gov Website Updates			COMPLETE	work order for all website components to be submitted week of Feb. 24, due by March 9
	RESEARCH	Statewide Quantitative Research Poll				
		* Track Polling - English & Spanish			COMPLETE	Final reports provided to Stephen on Friday - April 3. This job is complete.
		* Contingency Plan A & Plan B			COMPLETE	CDC & Sumit have discussed contingency plans of shifting the focus
		* Research Results Presentation - P1 & P2			COMPLETE	Research presentation scheduled for April 2 & 3pm. All results will be rolled into one report (confirmed this morning w/ David & Matt/Roseline)

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Olivia Thomas](#); [Lisa Gomez](#); [Ashleigh Garza](#); [Tiffany Albrecht](#); [Victor Noriega](#); [Morgan Davy](#); [Rachel Dvorak](#); [Marcie Casas](#); [Paola Herrera](#)
Subject: SOS: Voter Ed - Status Report
Date: Tuesday, March 31, 2020 9:34:40 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - March 30 2020.xlsx

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Good Morning Stephen!

Attached is our status report for this week. Not too much has changed from last week, but I'm happy to walk you through it. Just wanted to provide an option to you in case you've got a busy morning.

If you're good to go, so are we. Just let us know. Thanks!

Barbie Rugen | Project Manager

O: 210.236.5000 x179 | **M:** 210.859.1765

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signature_662596058





SOS - Voter Ed - Phase 1 & 2
Status Report
Week of March 30, 2020

Flight	Job Category	Job Description				Next Steps, Status & Notes
	RESEARCH	Statewide Quantitative Research Poll				
		* Track Polling - English & Spanish			COMPLETE	Both polling surveys approved on Sat, Feb. 29
		* Contingency Plan A & Plan B				GDC & Suma have discussed contingency plans of shifting the focus groups by a month, or possibly doing virtual focus groups.
		* Research Results Presentation - P1 & P2				Webinar presentation scheduled for April 2 @ 2pm; all results will be rolled into one report (confirmed this morning w/David & Matt/Baselice)
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation	April 26			Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices
		* OOH POP	IN MOTION			OOH POP provided, but photos are glitchy; pending revised file
	DIGITAL	Digital Animated Banners - Phase 1				
		* Monthly Digital Analytics	February 17	March 29		Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2
		* Digital POP	IN MOTION			Digital POP ... creative presentation ... SOS presentation ... coordination
	WEBSITE	Website Development - Phase 1				
		* Reporting / Analytics / Questions / Recommendation	TBD			GDC provided a website review & proposal on Feb. 14; once primaries wrap up, Stephen will meet w/Web team and provide next steps
	SOCIAL MEDIA	Social Posting - Phase 1				
		* Social Media Evaluator	March 30			Monthly Analytics will be gathered & shared internally on Thursday - March 26; Analytics will be shared w/Stephen & team on Monday - March 30
Phase 2	Job Category	Job Description				Next Steps, Status & Notes
	KICK-OFF	Phase 2: Kick-Off Meeting	TBD			(Possibly a virtual presentation)
	MEDIA	Media Plan - Phase 2				
		* Media Planning and Placement	Friday - April 3			GDC will start to move forward with Phase 2 media recommendation & timeline; internal due date is Friday, April 3
		* Media Buy Execution	TBD			Upon approval of Phase 2 media plan, execution will take place.
		* Media Buy Reconciliation	TBD			Upon completion of Phase 2, reconciliation will take place.
	CREATIVE	Strategy Messaging				
		* Strategy Messaging	April. 2020			GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings
		* Audience Profiles	April. 2020			GDC will create audience profiles to be utilized for versioning all creative executions
		* TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers	TBD			Strategy will apply to all mediums we move forward with in Phase 2.
	COLLATERAL	Collateral & Printing				
		* Voter Toolkit Partnership Kits	Week of April 6			GDC completed our first Internal meeting; initial partnership list & ideas due internally on Friday, March 27 ... recommendation to SOS the week of April 6
		* Community Relations & Corporate Partnerships	IN MOTION			GDC is compiling a list of organizations & partnerships to propose to the SOS team; internal due date is Friday, March 27
		* Toolkit Components - English & Spanish	IN MOTION			GDC will create a toolkit for partnership project; idea/design to SOS the week of April 6
		* Printing & Fulfillment	TBD			
	SOCIAL MEDIA	Social Media Posting				

		* Evergreen Library - Social Posts	IN MOTION			GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1
		* SM Ideas Presentation	April 1			GDC will share intial social media ideas, 2018 SM videos & calendar w/the SOS team; Sprout introduction, as well
		* Content Calendar Development	TBD			Content calendar will be based on final approved ideas for April, May, June ...
		* Creative Development	TBD			Upon approval of SM ideas, GDC will begin creative development.
		* Social Posting	TBD			
	GRASSROOTS	Our Ready. Check. Vote. Grassroots Tour				
		* Internal Brainstorm	March . 2020			First internal brainstorm completed; second brainstorm set for Thursday; GDC will explore new options and make a recommendation to SOS team in late March/April 2020
		* Grassroots Footprint Design & Layout, Write Up	IN MOTION			GDC designing grassroots footprint layout & gathering initial costs and timelines; internally due Friday, March 27
		* ID Catch - Digital Game	IN MOTION			Design & write up completed; internal review & QC will begin next
		* Match - Digital Game	IN MOTION			Design & write up in motion
		* Tour Sub-Brand - Name Options	TBD			
	SPECIAL EVENTS	Special Events & Press Conference				
		* Press Conference	TBD			
		* Media Relations	TBD			
		* Video (B-roll packages)	TBD			
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing			COMPLETE D	February invoice (REVD) & supporting documents submitted on Mar. 11
		March Billing				March invoice due to SOS by April 10
		Annual Report	TBD			

OOO / Holidays | Dates

	CREATIVE	Outdoor Billboards				
		* Digital OOH Billboards			COMPLETE D	COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17
		Pre-Roll Streaming Video				
		* Pre-roll Storyboards - English & Spanish	February 17		COMPLETE D	Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
		- English Video			APPROVED	English streaming video approved on Feb. 19; HTML4 file created & trafficked on Feb. 20
		- Spanish Video	IN MOTION		APPROVED	Spanish streaming video approved on Feb. 20; HTML4 file created & trafficked on Feb. 20
		Radio Production				
		* :60 Radio - English & Spanish	February 17	February 23	Completed	Radio scripts approved; Eng & Span audio recorded w/Yvonne on Feb. 10; SOS recording scheduled for Feb. 11; rough cuts tentative for Feb. 11/Feb. 12 (am)
		* :30 Radio - English & Spanish	February 17	February 23	Completed	
		* :15 Radio - English & Spanish	February 17	February 23	Completed	
		* TTWN Scripts			Completed	TTWN scripts completed internally, holding until Feb. 11 status call for Spanish translations feedback to apply to scripts (if needed)
		* Countdown Reads - English & Spanish (:30's)	TBD			Will be shifted to Phase 2
		Digital Animated Banners				
		Digital Animated Banners - English & Spanish, multiple sizes	February 17		Completed	GDC producing final digital banner sizes; banners will be trafficked the week of Feb. 10
		* Info Cards - English & Spanish			COMPLETE D	Info cards delivered to GDC on Feb. 19
		* Stickers - English & Spanish			COMPLETE D	Sticker approved; printing in motion; due date to GDC on/before Feb. 20
		* Poster PDF for website			COMPLETE D	Work order for all website components to be submitted week of Feb. 24; due by March 9
		* Stickers PDF for website			COMPLETE D	Work order for all website components to be submitted week of Feb. 24; due by March 9

		* Info Card PDF for website			COMPLETE D	work order for all website components to be submitted week of Feb. 24; due by March 9
	MEDIA RELATIONS	Media Relations (if SOS attends Grassroots Events)				
		* Statewide News Release (English & Spanish)				
		* Media Outlet Distribution List				
	SOCIAL MEDIA	Content Calendar			COMPLETE D	COMPLETED: GDC provided an Editorial Calendar - February 2020
		* Editorial Calendar				
		Social Posting			COMPLETE D	
		* Early Voting Dates Post - February 14th			COMPLETE D	Early Voting Dates Post internal due date is Feb. 11; to the SOS on
		* Early Voting Begins Post			COMPLETE D	Early Voting Begins Post approved; posting on Feb. 18
		* Acceptable Forms of ID Post			COMPLETE D	Acceptable Forms of ID Post approved; posting on Feb. 19
		* Next posts: Grassroots Events Posts				
		- San Antonio Post	IN MOTION		COMPLETE D	San Antonio post will be provided to SOS on Feb. 18
		- Harlingen Post	IN MOTION		COMPLETE D	Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
		- Brownsville Post	IN MOTION		COMPLETE D	Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
	PR	* Press Conference - Site Visit			COMPLETE D	Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building
	RESEARCH	* Track Polling	January 27	February 6	COMPLETE D	Benchmark track polling coordinated - call centers & in person interviews confirmed; Interviews will conclude on Feb. 6
		* Research Results Presentation	February 26		COMPLETE D	Presentation scheduled or Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation
	MEDIA	* Media Execution			COMPLETE D	COMPLETED: Final media buy secured; digital OOH board changes/approved
	SPECIAL EVENTS	Press Conference				
		* Press Conference Date, Time & Location			COMPLETE D	Press Conference secured for February 24th @ 2:00 pm @ The Rudder Building / Ateneum
		- Press Release (English & Spanish)	IN MOTION			Press Release will be shared w/SOS on Feb. 18
		- Talking Points	IN MOTION			Talking Points will be shared w/SOS on Feb. 18
		- Podium Script	IN MOTION			Podium Script will be shared w/SOS on Feb. 18
		* Press Conference - Step & Repeat	IN MOTION			Step ordered; there may be a shipping rush charge, will confirm with Production on Feb. 19
		* Press Conference - Posters & Easels	IN MOTION		COMPLETE D	Posters ordered; easels confirmed w/Stephen for the day of the PC
		* Grassroots Activation			COMPLETE D	GDC will set up the ready; check vote tent & have a mini activation for those that attend the press conference
		* Videographer Coordination (Matt)			COMPLETE D	Matt confirmed to attend press conference on Feb. 24
		* Press Conference - Social Media Posts	TBD			GDC discussing internally; will make a recommendation on Feb. 19
		Grassroots Tour - Phase 1				
		* Grassroots Tour			COMPLETE D	Grassroots tour recommendation approved Feb. 3; GDC secured (3)
		* Grassroots Tour - Cost Estimate			COMPLETE D	GDC will provide a quote covering all costs associated w/grassroots
		- REVD Cost Estimate	IN MOTION		COMPLETE D	GDC will provide a quote covering all costs associated w/grassroots
		* Grassroots Footprint & Components			COMPLETE D	GDC will provide a quote covering all costs associated w/grassroots
		- Branded Tent	IN MOTION		COMPLETE D	Branded Tent ordered; will be delivered to GDC on/before Feb. 20
		- RCV Games (3 sets)	IN MOTION		COMPLETE D	RCV game sets ordered; will be delivered to GDC on/before Feb. 20
		- Pull Up Banners	IN MOTION		COMPLETE D	Pull up banners ordered; will be delivered to GDC on/before Feb. 20
		- iPads	TBD		COMPLETE D	GDC will provide a cost estimate for iPads
		- Pull Up Banners			COMPLETE D	English roll up banner / fix
		* Branded Truck & Door Signage	IN MOTION		COMPLETE D	Truck reserved for RCV tour; door signage printing being coordinated
		* Brand Ambassador Guide	IN MOTION		COMPLETE D	GDC has created a guide for the Tour Manager & voter Ed permit approved on Feb. 4; GDC has coordinated the printing, delivery scheduled on or before Feb. 20
		* Grassroots T-shirts			COMPLETE D	O&E: 6' table, sand bags, plastic tub for info cards & stickers
		* Grassroots Odds -n- Ends			COMPLETE D	GDC has created a guide for the Tour Manager & BA's
		* Brand Ambassador Guide			COMPLETE D	
		* Grassroots Tour - San Antonio			COMPLETE D	Great first event!
		- Tour Report	Feb. 28		COMPLETE D	Tour report of the event, including photos & stats will be provided by FOM/Feb. 28
		* Grassroots Tour - Harlingen	Feb. 29		COMPLETE D	
		- Tour Report	Mar. 9		COMPLETE D	
		* Grassroots Tour - Brownsville	Mar. 7		COMPLETE D	
		- Tour Report	Mar. 13		COMPLETE D	
	WEBSITE	Website Development				
		* VoteTexas.gov Website Updates			COMPLETE D	work order for all website components to be submitted week of Feb. 24; due by March 9

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Lisa Gomez](#); [Ashleigh Garza](#); [Tiffany Albrecht](#); [Victor Noriega](#); [Tita Sartorio](#); [Morgan Davy](#); [Rachel Dvorak](#); [Paola Herrera](#); [Marcie Casas](#); [Emily Thibaut Price](#)
Subject: SOS: Voter Ed - Status Report
Date: Tuesday, March 17, 2020 9:43:01 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 and 2 - Status Report - March 16 2020.xlsx

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Good morning Stephen!

Attached is our status report for this morning. We'll talk to you in just a few!

Barbie Rugen | Project Manager

O: 210.236.5000 x179 | **M:** 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_662596058





SOS - Voter Ed - Phase 1 & 2
Status Report
Week of March 16, 2020

Flight	Job Category	Job Description				Next Steps, Status & Notes
	RESEARCH	Statewide Quantitative Research Poll				
		* Research Results Presentation				Presentation results ... pending per direction from Adam & Stephen
		* Track Polling - English & Spanish				Both polling surveys approved on Sat, Feb. 29
		* Contingency Plan A & Plan B				GDC & Suma have discussed contingency plans of shifting the focus groups by a month, or possibly doing digital focus groups.
		* Results Presentation				Webinar presentation scheduled for April 2 @ 2pm
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation		April 26		Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices
	WEBSITE	Digital Animated Banners - Phase 1				
		* Monthly Digital Analytics	February 17	March 29		Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2
		Website Development - Phase 1				
		* Reporting / Analytics / Questions / Recommendation	TBD			GDC provided a website review & proposal on Feb. 14; once primaries wrap up, Stephen will meet w/Web team and provide next steps
	SOCIAL MEDIA	Social Posting - Phase 1				
		* Evergreen Library - Social Posts	TBD			GDC having an internal meeting on Thursday, March 19; recommendation will follow
		* Social Media Evaluator	Tuesday - 3/24			Monthly Analytics will be gathered & shared internally on Monday - March 23rd; Analytics will be shared w/Stephen & team on Tuesday - March 24
Phase 2	Job Category	Job Description				Next Steps, Status & Notes
	MEDIA	Media Plan - Phase 2				
		* Media Planning and Placement				GDC will start to move forward with Phase 2 media recommendation & timeline.
		* Media Buy Execution				
		* Media Buy Reconciliation				
	CREATIVE	Strategy Messaging				
		* Strategy Messaging				GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings
		* Audience Profiles				GDC will create audience profiles to be utilized for versioning all creative executions
		* TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers				
	COLLATERAL	Collateral & Printing				
		* Voter Partnership Kits	TBD			Internal meeting on March 19; recommendation to follow
		* Posters - English & Spanish	Week of March 19			APPROVED: GDC coordinating a recommendation for posters; internal conversation about potentially kitting posters & other items for our partners
		* Printing - Components TBD				
	SOCIAL MEDIA	Social Posting				

		* Content Calendar Development				Internal meeting on March 19; recommendation to follow
		* Creative Development				
		* Social Posting				
	GRASSROOTS	Our Ready. Check. Vote. Grassroots Tour				
		* Internal Brainstorm	March . 2020			First internal brainstorm completed; second brainstorm set for Thursday; GDC will explore new options and make a recommendation to SOS team in late March/April 2020
		* Tour Sub-Brand - Name Options				
	SPECIAL EVENTS	Special Events & Press Conference				
		* Press Conference				
		* Media Relations				
		* Community Relations & Corporate Partnerships				GDC & Voter Ed team will meet to discuss partnerships with Starbucks, Dunkin Donuts, etc. in order to distribute voter materials; meeting date/time TBD. Internal meeting scheduled for March 23.
		* Video (B-roll packages)				
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing			COMPLETE D	February invoice (REVD) & supporting documents submitted on Mar. 11
		March Billing				March invoice due to SOS by April 10

OOO / Holidays	Dates
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From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#)
Subject: SOS: Voter Ed - Status Report
Date: Friday, March 6, 2020 9:46:01 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - Master Status Report - March 2, 2020.xlsx

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Good Morning Stephen & Happy Friday!

Attached is our status report for this week. We'll talk to you in just a few!

Barbie Rugen | Project Manager

O: 210.236.5000 x179 | **M:** 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_662596058





**SOS - Voter Ed - Phase 1
Status Report
Week of March 2, 2020**

Flight	Job Category	Job Description				Next Steps, Status & Notes
	RESEARCH	Statewide Quantitative Research Poll				
		* Research Results Presentation				Presentation results ... do we still owe you the results?!
		* Track Polling - English & Spanish				Both polling surveys approved on Sat, Feb. 29
		* Results Presentation				Webinar presentation scheduled for April 2 @ 2pm
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation		April 26		Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices
	CREATIVE	Strategy Messaging				
		* Strategy Messaging				GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings
		* Audience Profiles				GDC will create audience profiles to be utilized for versioning all creative executions
		Radio Production				
		* Countdown Reads - English & Spanish (:30's)	TBD			Will be shifted to Phase 2
		Digital Animated Banners				
		* Monthly Digital Analytics	February 17	March 29		Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2
	COLLATERAL	Posters				
		* Posters - English & Spanish	Week of March 19			APPROVED: GDC coordinating a recommendation for posters; Internal conversation about potentially kitting posters & other items for our partners
		* Poster PDF for website	IN MOTION			Work order for all website components to be submitted week of Feb. 24; due by March 9
		Stickers				
		* Stickers PDF for website	IN MOTION			Work order for all website components to be submitted week of Feb. 24; due by March 9
		Info Cards				
		* Info Card PDF for website	IN MOTION			Work order for all website components to be submitted week of Feb. 24; due by March 9
	WEBSITE	Website Development				
		* Reporting / Analytics / Questions / Recommendation	TBD			GDC provided a website review & proposal on Feb. 14; pending next steps ...
		* VoteTexas.gov Website Updates	IN MOTION			Work order for all website components to be submitted week of Feb. 24; due by March 9
	SOCIAL MEDIA	Social Posting				
		* Evergreen Library - Social Posts	TBD			GDC having an internal meeting on Thursday, Feb. 27; recommendation will follow
		* Social Media Evaluator	TBD			Once we wrap up Phase 1, we'll put a POP report together & include all analytics.
	GRASSROOTS	Grassroots Tour - Phase 1				
		* Grassroots Tour - Harlingen	Feb. 29		COMPLETED	
		- Tour Report	Mar. 9			Tour report in motion
		* Grassroots Tour - Brownsville	Mar. 7			
		Grassroots Tour - Phase 2				
		* Internal Brainstorm	March . 2020			First internal brainstorm completed; second brainstorm set for Thursday; GDC will explore new options and make a recommendation to SOS team in March 2020

		* Tour Sub-Brand - Name Options				
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing				Due to SOS: March 10

OOO / Holidays	Dates
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COMPLETED TASKS

	CREATIVE	Outdoor Billboards				
		* Digital OOH Billboards			COMPLETE D	COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17
		Pre-Roll Streaming Video				
		* Pre-roll Storyboards - English & Spanish	February 17		COMPLETE D	Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
		- English Video			APPROVED	English streaming video approved on Feb. 19; HTML4 file created & trafficked on Feb. 20
		- Spanish Video	IN MOTION		APPROVED	Spanish streaming video approved on Feb. 20; HTML4 file created & trafficked on Feb. 20
		Radio Production				
		* :60 Radio - English & Spanish	February 17	February 23	Completed	Radio scripts approved; Eng & Span audio recorded w/Yvonne on Feb. 10; SOS recording scheduled for Feb. 11; rough cuts tentative for Feb. 11/Feb. 12 (am)
		* :30 Radio - English & Spanish	February 17	February 23	Completed	
		* :15 Radio - English & Spanish	February 17	February 23	Completed	
		* TTWN Scripts			Completed	TTWN scripts completed internally; holding till Feb. 11 status call for Spanish translations feedback to complete scripts (if needed)
		Digital Animated Banners				
		* Digital Animated Banners - English & Spanish, multiple sizes	February 17		Completed	GDC producing final digital banner sizes; banners will be trafficked the week of Feb. 19
	MEDIA RELATIONS	* Stickers - English & Spanish	IN MOTION		COMPLETE D	Sticker approved; printing in motion; due date to GDC on/before Feb. 20
		* Info Cards - English & Spanish	IN MOTION		COMPLETE D	Info cards delivered to GDC on Feb. 19
		Media Relations (if SOS attends Grassroots Events)				
		* Statewide News Release (English & Spanish)				
		* Media Outlet Distribution List				
	SOCIAL MEDIA	Content Calendar				
		* Editorial Calendar			COMPLETE D	COMPLETED: GDC provided an Editorial Calendar - February 2020
		Social Posting				
		* Early Voting Dates Post - February 14th			COMPLETE D	Early Voting Dates Post internal due date is Feb. 11; to the SOS on
		* Early Voting Begins Post			COMPLETE D	Early Voting Begins Post approved; posting on Feb. 18
		* Acceptable Forms of ID Post			COMPLETE D	Acceptable Forms of ID Post approved; posting on Feb. 19
		* Next posts: Grassroots Events Posts				
		- San Antonio Post	IN MOTION		COMPLETE D	San Antonio post will be provided to SOS on Feb. 18
		- Harlingen Post	IN MOTION		COMPLETE D	Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
		- Brownsville Post	IN MOTION		COMPLETE D	Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
	PR	* Press Conference - Site Visit			COMPLETE D	Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building
	RESEARCH	* Track Polling	January 27	February 6	COMPLETE D	Benchmark track polling coordinated - call centers & in person interviews confirmed; Interviews will conclude on Feb. 6
		* Research Results Presentation	February 26		COMPLETE D	Presentation scheduled or Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation
	MEDIA	* Media Execution			COMPLETE D	COMPLETED: Final media buy secured; digital OOH board changes/approved
	SPECIAL EVENTS	Press Conference				
		* Press Conference Date, Time & Location			COMPLETE D	Press Conference secured for February 24th @ 2:00 pm @ The Rudder Building / Atrium
		- Press Release (English & Spanish)	IN MOTION			Press Release will be shared w/SOS on Feb. 18
		- Talking Points	IN MOTION			Talking Points will be shared w/SOS on Feb. 18
		- Podium Script	IN MOTION			Podium Script will be shared w/SOS on Feb. 18
		* Press Conference - Step & Repeat	IN MOTION			Step & Repeat will be shared w/SOS on Feb. 18
		* Press Conference - Posters & Easels	IN MOTION		COMPLETE D	Posters ordered; easels confirmed w/Stephen for the day of the PC
		* Grassroots Activation			COMPLETE D	GDC will set up the ready; check vote tent & have a mini activation for those that attend the press conference
		* Videographer Coordination (Matt)			COMPLETE D	Matt confirmed to attend press conference on Feb. 24
		* Press Conference - Social Media Posts	TBD			GDC discussing internally; will make a recommendation on Feb. 19
		Grassroots Tour - Phase 1				
		* Grassroots Tour			COMPLETE D	Grassroots tour recommendation approved Feb. 3; GDC secured (3)
		* Grassroots Tour - Cost Estimate			COMPLETE D	GDC will provide a quote covering all costs associated w/grassroots
		- REVD Cost Estimate	IN MOTION		COMPLETE D	GDC will provide a quote covering all costs associated w/grassroots
		* Grassroots Footprint & Components				Grassroots footprint & components approved; GDC has coordinated all pieces; due date to GDC on or before Feb. 20

		- Branded Tent	IN MOTION		COMPLETE	Branded Tent ordered; will be delivered to GDC on/before Feb. 20
		- RCV Games (3 sets)	IN MOTION		COMPLETE	RCV game sets ordered; will be delivered to GDC on/before Feb. 20
		- Pull Up Banners	IN MOTION			Pull up banners ordered; will be delivered to GDC on/before Feb. 20
		- iPads	TBD		COMPLETE	GDC will provide a cost estimate for iPads
		- Pull Up Banners			COMPLETE	English roll up banner / fix
		* Branded Truck & Door Signage	IN MOTION		COMPLETE	Truck reserved for RCV tour; door signage printing being coordinated
		* Brand Ambassador Guide	IN MOTION		COMPLETE	GDC has created a guide for the Tour Manager &
		* Grassroots T-shirts			COMPLETE	order confirmed; approved on Feb. 4; GDC has coordinated the printing, delivery scheduled on or before Feb. 20
		* Grassroots Odds -n- Ends			COMPLETE	O&E: 6' table, sand bags, plastic tub for info cards & stickers
		* Brand Ambassador Guide			COMPLETE	GDC has created a guide for the Tour Manager & BA's
		* Grassroots Tour - San Antonio			COMPLETE	Great first event!
		- Tour Report	Feb. 28		COMPLETE	Tour report of the event, including photos & stats will be provided by EOW/Feb. 28

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Olivia Thomas](#); [Victor Noriega](#); [Tita Sartorio](#); [Morgan Davy](#); [Rachel Dvorak](#); [Matt Buikema](#); [Leonard Guerra](#); [Lisa Gomez](#); [Ashleigh Garza](#); [Tiffany Albrecht](#); [Marcie Casas](#); [Paola Herrera](#); [Aidan Anders](#)
Subject: SOS: Voter Ed - Status Report - April 27, 2020
Date: Monday, April 27, 2020 10:45:25 PM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - Status Report - April 27 2020.xlsx

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Hi Stephen!

Attached is our status report for tomorrow's call. We'll talk to you at 10:00 am. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x179 | **M:** 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_662596058





SOS - Voter Ed - Phase 1 & 2
Status Report
Week of April 27, 2020

Flight	Job Category	Job Description				Next Steps, Status & Notes
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation	IN MOTION			Final media summaries & added-value reports sent to the SOS team on April 17; GDC reconciling all media invoices and will provide affidavits & invoices upon completion
	WEBSITE	Website Development - Phase 1				
		* Reporting / Analytics / Questions / Recommendation	IN MOTION			Phase 2 meeting w/SOS team scheduled for May 7 @ 1:30 pm; questions pending
Phase 2	Job Category	Job Description				Next Steps, Status & Notes
	KICK-OFF	Phase 2: Kick-Off Meeting	TBD			(Possibly a virtual presentation)
	RESEARCH	Research				
		* Focus Groups	June/July 2020			Suma is in the process of coordinating Focus Groups for new dates noted below
		* June 30 & July 1				Focus groups to take place in the Valley & Houston (tentatively)
		* July 14 & July 15				Focus groups to take place in Dallas & Lubbock (tentatively)
		* Screeners	IN MOTION			Per David, screeners should be available to review the week of May 4
		* TV Storyboards - :30 English & :30 Spanish	Chime - May 7 @ 10:00 am			Sharing the storyboards & initial production timeline w/Stephen on Thursday, May 7
		* Approved Print Ready Files / Printing	TBD			Printed posters will be needed for Focus Groups; GDC will coordinate w/SUMA
	MEDIA	Media Plan - Phase 2				
		* Media Planning and Placement	IN MOTION			GDC is in the process of a media recommendation to utilize monies from our grassroots line item
		* Media Buy Execution	TBD			Upon approval of Phase 2 media plan, execution will take place.
		* Media Buy Reconciliation	TBD			Upon completion of Phase 2, reconciliation will take place.
	CREATIVE	Strategy Messaging				
		* Strategy Messaging	June/July 2020			GDC will work with the Voter Ed team to develop strategy messaging strategy utilizing focus group findings
		* Audience Profiles	June/July 2020			GDC will create audience profiles to be utilized for versioning all creative executions
		* TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers	TBD			Strategy will apply to all mediums we move forward with in Phase 2.
	TV	TV Production				
		* TV Storyboards - :30 English & :30 Spanish	IN MOTION			GDC sharing storyboards & initial production timeline w/Stephen on May 7, as well as identifying all components for production; sharing boards w/SOS team for Focus Group approval; after FG, will revisit the boards as needed
		* TV Production Timeline	IN MOTION			Sharing initial production timeline w/Stephen on May 7
		* TV Production Pre-Production	IN MOTION			
	RADIO	Radio Production				
		* Radio Production	IN MOTION			GDC reaching out to vendors for initial radio production & TV audio costs
	COLLATERAL	Collateral & Printing				
		* Voter Toolkit Partnership Kits	IN MOTION			Toolkit design created; GDC creating email, microsite, all details for ordering, including timeline to print/kit/ship; production estimates in motion as well; will share w/SOS team in May
		* Community Relations & Corporate Partnerships	IN MOTION			GDC has compiled a list of organizations & partnerships to propose to the SOS team; reviewed internally; will share full toolkit package to Stephen the week of May 4
		* Toolkit Components - English & Spanish	IN MOTION			
	SOCIAL MEDIA	* Printing & Fulfillment	TBD			GDC is starting initial conversations for printing & fulfillment steps & costs; initial cost estimate submitted & being reviewed internally
		Social Media Posting				
		* Evergreen Library - Social Posts	IN MOTION		COMPLETE D	GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1
		* SM Ideas Presentation	April 1		COMPLETE D	GDC will share initial social media ideas, 2018 SM videos & calendar w/the SOS team; Sprout introduction, as well ... SOS feedback will be provided on Monday, April 6
		* Sprout Social - 101			COMPLETE D	GDC will provide a Sprout Social - 101 for Stephen to prep him for the new social posts, how to view, how to approve, etc.
		* Listening Topics	IN MOTION			GDC has created an initial list of listening topics to review w/the SOS team; email with date/time options sent to Stephen; pending selection
		* Content Calendar Development	IN MOTION			Content calendar will be based on final approved ideas for April, May & June.
		* Creative Development - May 2020				May creative development in motion w/creative & social departments; internal review TBD
		* Things You Can Do While at Home	May. 4		IN MOTION	
		* Civic Duties	May. 8		IN MOTION	
		* Website Demo Video	May. 15		IN MOTION	
		* Parents - Spreading the Message	May. 18		IN MOTION	
		* Students - Spreading the Message	May. 25			
		* Creative Development - June 2020				June creative development calendar to be submitted internally week of May 15
		* Early Voting Benefits	June. 5			
		* Reasonable Impediment Form	June. 12			
		* Media/Toolkit Post	June. 15			
	ONLINE EXPERIENCE	ID Catch! - Online Game & Experience				
		* ID Catch - Online Game	May 2020.			Regroup with GDC team to discuss new 'grassroot' approach scheduled for first week of May
		* Experience	IN MOTION			Game design created; experience write up in motion; will schedule time to share w/Stephen first week of May
		* Tour Sub-Brand - Name Options	TBD			
	SPECIAL EVENTS	Special Events & Press Conference				
		* Press Conference	TBD			
		* Media Relations	TBD			
		* Video (B-roll packages)	TBD			

	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing			COMPLETE D	February invoice (REV'D) & supporting documents submitted on Mar. 11
		March Billing			COMPLETE D	March invoice & supporting documents submitted on April 10
		April Billing	IN MOTION			April invoice will be submitted by May 10
		Annual Report	TBD			

OOO / Holidays	Dates

OMPLETED TASKS						
PHASE 1	SOCIAL MEDIA	* Creative Development - April 2020	April. 20			ODC is creating (3) posts for April; Social Sprout link will be sent to OOO
		* April 2020 - Runoff Post	April. 22		COMPLETE	*****Monday April 20
		* April 2020 - 2018 Voter Video / Updated	April. 23		COMPLETE	
		* April 2020 - Stuck at Home	April. 28		COMPLETE	

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Olivia Thomas](#); [Lisa Gomez](#); [Ashleigh Garza](#); [Tiffany Albrecht](#); [Marcie Casas](#); [Emily Thibaut Price](#); [Paola Herrera](#); [Victor Noriega](#); [Tita Sartorio](#); [Morgan Davy](#)
Subject: SOS: Voter Ed - Status Report - March 23
Date: Tuesday, March 24, 2020 9:26:06 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - March 23 2020.xlsx

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Good Morning Stephen!

Attached is our status for this week. We'll talk to you at 10:00 am. Thanks!

Barbie Rugen | Project Manager

O: 210.236.5000 x179 | **M:** 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_662596058





SOS - Voter Ed - Phase 1 & 2
Status Report
Week of March 23, 2020

Flight	Job Category	Job Description				Next Steps, Status & Notes
	RESEARCH	Statewide Quantitative Research Poll				
		* Research Results Presentation				Presentation results ... pending per direction from Adam & Stephen
		* Track Polling - English & Spanish				Both polling surveys approved on Sat, Feb. 29
		* Contingency Plan A & Plan B				GDC & Suma have discussed contingency plans of shifting the focus groups by a month, or possibly doing virtual focus groups.
		* Results Presentation				Webinar presentation scheduled for April 2 @ 2pm
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation		April 26		Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices
		* OOH POP	IN MOTION			OOH POP provided, but photos are glitchy; pending revised file
	DIGITAL	Digital Animated Banners - Phase 1				
		* Monthly Digital Analytics	February 17	March 29		Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2
		* Digital POP	IN MOTION			Digital POP ... creative presentation ... SOS presentation ... coordination
	WEBSITE	Website Development - Phase 1				
		* Reporting / Analytics / Questions / Recommendation	TBD			GDC provided a website review & proposal on Feb. 14; once primaries wrap up, Stephen will meet w/Web team and provide next steps
	SOCIAL MEDIA	Social Posting - Phase 1				
		* Social Media Evaluator	March 30			Monthly Analytics will be gathered & shared internally on Thursday - March 26; Analytics will be shared w/Stephen & team on Monday - March 30
Phase 2	Job Category	Job Description				Next Steps, Status & Notes
	KICK-OFF	Phase 2: Kick-Off Meeting	TBD			(Possibly a virtual presentation)
	MEDIA	Media Plan - Phase 2				
		* Media Planning and Placement	Friday - March 27			GDC will start to move forward with Phase 2 media recommendation & timeline; internal due date is Friday, March 27
		* Media Buy Execution	TBD			Upon approval of Phase 2 media plan, execution will take place.
		* Media Buy Reconciliation	TBD			Upon completion of Phase 2, reconciliation will take place.
	CREATIVE	Strategy Messaging				
		* Strategy Messaging	April. 2020			GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings
		* Audience Profiles	April. 2020			GDC will create audience profiles to be utilized for versioning all creative executions
		* TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers	TBD			Strategy will apply to all mediums we move forward with in Phase 2.
	COLLATERAL	Collateral & Printing				
		* Voter Toolkit Partnership Kits	Week of April 6			GDC completed our first Internal meeting; initial partnership list & ideas due internally on Friday, March 27 ... recommendation to SOS the week of April 6
		* Community Relations & Corporate Partnerships	IN MOTION			GDC is compiling a list of organizations & partnerships to propose to the SOS team; internal due date is Friday, March 27

		* Toolkit Components - English & Spanish	IN MOTION			GDC will create a toolkit for partnership project; idea/design to SOS the week of April 6
		* Printing & Fulfillment	TBD			
	SOCIAL MEDIA	Social Media Posting				
		* Evergreen Library - Social Posts	TBD			GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1
		* SM Ideas Presentation	April 1			GDC will share intial social media ideas, 2018 SM videos & calendar w/the SOS team; Sprout introduction, as well
		* Content Calendar Development	TBD			Content calendar will be based on final approved ideas for April, May, June ...
		* Creative Development	TBD			Upon approval of SM ideas, GDC will begin creative development.
		* Social Posting	TBD			
	GRASSROOTS	Our Ready. Check. Vote. Grassroots Tour				
		* Internal Brainstorm	March . 2020			First internal brainstorm completed; second brainstorm set for Thursday; GDC will explore new options and make a recommendation to SOS team in late March/April 2020
		* Grassroots Footprint Design & Layout, Write Up	IN MOTION			GDC designing grassroots footprint layout & gathering initial costs and timelines; internally due Friday, March 27
		* ID Catch - Digital Game	IN MOTION			Design & write up completed; internal review & QC will begin next
		* Match - Digital Game	IN MOTION			Design & write up in motion
		* Tour Sub-Brand - Name Options	TBD			
	SPECIAL EVENTS	Special Events & Press Conference				
		* Press Conference	TBD			
		* Media Relations	TBD			
		* Video (B-roll packages)	TBD			
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing			COMPLETE D	February invoice (REVD) & supporting documents submitted on Mar. 11
		March Billing				March invoice due to SOS by April 10
		Annual Report	TBD			

OOO / Holidays	Dates
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From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Olivia Thomas](#); [Lisa Gomez](#); [Ashleigh Garza](#); [Tiffany Albrecht](#); [Marcie Casas](#); [Victor Noriega](#); [Tita Sartorio](#); [Morgan Davy](#); [Rachel Dvorak](#); [Leonard Guerra](#); [Matt Buikema](#)
Subject: SOS: Voter Ed - Status Report - May 11, 2020
Date: Tuesday, May 12, 2020 9:35:59 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - Status Report - May 11 2020.xlsx

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Good Morning Stephen!

Attached is our status report for this week. We'll talk to you in just a few!

Barbie Rugen | Project Manager

O: 210.236.5000 x179 | **M:** 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_662596058





SOS - Voter Ed - Phase 1 & 2
Status Report
Week of May 11, 2020

Flight	Job Category	Job Description				Next Steps, Status & Notes
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation	IN MOTION			Final media summaries & added-value reports sent to the SOS team on April 17; GDC reconciling all media invoices and will provide affidavits & invoices upon completion
	WEBSITE	Website Development - Phase 1				
		* Reporting / Analytics / Questions / Recommendation	IN MOTION			Website proposal being revised to reflect new direction for items GDC is recommending; due date - Tuesday, May 12 EOD
Phase 2	Job Category	Job Description				Next Steps, Status & Notes
	KICK-OFF	Phase 2: Kick-Off Meeting	TBD			June 2020 - request calendar for SOS
	RESEARCH	Research				
		* Focus Groups	June/July 2020			Suma is in the process of coordinating Focus Groups for new dates noted below
		* June 30 & July 1				Focus groups to take place in the Valley & Houston (tentatively); David to continue to monitor recruitment through groups
		* July 14 & July 15				Focus groups to take place in Dallas & Lubbock (tentatively); David to continue to monitor recruitment through groups
		* Screeners	APPROVED			Screeners approved screeners on Monday, May 4; approval sent to David
		* Guide	IN MOTION			Per David, the guide will be provided towards the last week of May
		* TV Storyboards - :30 English & :30 Spanish	PENDING			Storyboards & production timeline shared w/Stephen on Thursday, May 7; Stephen will meet w/Adam & the Deputy, as well as start to coordinate calendar time for SOS; Feedback due May 12
		* Approved Print Ready Files / Printing - or - Animate	TBD			Printed posters will be needed for Focus Groups; GDC will coordinate w/SUMA
	MEDIA	Media Plan - Phase 2				
		* Media Planning and Placement	IN MOTION			GDC is in the process of a media recommendation to utilize monies from our grassroots line item
		* Media Buy Execution	TBD			Upon approval of Phase 2 media plan, execution will take place.
		* Media Buy Reconciliation	TBD			Upon completion of Phase 2, reconciliation will take place.
	CREATIVE	Strategy Messaging				
		* Strategy Messaging	June/July 2020			GDC will work with the Voter Ed team to develop strategy messaging strategy utilizing focus group findings
		* Audience Profiles	June/July 2020			GDC will create audience profiles to be utilized for versioning all creative executions
		* TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers	TBD			Strategy will apply to all mediums we move forward with in Phase 2.
	TV	TV Production				
		* TV Storyboards - :30 English & :30 Spanish	FEEDBACK DUE FROM SOS MAY 12			Storyboards & production timeline shared w/Stephen on Thursday, May 7; Stephen will meet w/Adam & the Deputy, as well as start to coordinate calendar time for SOS; Feedback due May 12
		* TV Production Timeline				Production timeline w/Stephen; pending confirmation of SOS availability
		* TV Production Pre-Production	TBD			Discussed pre-production during TV storyboard conversation
	RADIO	Radio Production				
		* Radio Production	IN MOTION			GDC reaching out to vendors for initial radio production & TV audio costs
	COLLATERAL	Collateral & Printing				

		* Voter Toolkit Partnership Kits	IN MOTION			Toolkit design created; GDC creating email, microsite, all details for ordering, including timeline to print/kit/ship; production estimates in motion as well; will share w/SOS team in May
		* Community Relations & Corporate Partnerships	IN MOTION			GDC shared initial partnership list w/Stephen last week; next steps are for Olivia & I to continue to build the list; internal review - pending
		* Toolkit Components - English & Spanish	IN MOTION			GDC will share full toolkit package with Stephen the week of May 11
		* Printing & Fulfillment	TBD			GDC is starting initial conversations for printing & fulfillment steps & costs; initial cost estimate submitted & being reviewed internally
	SOCIAL MEDIA	Social Media Posting				
		* Sprout Social - 101				
		* Listening Topics	PENDING			GDC/Paola guided the Listening Topics with SOS & team; Stephen will provide feedback on any adjustments or additions that may be needed
		* Content Calendar Development	IN MOTION			Content calendar will be based on final approved ideas for April, May & June.
		* Creative Development - May 2020				May creative development in motion w/creative & social departments; internal review TBD
		* Civic Duties	May. 7		IN MOTION	GDC will provide the post for review on May 5
		* Runoff Pushback	May. 13		IN MOTION	
		* Website Demo Video	May. 18		IN MOTION	GDC will provide the post for review on May 14
		* A Day in History	May. 27		IN MOTION	
		* Creative Development - June 2020				June creative development calendar to be submitted internally week of May 15
		* Early Voting Benefits	June. 5			
		* Reasonable Impediment Form	June. 12			
		* Media/Toolkit Post	June. 15			
		* REVD Early Voting Post (new dates)	TBD			GDC will discuss the new early voting dates (June 29 - July 10) & make a recommendation on a post
	ONLINE EXPERIENCE	ID Catch! - Online Game & Experience				
		* ID Catch - Online Game	May 2020.			New 'grassroot' approach is being packages to share with SOS team in the next 2 weeks
		* Full Experience Write Up	IN MOTION			Game design created; experience write up in motion; will schedule time to share w/Stephen first week of May
		* Media Tour Sub-Brand - Name Options	TBD			Virtual media tour; GDC will begin gathering opportunities to recommend a course of action; TBD
	SPECIAL EVENTS	Special Events & Press Conference				
		* Press Conference (Virtual)	TBD			GDC will begin ideas around a virtual press conference & presence. Next steps will be a recommendation, date, details.
		* Media Relations	TBD			
		* Video (B-roll packages)	TBD			
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing			COMPLETE D	February invoice (REVD) & supporting documents submitted on Mar. 11
		March Billing			COMPLETE D	March invoice & supporting documents submitted on April 10
		April Billing			COMPLETE D	April invoice & supporting documents submitted on May 8
		June Billing	IN MOTION			May invoice will be sumbitted on June 10

		Annual Report	TBD			
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OOO / Holidays	Dates

COMPLETED TASKS						
PHASE 1	SOCIAL MEDIA	* Creative Development - April 2020	April. 20			GDC is creating (3) posts for April; Social Sprout link will be sent to SOS team on Monday, April 20.
		* April 2020 - Runoff Post	April. 22		COMPLETE	
		* April 2020 - 2018 Voter Video / Updated	April. 23		COMPLETE	
		* April 2020 - Stuck at Home	April. 28		COMPLETE	
		* Evergreen Library - Social Posts	IN MOTION		COMPLETE	GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1
		* SM Ideas Presentation	April 1		COMPLETE	GDC will share initial social media ideas, 2019 SIM videos & calendar with the SOS team; Sprout introduction as well. SOS feedback will be
		* Sprout Social - 101			COMPLETE	GDC will provide a Sprout Social - 101 for Stephen to prep him for the new social posts, how to view, how to approve, etc.

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Olivia Thomas](#); [Lisa Gomez](#); [Ashleigh Garza](#); [Tiffany Albrecht](#); [Marcie Casas](#); [Victor Noriega](#); [Tita Sartorio](#); [Morgan Davy](#); [Rachel Dvorak](#); [Leonard Guerra](#); [Matt Buikema](#)
Subject: SOS: Voter Ed - Status Report - May 18, 2020
Date: Tuesday, May 19, 2020 9:37:12 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - Status Report - May 18 2020.xlsx

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Good Morning Stephen!

Attached is our status report for this week. We'll talk to you in just a few!

Barbie Rugen | Project Manager

O: 210.236.5000 x179 | **M:** 210.859.1765

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San Antonio, TX 78212

signature_662596058





SOS - Voter Ed - Phase 1 & 2
Status Report
Week of May 18, 2020

Flight	Job Category	Job Description				Next Steps, Status & Notes
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation	IN MOTION			Final media summaries & added-value reports sent to the SOS team on April 17; GDC reconciling all media invoices and will provide affidavits & invoices upon completion.
	WEBSITE	Website Development - Phase 1				
		* Reporting / Analytics / Questions / Recommendation	IN MOTION			Website proposal being revised to reflect new direction for items GDC is recommending; due date - Tuesday, May 12 EOD
Phase 2	Job Category	Job Description				Next Steps, Status & Notes
	KICK-OFF	Phase 2: Kick-Off Meeting	TBD			June 2020 - request calendar for SOS
	RESEARCH	Research				
		* Focus Groups	June/July 2020			Suma is in the process of coordinating Focus Groups for new dates noted below
		* June 30 & July 1				Focus groups to take place in the Valley & Houston (tentatively); David to continue to monitor recruitment through groups
		* July 14				Focus group to take place in Dallas; David to continue to monitor recruitment through groups
		* July 16				Focus group in Lubbock will now be a virtual group, as Lubbock hotel shut down
		* Guide	IN MOTION			Per David, the guide will be provided towards the last week of May
		* TV Storyboards - :30 English & :30 Spanish and Animatic	PENDING			Storyboards & production timeline shared w/Stephen on Thursday, May 7; Stephen will meet w/Adam & the Deputy, as well as start to coordinate calendar time for SOS; Feedback due May 12
		* Radio Scripts - :30 & :60	PENDING			GDC will also test radio scripts during focus groups
		* OOH	PENDING			GDC will also test OOH during focus groups
		* Digital	PENDING			GDC will also test digital during focus groups
		* Approved Print Ready Files / Scripts	TBD			Printing will be needed for Focus Groups; GDC will coordinate w/SUMA
	MEDIA	Media Plan - Phase 2				
		* Media Planning and Placement	IN MOTION			GDC is in the process of a media recommendation to utilize monies from our grassroots line item; will provide revised media recommendation & budget by EOW - May 22
		* Media Buy Execution	TBD			Upon approval of Phase 2 media plan, execution will take place.
		* Media Buy Reconciliation	TBD			Upon completion of Phase 2, reconciliation will take place.
	CREATIVE	Strategy Messaging				
		* Strategy Messaging	June/July 2020			GDC will work with the Voter Ed team to develop strategy messaging strategy utilizing focus group findings
		* Audience Profiles	June/July 2020			GDC will create audience profiles to be utilized for versioning all creative executions
		* TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers	TBD			Strategy will apply to all mediums we move forward with in Phase 2.
	TV	TV Production				
		* TV Storyboards - :30 English & :30 Spanish	REVISIONS IN MOTION			Storyboards & production timeline shared w/Stephen on Thursday, May 7; SOS feedback provided & in revisions; GDC will provide REVD storyboards by EOW - May 22

		* TV Production Timeline				Production timeline w/Stephen; GDC will work with July 16 or July 17 for SOS availability
		* TV Production Pre-Production	TBD			Discussed pre-production during TV storyboard conversation
		* Photography	TBD			GDC will begin photography coordination, which will take place along side the TV shoot
	RADIO	Radio Production				
		* Radio Production - :60, :30 & :15 English & Spanish	IN MOTION			GDC reaching out to vendors for initial radio production & TV audio costs; Scripts due internally on May 27; will coordinate presenting w/SOS on June 1
	OOH	OOH Production				
		* OOH Production - English & Spanish	IN MOTION			OOH design brainstorming in motion w/creatives; design ideas to be shared internally TBD
	DIGITAL	Digital Production				
		* Digital Production - English & Spanish	IN MOTION			Digital design brainstorming in motion w/creatives; design ideas to be shared internally TBD
	COLLATERAL	Collateral & Printing				
		* Voter Toolkit Partnership Kits	IN MOTION			Toolkit design completed; GDC created microsite; pending final details for ordering, including timeline to print/kit/ship; production estimates provided by Beehive; will share w/SOS by EOW - May 22
		* Community Relations & Corporate Partnerships	IN MOTION			GDC shared initial partnership list w/Stephen; next steps are for Olivia & I to continue to build the list; will share w/SOS by EOW - May 29
		* Toolkit Components - English & Spanish	IN MOTION			GDC will share full toolkit package with SOS by EOW - May 22
		* Printing & Fulfillment	TBD			GDC is starting initial conversations for printing & fulfillment steps & costs; initial cost estimate submitted & being reviewed internally
	SOCIAL MEDIA	Social Media Posting				
		* Sprout Social - 101				
		* Listening Topics	PENDING			GDC/Paola guided the Listening Topics with SOS & team; Stephen will provide feedback on any adjustments or additions that may be needed
		* Content Calendar Development	IN MOTION			Content calendar will be based on final approved ideas for April, May & June.
		* Creative Development - May 2020				May creative development in motion w/creative & social departments; internal review TBD
		* Website Demo Video	May. 20		IN MOTION	GDC is reviewing English internally; will complete Spanish & send link to SOS on Wednesday, 5/20
		* A Day in History	May. 28		IN MOTION	GDC provided visuals; pending copy
		* Creative Development - June 2020				June creative development calendar to be submitted internally week of May 15
		* Early Voting Benefits	June. 5			
		* Reasonable Impediment Form	June. 12			
		* Media/Toolkit Post	TBD			
		* REVD Early Voting Post (new dates)	TBD			GDC will discuss the new early voting dates (June 29 - July 10) & make a recommendation on a post
	ONLINE EXPERIENCE	ID Catch! - Online Game & Experience				
		* ID Catch - Online Game	May 2020.			Virtual online game being packaged - will include game, plan for releasing the game to the public, a potential video component, timeline, instructions & more; GDC will share w/SOS by EOW - May 29
		* Full Experience Write Up	IN MOTION			Game design created; experience write up in motion; will schedule time to share w/Stephen by EOW - May 29
		* Grassroots / Plan B	IN MOTION			GDC is researching potential markets for a 6-city tour; GDC gathering costs to work into Phase 2 budget; will share w/SOS by EOW - May 29
		* Media Tour	IN MOTION			GDC is researching virtual media tour channels and potential dates; will share w/SOS by EOW - May 29

	SPECIAL EVENTS	Special Events & Press Conference				
		* Press Conference (Virtual)	TBD			GDC will begin ideas around a virtual press conference & presence. Next steps will be a recommendation, date, details.
		* Media Relations	TBD			
		* Video (B-roll packages)	TBD			
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing			COMPLETE D	February invoice (REVD) & supporting documents submitted on Mar. 11
		March Billing			COMPLETE D	March invoice & supporting documents submitted on April 10
		April Billing			COMPLETE D	April invoice & supporting documents submitted on May 8
		June Billing	IN MOTION			May invoice will be submitted on June 10
		Annual Report	TBD			

OOO / Holidays	Dates
Memorial Day	Monday, May 25

COMPLETED TASKS

PHASE 1	SOCIAL MEDIA	* Creative Development - April 2020	April. 20				GDC is creating (3) posts for April, Social Sprout link will be sent to SOS team on Monday, April 20
		* April 2020 - Runoff Post	April. 22		COMPLETE		
		* April 2020 - 2018 Voter Video / Updated	April. 23		COMPLETE		
		* April 2020 - Stuck at Home	April. 28		COMPLETE		
PHASE 2	RESEARCH	* Evergreen Library - Social Posts	IN MOTION		COMPLETE D		GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1
		* SM Ideas Presentation	April 1		COMPLETE		GDC will share initial social media ideas, 2018 SM videos & calendar
		* Sprout Social - 101			COMPLETE D		GDC will provide Sprout Social 4-part steps on 6/16/20 to help with the new social posts, how to view, how to approve, etc.
		May Content					
		* Civic Duties	May. 12		COMPLETE		GDC will provide the post for review on May 12
		* Runoff Pushback	May. 13		COMPLETE D		
		Research					
		* Screeners	APPROVED				Screeners approved screeners on Monday, May 4; approval sent to David

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Olivia Thomas](#); [Lisa Gomez](#); [Ashleigh Garza](#); [Tiffany Albrecht](#); [Marcie Casas](#); [Paola Herrera](#); [Aidan Anders](#); [Morgan Davy](#); [Rachel Dvorak](#); [Tita Sartorio](#)
Subject: SOS: Voter Ed - Status Report - Week of April 13
Date: Tuesday, April 14, 2020 9:45:50 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - Status Report - April 13 2020.xlsx

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Barbie Rugen | Project Manager

O: 210.236.5000 x179 | **M:** 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_662596058





SOS - Voter Ed - Phase 1 & 2
Status Report
Week of April 13, 2020

Flight	Job Category	Job Description				Next Steps, Status & Notes
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation	April 26			Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices
	WEBSITE	Website Development - Phase 1				
		* Reporting / Analytics / Questions / Recommendation	TBD			GDC provided a website review & proposal on Feb. 14; once primaries wrap up, Stephen will meet w/Web team and provide next steps
	SOCIAL MEDIA	Social Posting - Phase 1				
		* Social Media Evaluator	March 30			Monthly Analytics will be gathered & shared internally on Thursday - March 26; Analytics will be shared w/Stephen & team
Phase 2	Job Category	Job Description				Next Steps, Status & Notes
	KICK-OFF	Phase 2: Kick-Off Meeting	TBD			(Possibly a virtual presentation)
	RESEARCH	Research				
		* Focus Groups	June/July 2020			Suma is reCOORDinating Focus Groups for June 30 & July 1 (tentatively)
		* TV Storyboards - :30 English & :30 Spanish	Internal- April 17			TV storyboards are due Friday - April 17 for internal review; will share with SOS team in early May
		* Approved Print Ready Files / Printing	TBD			Printed posters will be needed for Focus Groups; GDC will coordinate w/SUMA
	MEDIA	Media Plan - Phase 2				
		* Media Planning and Placement	Friday - April 3			GDC will start to move forward with Phase 2 media recommendation & timeline; internal due date is Friday, April 3
		* Media Buy Execution	TBD			Upon approval of Phase 2 media plan, execution will take place.
		* Media Buy Reconciliation	TBD			Upon completion of Phase 2, reconciliation will take place.
	CREATIVE	Strategy Messaging				
		* Strategy Messaging	June/July 2020			GDC will work with the Voter Ed team to develop strategy messaging strategy utilizing focus group findings
		* Audience Profiles	April. 2020			GDC will create audience profiles to be utilized for versioning all creative executions
		* TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers	TBD			Strategy will apply to all mediums we move forward with in Phase 2.
	TV	TV Production				
		* TV Storyboards - :30 English & :30 Spanish	IN MOTION			REVD TV storyboards are due internally on Friday - April 17; GDC had first internal meeting to begin discussing details & coordination; will share final boards w/SOS team in early May
	COLLATERAL	Collateral & Printing				
		* Voter Toolkit Partnership Kits	IN MOTION			Toolkit design submitted internally; GDC creating email, microsite, all details for ordering, including timeline to print/kit/ship; production estimates in motion as well
		* Community Relations & Corporate Partnerships	IN MOTION			GDC has compiled a list of organizations & partnerships to propose to the SOS team; will review internally week of April 13 to finalize first draft & then share w/SOS week of April 20
		* Toolkit Components - English & Spanish	IN MOTION			GDC will create a toolkit for partnership project; idea/design to SOS the week of April 6
		* Printing & Fulfillment	TBD			
	SOCIAL MEDIA	Social Media Posting				
		* Evergreen Library - Social Posts	IN MOTION		COMPLETE D	GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1

		* SM Ideas Presentation	April 1		COMPLETE D	GDC will share intial social media ideas, 2018 SM videos & calendar w/the SOS team; Sprout introduction, as well ... SOS feedback will be provided on Monday, April 6
		* Content Calendar Development	TBD			Content calendar will be based on final approved ideas for April, May, June ...
		* Creative Development - April 2020	April. 20			GDC is creating (3) posts for April; Social Sprout link will be sent to SOS team on Monday, April 20
		* April 2020 - Runoff Post	April. 21			
		* April 2020 - 2018 Voter Video / Updated	April. 23			
		* April 2020 - Stuck at Home	April. 28			
		* Creative Development - May 2020	TBD			May creative development calendar to be submitted internally week of April 13
		* Creative Development - June 2020	TBD			June creative development calendar to be submitted internally week of April 13
	GRASSROOTS	Our Ready. Check. Vote. Grassroots Tour				
		* Internal Brainstorm	March . 2020			First internal brainstorm completed; second brainstorm set for Thursday; GDC will explore new options and make a recommendation to SOS team in late March/April 2020
		* Grassroots - New Idea	IN MOTION			GDC will continue internal discussion of a new idea for 'grassroots' tour
		* ID Catch - Digital Game	IN MOTION			Design & write up completed; internal review & QC will begin next
		* Tour Sub-Brand - Name Options	IN MOTION			Work order will be submitted week of April 13 to officially begin name options process
	SPECIAL EVENTS	Special Events & Press Conference				
		* Press Conference	TBD			
		* Media Relations	TBD			
		* Video (B-roll packages)	TBD			
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing			COMPLETE D	February invoice (REVD) & supporting documents submitted on Mar. 11
		March Billing			COMPLETE D	March invoice & supporting documents submitted on April 10
		April Billing				April invoice will be submitted by May 10
		Annual Report	TBD			

OOO / Holidays	Dates
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	CREATIVE	Outdoor Billboards				
		* Digital OOH Billboards			COMPLETE D	COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17
		Pre-Roll Streaming Video				
		* Pre-roll Storyboards - English & Spanish	February 17		COMPLETE D	Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
		- English Video			APPROVED	English streaming video approved on Feb. 19; HTML4 file created & trafficked on Feb. 20
		- Spanish Video	IN MOTION		APPROVED	Spanish streaming video approved on Feb. 20; HTML4 file created & trafficked on Feb. 20
		Radio Production				
		* :60 Radio - English & Spanish	February 17	February 23	Completed	Radio scripts approved; Eng & Span audio recorded w/Yvonne on Feb. 10; SOS recording scheduled for Feb. 11; rough cuts tentative for Feb. 11/Feb. 12 (am)
		* :30 Radio - English & Spanish	February 17	February 23	Completed	
		* :15 Radio - English & Spanish	February 17	February 23	Completed	
		* TTWN Scripts			Completed	TTWN Scripts completed internally, holding until Feb. 11 status call for Spanish translation feedback to apply to scripts (if needed)
		* Countdown Reads - English & Spanish (:30's)	TBD			Will be shifted to Phase 2

		Digital Animated Banners				
		Digital Animated Banners - English & Spanish, multiple sizes	February 17		Completed	GDC producing final digital banner sizes, banners will be tracked the week of Feb. 16
		* Info Cards - English & Spanish			COMPLETED	Info cards delivered to GDC on Feb. 19
		* Stickers - English & Spanish			COMPLETED	Sticker approved; printing in motion; due date to GDC on/before Feb. 20
		* Poster PDF for website			COMPLETED	Work order for all website components to be submitted week of Feb. 24; due by March 9
		* Stickers PDF for website			COMPLETED	Work order for all website components to be submitted week of Feb. 24; due by March 9
		* Info Card PDF for website			COMPLETED	Work order for all website components to be submitted week of Feb. 24; due by March 9
		* Monthly Digital Analytics	February 17		Completed	Monthly Analytics will be reviewed & provided to voter Ed; GDC may include recommendations for adjustments for Phase 2
	MEDIA RELATIONS	* Digital POP	April 7 @ 11am		Completed	Sharing Digital POP w/SOS team on Tuesday, April 7 @ 11:00 am
		Media Relations (if SOS attends Grassroots Events)				
		* Statewide News Release (English & Spanish)				
	SOCIAL MEDIA	* Media Outlet Distribution List				
		Content Calendar				
		* Editorial Calendar			COMPLETED	COMPLETED: GDC provided an Editorial Calendar - February 2020
		Social Posting				
		* Early Voting Dates Post - February 14th			COMPLETED	Early Voting Dates Post internal due date is Feb. 11; to the SOS on
		* Early Voting Begins Post			COMPLETED	Early Voting Begins Post approved; posting on Feb. 18
		* Acceptable Forms of ID Post			COMPLETED	Acceptable Forms of ID Post approved; posting on Feb. 19
		* Next posts: Grassroots Events Posts				
		- San Antonio Post	IN MOTION		COMPLETED	San Antonio post will be provided to SOS on Feb. 18
		- Harlingen Post	IN MOTION		COMPLETED	Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
	PR	- Brownsville Post	IN MOTION		COMPLETED	Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
		* Press Conference - Site Visit			COMPLETED	Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building
	RESEARCH	* Track Polling	January 27	February 6	COMPLETED	Benchmark track polling coordinated - call centers & in person interviews confirmed; Interviews will conclude on Feb. 6
		* Research Results Presentation	February 26		COMPLETED	Presentation scheduled or Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation
	MEDIA	* Media Execution			COMPLETED	COMPLETED: Final media buy secured; digital OOH board changes/approved
		* OOH POP			COMPLETED	OOH POP provided to Stephen on Monday, March 30; Stephen confirmed receipt
	SPECIAL EVENTS	Press Conference				
		* Press Conference Date, Time & Location			COMPLETED	Press Conference secured for February 24th @ 2:00 pm @ The Rudder Building / Museum
		- Press Release (English & Spanish)	IN MOTION			Press Release will be shared w/SOS on Feb. 18
		- Talking Points	IN MOTION			Talking Points will be shared w/SOS on Feb. 18
		- Podium Script	IN MOTION			Podium Script will be shared w/SOS on Feb. 18
		* Press Conference - Step & Repeat	IN MOTION			Work ordered; there may be a shipping rush charge, will confirm with Production on Feb. 18
		* Press Conference - Posters & Easels	IN MOTION		COMPLETED	Posters ordered; easels confirmed w/Stephen for the day of the PC
		* Grassroots Activation			COMPLETED	GDC will set up the ready: check.. vote tent & have a mini activation for those that attend the press conference
		* Videographer Coordination (Matt)			COMPLETED	Matt confirmed to attend press conference on Feb. 24
		* Press Conference - Social Media Posts	TBD			GDC discussing internally; will make a recommendation on Feb. 19
		Grassroots Tour - Phase 1				
		* Grassroots Tour			COMPLETED	Grassroots tour recommendation approved Feb. 3; GDC secured (3)
		* Grassroots Tour - Cost Estimate			COMPLETED	GDC will provide a quote covering all costs associated w/grassroots
		- REVD Cost Estimate	IN MOTION		COMPLETED	GDC will provide a quote covering all costs associated w/grassroots
		* Grassroots Footprint & Components			COMPLETED	GDC will provide a quote covering all costs associated w/grassroots
		- Branded Tent	IN MOTION		COMPLETED	Grassroots footprint & components approved; GDC has coordinated all pieces; due date to GDC on/before Feb. 20
		- RCV Games (3 sets)	IN MOTION		COMPLETED	Branded Tent ordered; will be delivered to GDC on/before Feb. 20
		- Pull Up Banners	IN MOTION		COMPLETED	RCV game sets ordered; will be delivered to GDC on/before Feb. 20
		- iPads	TBD		COMPLETED	Pull up banners ordered; will be delivered to GDC on/before Feb. 20
		- Pull Up Banners			COMPLETED	GDC will provide a cost estimate for iPads
		* Branded Truck & Door Signage	IN MOTION		COMPLETED	English roll up banner / fix
		* Brand Ambassador Guide	IN MOTION		COMPLETED	Truck reserved for RCV tour; door signage printing being coordinated
		* Grassroots T-shirts			COMPLETED	GDC has created a guide for the Tour Manager &
		* Grassroots Odds -n- Ends			COMPLETED	voter Ed t-shirt approved on Feb. 4; GDC has coordinated the printing, delivery scheduled on/before Feb. 20
		* Brand Ambassador Guide			COMPLETED	Q&E: 6' table, sand bags, plastic tub for info cards & stickers
		* Grassroots Tour - San Antonio			COMPLETED	GDC has created a guide for the Tour Manager & BA's
		- Tour Report	Feb. 28		COMPLETED	Great first event!
		* Grassroots Tour - Harlingen	Feb. 29		COMPLETED	Tour report of the event, including photos & stats will be provided by FOM/Feb. 28
		- Tour Report	Mar. 9		COMPLETED	
		* Grassroots Tour - Brownsville	Mar. 7		COMPLETED	
		- Tour Report	Mar. 13		COMPLETED	
	WEBSITE	Website Development				
		* VoteTexas.gov Website Updates			COMPLETED	Work order for all website components to be submitted week of Feb. 24; due by March 9
	RESEARCH	Statewide Quantitative Research Poll				
		* Track Polling - English & Spanish			COMPLETED	Final reports provided to Stephen on Friday - April 3. This job is complete.
		* Contingency Plan A & Plan B			COMPLETED	GDC & Suma have discussed contingency plans or shifting the focus
		* Research Results Presentation - P1 & P2			COMPLETED	Research presentation scheduled for April 2 @ 2pm; all results will be rolled into one report (confirmed this morning w/David & Matt/Rosalia)

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Lisa Gomez](#); [Marcie Casas](#); [Paola Herrera](#); [Victor Noriega](#)
Subject: SOS: Voter Ed - Status Report - Week of Jan. 27
Date: Tuesday, January 28, 2020 10:34:36 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - Status Report - 01.27.2020.xlsx

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Hi there Stephen!

Attached is our status report to utilize during our call @ 11:00 am today.

Moving forward, I will send our status reports the day before our call so that you've had time to review, as well as prepare any notes for our calls.

I've given Lisa a head's up about the LifeStyle Segments that you'd like to discuss today, so we're ready. We'll talk to you in just a few!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765
221 W. Poplar
San Antonio, TX 78212





SOS - Voter Ed - Phase 1
Status Report
Week of January 27, 2020

Flight	Job Category	Job Description	GDC - Start Date	GDC - End Date	Date Approved	Date Completed	Status
	RESEARCH	Statewide Quantitative Research Poll					
		* Research Coordination	February 3	March 1	January 27		Research vendor & cost proposal approved on 1/27; Researc survey in English & Spanish approved on 1/27; GDC coordinating all specifics with Suma; status will be provided upon completion
		* Track Polling	February 17	March 29			
	MEDIA	Media Plan - Phase 1					
		* Media Placement	February 3	February 9			GDC provided Voter media plan to Stephen for review on 1/27; pending ...
		* Media Execution	February 3	February 16			Upon approval of media plan and recommendation, GDC will place all media appropriately.
		* Media Buy Reconcilliation	February 17	April 26			Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices.
	CREATIVE	Television Lifestyle Segments					
		* Segment Options / Recommendations					
		* Speaking Points					
		Strategy Messaging					
		* Strategy Messaging					GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings.
		* Audience Profiles					GDC will create audience profiles to be utilized for versioning all creative executions.
		Outdoor Billboards - Phase 1					
		* 1400x400 digital board	February 5	February 23			GDC will forward creative to Stephen for review on 1/28
		Radio Production					

		* :60 Radio - English & Spanish	February 10	February 23			GDC submitted a work order for all versions of radio scripts; GDC is also coordinating a date for SOS radio record; pending ...
		* :30 Radio - English & Spanish	February 10	February 23			
		* :15 Radio - English & Spanish	February 10	February 23			
		* Countdown Reads - English & Spanish	February 10	February 23			GDC will create countdown radio reads specifically targeted towards the February 3 late day to register date; as well as Election Day of March 2, 2020.
		Digital Banners					
		* Digital Animated Banners - English & Spanish; multiple sizes	February 10	February 23			GDC will produce digital animated banners; final sizes pending from approved media buy
		* Animated Pre-roll Video	February 10	February 23			
		* Monthly Digital Analytics	February 17	March 29			Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments throughout
	COLLATERAL	Posters					
		* Posters - English & Spanish	February 5	February 19			GDC will praduce poster options; final size confirmation pending
		* Poster PDF for website	February 5	February 19			
		* Print Estimate & Timeline	February 5	February 19			
		Stickers					
		* Stickers - English & Spanish	February 3	February 23			GDC will praduce stikcer options; sticker options to be used during grassroots tour
		* Poster PDF for website					
		* Print Estimate & Timeline					
		Info Cards					
		* Info Cards - English & Spanish	February 3	February 23			GDC will praduce a double sided info card; cards to be used during grassroots tour
		* Poster PDF for website					
		* Print Estimate & Timeline					

	WEBSITE	Website Development					
		* Reporting / Analytics	February 3	March 8			GDC will provide reporting & analytics on SOS website
		* VoteTexas.gov Website Updates					GDC will update current creative appropriately.
		* Website Review & Recommendation					
	SOCIAL MEDIA	Content Calendar					
		* Editorial Calendar	February 3	February 16			GDC will provide a recommendation for an Editorial Calendar
		* Introduction to Hey Orca	TBD				GDC will provide a Hey Orca 101 for Voter Ed team; date TBD
		Creative Development					
		* Creative Recommendation (graphics, images, hashtags)	February 3	February 8			GDC will share a Social Media look & feel recommendation for Phase 1
		Social Posting					
		* Facebook	February 3	February 8			
		* Instagram					
		* Twitter					
		* You Tube					
		* Social Media Evaluator	February 10	March 8			
	SPECIAL EVENTS	Press Conference					
		* Press Conference Date, Time & Location					GDC will develop a Press Conference plan recommendation; date proposed & secured is February 24th @ 1:00 pm; location options discussed; coordination in motion
		* Press Conference - Press Materials (English & Spanish)					
		* Videographer Coordination (Matt)					
		* Press Conference - Social Media Posts					
		Media Relations					
		* Statewide News Release (English & Spanish)	February 3	March 8			GDC will provide SW news release
		* Media Outlet Distribution List					
		Grassroots Tour - Phase 1					

		* Grassroots Tour					SOS provided guidance on visiting all cities in Texas as the goal for the 2020 campaign year. GDC provided 3/4 options; will discuss further with SOS team for guidance
		* Grassroots Tour - Cost Estimate					GDC will provide a quote covering all costs associated w/grassroots tour.
		* Grassroots Footprint					GDC will provide a mock-up of the grassroots footprint.
		* Grassroots Components					GDC will design a branded tent/booth & a low tech version of the Match Up app set up for Phase 1 of the campaign.
		* Grassroots Components - Cost Estimate					
		* Grassroots BA's, Tshirts					
		* Grassroots Handouts					
		* Grassroots Prizes ???					
		Grassroots Tour - Phase 2					
		* Airstream Coordination (vendor, quotes, timeline)	TBD				GDC will have an internal brainstorm for new Phase 2 options.
	ADMIN	February Billing					
		March Billing					
		SOS Monthly Schedule					SOS - February schedule was provided on 1/27; GDC will utilize to coordinate for Phase 1

OOO / Holidays	Dates
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From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Olivia Thomas](#)
Subject: SOS: Voter Ed - Status Report
Date: Tuesday, June 2, 2020 9:37:40 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - Status Report - June 1 2020.xlsx

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Good morning Stephen!

Attached is our status report for this morning's call. In case the meeting dropped from your calendar, the call in number is as follows. We'll talk to you shortly!

Meeting ID: [REDACTED]

United States: (267) 866 - 0999

Meeting PIN: [REDACTED]

Barbie Rugen | Project Manager

O: 210.236.5000 x179 | **M:** 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_662596058





SOS - Voter Ed - Phase 1 & 2
Status Report
Week of June 1, 2020

Flight	Job Category	Job Description				Next Steps, Status & Notes
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation	IN MOTION			Final media summaries & added-value reports sent to the SOS team on April 17; GDC reconciling all media invoices and will provide affidavits & invoices upon completion
	WEBSITE	Website Development - Phase 1				
		* Website Recommendation Proposal	IN MOTION			GDC discussed questions & feedback w/Chad; provided answers to Stephen on June 1
Phase 2	Job Category	Job Description				Next Steps, Status & Notes
	KICK-OFF	Phase 2: Virtual Kick-Off Meeting	June 23 - 1:30 - 3:00 pm			Tentatively scheduled for June 23 @ 1:30 pm
	RESEARCH	Research				
		* Focus Groups	June/July 2020			Suma is in the process of coordinating Focus Groups for new dates noted below
		* June 30 & July 1				Focus groups to take place in the Valley & Houston (tentatively); David to continue to monitor recruitment through groups
		* July 14				Focus group to take place in Dallas; David to continue to monitor recruitment through groups
		* July 16				Focus group in Lubbock will now be a virtual group, as Lubbock hotel shut down; this focus group will be with the elderly/disabled
		* Moderator's Guide	IN MOTION			Moderator's Guide provided to Stephen on May 27; per David, feedback will be provided on Wednesday - June 3
		* TV Storyboards - :30 English & :30 Spanish and Animatics	IN MOTION			REVD storyboards approved by Stephen & Adam on Thursday, May 28; GDC will move forward w/final storyboards files & animatics for Focus Group testing
		* Radio Scripts - :30 & :60	IN MOTION			GDC shared radio scripts w/Stephen on May 26; will share English w/Adam & then loop back around w/GDC
		* OOH	PENDING			GDC has created a workboard with OOH options for Phase 2; will coordinate a presentation by EOW
		* Digital	IN MOTION			GDC has created a workboard with digital options for Phase 2; will coordinate a presentation by EOW
		* Approved Print Ready Files / Scripts	TBD			Printing will be needed for Focus Groups; GDC will coordinate w/SUMA
	MEDIA	Media Plan - Phase 2				
		* Media Planning and Placement	IN MOTION			GDC met internally on May 26 to review the final media options & budget; will share by EOW - June 5
		* Media Buy Execution	TBD			Upon approval of Phase 2 media plan, execution will take place.
		* Media Buy Reconciliation	TBD			Upon completion of Phase 2, reconciliation will take place.
	CREATIVE	Strategy Messaging				
		* Strategy Messaging	June/July 2020			GDC will work with the Voter Ed team to develop strategy messaging strategy utilizing focus group findings
		* Audience Profiles	June/July 2020			GDC will create audience profiles to be utilized for versioning all creative executions
		* TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers	TBD			Strategy will apply to all mediums we move forward with in Phase 2.
	TV	TV Production				
		* TV Storyboards - :30 English & :30 Spanish			APPROVED	
		* TV Production Timeline				Production timeline w/Stephen; July 14 for SOS shoot confirmed; request photos of location
		* TV Production Pre-Production	TBD			Discussed pre-production during TV storyboard conversation
		* Photography	TBD			GDC will begin photography coordination, which will take place along side the TV shoot
		* SOS - Shoot Schedule & Details	JULY 14 - CONFIRMED			GDC provided details for the SOS shoot; July 14th confirmed on GDCs end; location photos
	RADIO	Radio Production				

		* Radio Production - :60, :30 & :15 English & Spanish	IN MOTION			
	OOH	OOH Production				
		* OOH Production - English & Spanish	IN MOTION			GDC has created a workboard with OOH options for Phase 2; will coordinate a presentation by EOW
	DIGITAL	Digital Production				
		* Digital Production - English & Spanish	IN MOTION			GDC has created a workboard with digital options for Phase 2; will coordinate a presentation by EOW
	COLLATERAL	Collateral & Printing				
		* Voter Toolkit Partnership Kits	IN MOTION			Toolkit - Option #1 completed; Option #2 in motion; Option #2 estimate requested to reflect a less expensive mailer; all will be shared on June 5
		* Community Relations & Corporate Partnerships	IN MOTION			GDC has a revised partnership list to share, along with samples of emails; will send on June 2
		* Toolkit Components - English & Spanish	IN MOTION			
		- Pricing, Timeline, Less Expensice Option	TBD			
		* Printing & Fulfillment	TBD			GDC is starting initial conversations for printing & fulfillment steps & costs; initial cost estimate submitted & being reviewed internally
	SOCIAL MEDIA	Social Media Posting				
		* Sprout Social - 101				
		* Listening Topics - May Analytics	IN MOTION			GDC/Paola will provide the May analytics report by EOW - June 12
		* Listening Topics - June Analytics	TBD			GDC/Paola will provide the June analytics report - TBD
		* Creative Development - June 2020				June creative development calendar to be submitted internally week of May 15
		* Early Voting Benefits	June. 5			
		* Reasonable Impediment Form	June. 5			REVD copy being finalized; will send posts to SOS team to review by EOW - June 5
		* June 15 - Last Day to Register to Vote	June. 5			SOS request for this new post; WO submitted; due internally June 4, to Stephen on June 5
		* June - Day in History Post	June. 24			Copy in motion internally; will send posts to SOS team to review by June 24
		* Creative Development - July 2020				July creative development calendar to be submitted internally _____ (date pending)
		* Media/Toolkit Post	TBD			
		* REVD Early Voting Post (new dates)	TBD			GDC will discuss the new early voting dates (June 29 - July 10) & make a recommendation on a post
	ONLINE EXPERIENCE	ID Catch! - Online Game & Experience				
		* ID Catch - Online Game	June 2020.			Virtual online game being packaged - will include game, plan for releasing the game to the public, a potential video component, timeline, instructions & more; GDC will share w/SOS by EOW - June 5
		* Full Experience Write Up	IN MOTION			Game design created; experience write up in motion; will schedule time to share w/Stephen by EOW - June 5
		* Production Quote	IN MOTION			GDC/Tita has provided an initial quote for production of the online game; will share with SOS by EOW - June 5
		* Production Timeline	IN MOTION			GDC/Tita has provided timeline for production of the online game; will share with SOS by EOW - June 5
		* Grassroots / Plan B	IN MOTION			GDC will continue to research potential events for a 6-city tour; GDC will set aside a grassroots budget for Phase 2; will be included in REVD Budget
	SPECIAL EVENTS	Special Events & Press Conference				
		* Press Conference (Virtual)	TBD			GDC will begin ideas around a virtual press conference & presence. Next steps will be a recommendation, date, details.
		* Press Conference (In-Person)	TBD			Secretary Hughs is open to the option of an in-person press conference, keeping all Covid 19 precautions into mind; GDC will begin to put a recommendation/plan together
		* Media Relations	TBD			
		* Media Tour	IN MOTION			GDC is researching virtual media tour channels and potential dates; will share w/SOS by EOW - June 5
		* Video (B-roll packages)	TBD			

	ADMIN	March Billing			COMPLETE D	March invoice & supporting documents submitted on April 10
		April Billing			COMPLETE D	April invoice & supporting documents submitted on May 8
		May Billing	IN MOTION			May invoice will be submitted on June 10
		June Billing				June invoice will be submitted on July 10
		End of Year Report	TBD			

OOO / Holidays	Dates

COMPLETED TASKS

PHASE 1	SOCIAL MEDIA	* Creative Development - April 2020	April. 20			GDC is creating (3) posts for April, Social Sprout link will be sent to SOS team on Monday, April 20.
		* April 2020 - Runoff Post	April. 22		COMPLETE	
		* April 2020 - 2018 Voter Video / Updated	April. 23		COMPLETE	
		* April 2020 - Stuck at Home	April. 28		COMPLETE	
		* Evergreen Library - Social Posts	IN MOTION		COMPLETE D	GDC had an internal meeting on Monday, March 23, recommendation will be provided on Wednesday, April 1.
		* SM Ideas Presentation	April 1		COMPLETE	GDC will share initial social media ideas, 2018 SM videos & calendar
		* Sprout Social - 101			COMPLETE D	GDC will provide a Sprout Social - 101 for Stephen to prep him for the new social posts, how to view, how to approve, etc.
		May Content				
		* Civic Duties	May. 12		COMPLETE	GDC will provide the post for review on May 12
		* Runoff Pushback	May. 13		COMPLETE	
PHASE 2	RESEARCH	* Website Demo Video	May. 29		COMPLETE	Website demo video will post TBD, Spanish copy being reviewed by Day in Texas
		* A Day in History - LBJ Post	May. 27		COMPLETE D	Day in History will post TBD, copy & image being revised - due internally May 27
		Research				
		* Screeners	APPROVED			Screeners approved screeners on Monday, May 4, approval sent to David
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing			COMPLETE D	February invoice (REVD) & supporting documents submitted on Mar. 11

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Leonard Guerra](#)
Subject: SOS: Voter Ed - T-shirts & Vendor Quote
Date: Tuesday, February 4, 2020 11:34:26 AM
Attachments: image001.png
9436_SoS_Voter_Shirt.png
Order_Confirmation_7760677.pdf

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Hi there Stephen!

Attached are the Voter Ed t-shirts that we've designed for our Phase 1 Grassroots tour, along with a vendor quote to print. Since Phase 1 is (3) stops only, we've proposed only printing a men styled tee. Sizes included in this quote cover our Voter - Tour Manager, a Brand Ambassador & extras for GDC staff (or SOS staff) that may be able to join us while we're out on the road.

**** Please note that the vendor quote does not include shipping charges.**

Please review & let us know if you're good to go with both. Upon your approval, we'll order same day.

If we can get an answer by Wednesday, Feb. 4 noon that would be ideal. Any questions, we're here. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212







P.O. Box 657
1500 HALO Way
Sterling, IL 61081
Phone: (815) 625-0980
Fax: (630) 875-4160
ASI # 356000

Customer Acknowledgement

Sales Order #	Date	Page #
7760677	02/04/20	1

Order Type: DRP

Sold To

GDC
LEONARD GUERRA
221 W POPLAR ST
SAN ANTONIO, TX 78212-5549

Bill To

GDC
LEONARD GUERRA
221 W POPLAR ST
SAN ANTONIO, TX 78212-5549

Est. Ship Date: 02/13/20

Ship Via: COURIER

Ship To: GDC

LEONARD GUERRA
221 W POPLAR ST
SAN ANTONIO, TX 78212-5549

Customer P.O. Number		Event Date	Terms	Sales Representative		
			NET 30 DAYS	1228 MILLMEYER, TERRI		
Ordered	Back Order	Item Description/Comments		UM	Unit Price	Extended Price
17	0	G640 - GILDAN ADULT 4.50Z SOFT STYLE T-SHIRT >ITEM COLOR: WHITE >SIZE SMALL: 2 >SIZE MEDIUM: 6 >SIZE LARGE: 6 >SIZE XLARGE: 3		EA	17.025	289.43
17	0	IMPW - SCREEN PRINT - FRONT OF SHIRT >ITEM COLOR: WHITE SHIRTS >IMPRINT COLOR: 4 COLOR IMPRINT		EA	0.000	0.00
17	0	EXW - SPECIAL FABRIC/POLY BLEND UPCHARGE PER LOCATION >ITEM COLOR: WHITE SHIRTS >IMPRINT COLOR: 4 COLOR IMPRINT		EA	0.000	0.00
4	0	SUW - SET-UP FEES PER COLOR/PER LOCATION		EA	0.000	0.00
1	0	EPRW - EMAIL PROOF		EA	0.000	0.00

Please do not pay based on this order acknowledgement. Invoice to follow based on actual shipped quantities, appropriate taxes, and freight.

This Order will be filled under the assumption that the items to be purchased are not intended, and will not be promoted, advertised or represented in any way (whether in packaging, displays, or otherwise) as appropriate, for use by children 12 years of age or younger. If this is incorrect, immediately notify us in writing.

Since careful inspection at the factory often results in some imprinted pieces being discarded, it is understood and agreed that an overrun or underrun of not more than 10% be billed pro-rata. Purchaser agrees to pay any sales or use tax, and additional freight charges billed us due to audits per ICC regulations. In some cases, freight charges may be billed separately. Quoted prices often do not include shipping charges or any applicable taxes. No credit will be issued for returned merchandise without the consent/authorization of HALO. All claims must be made within 10 days of merchandise receipt. **Shipping Liability:** This merchandise becomes your property at the time it is accepted by the carrier. Purchaser agrees to pay all charges within the payment terms stated on this invoice. Payments not made within such terms are subject to a late payment fee of 1.5% per month until payment is made. Purchaser also agrees to pay all necessary collection and reasonable legal fees in the event of default or failure to pay for goods sold and delivered. Customer represents and warrants that (i) it either owns, possesses or has the legal right to all trademarks, service marks, trade names, and trade dress, and (ii) the language, drawings, designs, lettering or any other work contained in this purchase order does not infringe or contribute to the infringement of any trademark or copyright.

OF-48-R01

Printed: 02/04/2020 08:43

Continued

Last Revised 12/2/2014



P.O. Box 657
1500 HALO Way
Sterling, IL 61081
Phone: (815) 625-0980
Fax: (630) 875-4160
ASI # 356000

Customer Acknowledgement

Sales Order #	Date	Page #
7760677	02/04/20	2

Order Type: DRP

Sold To

GDC
LEONARD GUERRA
221 W POPLAR ST
SAN ANTONIO, TX 78212-5549

Bill To

GDC
LEONARD GUERRA
221 W POPLAR ST
SAN ANTONIO, TX 78212-5549

Est. Ship Date: 02/13/20

Ship Via: COURIER

Ship To: GDC

LEONARD GUERRA
221 W POPLAR ST
SAN ANTONIO, TX 78212-5549

Customer P.O. Number		Event Date	Terms	Sales Representative		
			NET 30 DAYS	1228 MILLMEYER, TERRI		
Ordered	Back Order	Item Description/Comments		UM	Unit Price	Extended Price

Imprint/Order Notes:

PLEASE SEE PROVIDED ART FILE-

TO BE A FULL FRONT, 4-COLOR IMPRINT ON THE FRONT OF THE SHIRT

READY.CHECK.VOTE ART TO BE ON TOP PORTION OF SHIRT- ACROSS THE CHEST AREA.

VOTETEXAS.GOV ART TO BE PLACED BELOW READY.CHECK.VOTE LOGO. SEE THE ATTACHED MOCK UP OF WHAT THE SHIRTS SHOULD LOOK LIKE.

Please do not pay based on this order acknowledgement. Invoice to follow based on actual shipped quantities, appropriate taxes, and freight.

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OF-48-R01

Printed: 02/04/2020 08:43

Last Revised 12/2/2014

TX SOS 20-0541 D-006064

From: [Melissa Getchell](#)
To: [Stephen Chang](#)
Cc: [Barbie Rugen](#)
Subject: SOS - Voter Ed Status sheet
Date: Tuesday, April 7, 2020 9:37:24 AM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - April 7 Status Report - 2020.xlsx

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Good morning Stephen,

Hope you're doing well! Barbie is a little under the weather today so she won't make today's status call. We can either reschedule, discuss without her, or cover online – whichever your preference is.

In the meantime, the status sheet is attached.

Thanks!

Melissa Getchell | Account Executive

O: 210.236.5000 x152 | **M:** 210.370.2792

221 W. Poplar

San Antonio, TX 78212

signature_662596058





SOS - Voter Ed - Phase 1 & 2
Status Report
Week of April 6, 2020

Flight	Job Category	Job Description				Next Steps, Status & Notes
	MEDIA	Media Plan - Phase 1				
		* Media Buy Reconciliation	April 26			Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices
	DIGITAL	Digital Animated Banners - Phase 1				
		* Monthly Digital Analytics	February 17	March 29		Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2
		* Digital POP	April 7 @ 3pm			Sharing Digital POP w/SOS team on Tuesday, April 7 @ 3:00 pm
	WEBSITE	Website Development - Phase 1				
		* Reporting / Analytics / Questions / Recommendation	TBD			GDC provided a website review & proposal on Feb. 14; once primaries wrap up, Stephen will meet w/Web team and provide next steps
	SOCIAL MEDIA	Social Posting - Phase 1				
		* Social Media Evaluator	March 30			Monthly Analytics will be gathered & shared internally on Thursday - March 26; Analytics will be shared w/Stephen & team on Monday - March 30
Phase 2	Job Category	Job Description				Next Steps, Status & Notes
	KICK-OFF	Phase 2: Kick-Off Meeting	TBD			(Possibly a virtual presentation)
	MEDIA	Media Plan - Phase 2				
		* Media Planning and Placement	Friday - April 3			GDC will start to move forward with Phase 2 media recommendation & timeline; internal due date is Friday, April 3
		* Media Buy Execution	TBD			Upon approval of Phase 2 media plan, execution will take place.
		* Media Buy Reconciliation	TBD			Upon completion of Phase 2, reconciliation will take place.
	CREATIVE	Strategy Messaging				
		* Strategy Messaging	April. 2020			GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings
		* Audience Profiles	April. 2020			GDC will create audience profiles to be utilized for versioning all creative executions
		* TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers	TBD			Strategy will apply to all mediums we move forward with in Phase 2.
	TV	TV Production				
		* TV Storyboards - :30 English & :30 Spanish	IN MOTION			GDC is revising copy on TV storyboards; internal due date - April 8; internal meeting to begin discussing details & coordination
	COLLATERAL	Collateral & Printing				
		* Voter Toolkit Partnership Kits	Week of April 6			GDC completed our first Internal meeting; initial partnership list & ideas due internally on Friday, March 27 ... recommendation to SOS the week of April 6
		* Community Relations & Corporate Partnerships	IN MOTION			GDC is compiling a list of organizations & partnerships to propose to the SOS team; internal due date is Friday, March 27
		* Toolkit Components - English & Spanish	IN MOTION			GDC will create a toolkit for partnership project; idea/design to SOS the week of April 6
		* Printing & Fulfillment	TBD			
	SOCIAL MEDIA	Social Media Posting				
		* Evergreen Library - Social Posts	IN MOTION			GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1
		* SM Ideas Presentation	COMPLETE			GDC shared initial social media ideas, 2018 SM videos & calendar w/the SOS team; Sprout introduction, as well ... SOS feedback provided on Monday, April 6
		* Content Calendar Development	IN MOTION			Content calendar in development based on final approved ideas for April, May, June ...

		* Creative Development	IN MOTION			GDC beginning creative development for April assets
		* Social Posting	TBD			
	GRASSROOTS	Our Ready. Check. Vote. Grassroots Tour				
		* Internal Brainstorm	March . 2020			First internal brainstorm completed; second brainstorm set for Thursday; GDC will explore new options and make a recommendation to SOS team in late March/April 2020
		* Grassroots Footprint Design & Layout, Write Up	IN MOTION			GDC designing grassroots footprint layout & gathering initial costs and timelines; internally due Friday, March 27
		* ID Catch - Digital Game	IN MOTION			Design & write up completed; internal review & QC will begin next
		* Match - Digital Game	IN MOTION			Design & write up in motion
		* Tour Sub-Brand - Name Options	TBD			
	SPECIAL EVENTS	Special Events & Press Conference				
		* Press Conference	TBD			
		* Media Relations	TBD			
		* Video (B-roll packages)	TBD			
	ADMIN	January Billing			COMPLETE D	January invoice & supporting documents submitted on Feb. 10
		February Billing			COMPLETE D	February invoice (REVD) & supporting documents submitted on Mar. 11
		March Billing				March invoice due to SOS by April 10
		Annual Report	TBD			

OOO / Holidays	Dates
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	CREATIVE	Outdoor Billboards				
		* Digital OOH Billboards			COMPLETE D	COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17
		Pre-Roll Streaming Video				
		* Pre-roll Storyboards - English & Spanish	February 17		COMPLETE D	Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
		- English Video			APPROVED	English streaming video approved on Feb. 19; HTML4 file created & trafficked on Feb. 20
		- Spanish Video	IN MOTION		APPROVED	Spanish streaming video approved on Feb. 20; HTML4 file created & trafficked on Feb. 20
		Radio Production				
		* :60 Radio - English & Spanish	February 17	February 23	Completed	Radio scripts approved; Eng & Span audio recorded w/ Yvonne on Feb. 10; SOS recording scheduled for Feb. 11; rough cuts tentative for Feb. 11/Feb. 12 (am)
		* :30 Radio - English & Spanish	February 17	February 23	Completed	
		* :15 Radio - English & Spanish	February 17	February 23	Completed	
		* TTWN Scripts			Completed	TTWN scripts completed internally, holding till Feb. 11 status call for Spanish translations feedback to evaluate scripts (if needed)
		* Countdown Reads - English & Spanish (:30's)	TBD			Will be shifted to Phase 2
		Digital Animated Banners				
		Digital Animated Banners - English & Spanish, multiple sizes	February 17		Completed	GDC producing final digital banner sizes; banners will be trafficked the week of Feb. 16
		* Info Cards - English & Spanish			COMPLETE D	Info cards delivered to GDC on Feb. 19
		* Stickers - English & Spanish			COMPLETE D	Sticker approved; printing in motion; due date to GDC on/before Feb. 20
		* Poster PDF for website			COMPLETE D	Work order for all website components to be submitted week of Feb. 24; due by March 9
		* Stickers PDF for website			COMPLETE D	Work order for all website components to be submitted week of Feb. 24; due by March 9
		* Info Card PDF for website			COMPLETE D	Work order for all website components to be submitted week of Feb. 24; due by March 9
	MEDIA RELATIONS	Media Relations (if SOS attends Grassroots Events)				
		* Statewide News Release (English & Spanish)				
		* Media Outlet Distribution List				
	SOCIAL MEDIA	Content Calendar				
		* Editorial Calendar			COMPLETE D	COMPLETED: GDC provided an Editorial Calendar - February 2020

		Social Posting				
		* Early Voting Dates Post - February 14th			COMPLETE D	Early Voting Dates Post internal due date is Feb. 11; to the SOS on
		* Early Voting Begins Post			COMPLETE D	Early Voting Begins Post approved; posting on Feb. 18
		* Acceptable Forms of ID Post			COMPLETE D	Acceptable Forms of ID Post approved; posting on Feb. 19
		* Next posts: Grassroots Events Posts				
		- San Antonio Post	IN MOTION		COMPLETE D	San Antonio post will be provided to SOS on Feb. 18
		- Harlingen Post	IN MOTION		COMPLETE D	Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
		- Brownsville Post	IN MOTION		COMPLETE D	Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
	PR	* Press Conference - Site Visit			COMPLETE D	Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building
	RESEARCH	* Track Polling	January 27	February 6	COMPLETE D	Benchmark track polling coordinated - call centers & in person interviews confirmed; Interviews will conclude on Feb. 6
		* Research Results Presentation	February 26		COMPLETE D	Presentation scheduled or Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation
	MEDIA	* Media Execution			COMPLETE D	COMPLETED: Final media buy secured; digital OOH board changes/approved
		* OOH POP			COMPLETE D	OOH POP provided to Stephen on Monday, March 30; Stephen confirmed receipt
	SPECIAL EVENTS	Press Conference				
		* Press Conference Date, Time & Location			COMPLETE D	Press Conference secured for February 24th @ 2:00 pm @ The Rudder Building / Atrium
		- Press Release (English & Spanish)	IN MOTION			Press Release will be shared w/SOS on Feb. 18
		- Talking Points	IN MOTION			Talking Points will be shared w/SOS on Feb. 18
		- Podium Script	IN MOTION			Podium Script will be shared w/SOS on Feb. 18
		* Press Conference - Step & Repeat	IN MOTION			Can't ordered, there may be a shipping rush charge, will commit with production on Feb. 18
		* Press Conference - Posters & Easels	IN MOTION		COMPLETE D	Posters ordered; easels confirmed w/Stephen for the day of the PC
		* Grassroots Activation			COMPLETE D	GDC will set up the ready, check, vote tent & have a minor activation for those that attend the press conference
		* Videographer Coordination (Matt)			COMPLETE D	Matt confirmed to attend press conference on Feb. 24
		* Press Conference - Social Media Posts	TBD			GDC discussing internally; will make a recommendation on Feb. 19
		Grassroots Tour - Phase 1				
		* Grassroots Tour			COMPLETE D	Grassroots tour recommendation approved Feb. 3; GDC secured (3)
		* Grassroots Tour - Cost Estimate			COMPLETE D	GDC will provide a quote covering all costs associated w/grassroots
		- REVD Cost Estimate	IN MOTION		COMPLETE D	GDC will provide a detailed report of 54th cost estimate to SOS for
		* Grassroots Footprint & Components			COMPLETE D	Grassroots footprint & components approved; GDC has coordinated all pieces due date to GDC on or before Feb. 20
	WEBSITE	- Branded Tent	IN MOTION		COMPLETE D	Branded Tent ordered; will be delivered to GDC on/before Feb. 20
		- RCV Games (3 sets)	IN MOTION		COMPLETE D	RCV game sets ordered; will be delivered to GDC on/before Feb. 20
		- Pull Up Banners	IN MOTION		COMPLETE D	Pull up banners ordered; will be delivered to GDC on/before Feb. 20
		- iPads	TBD		COMPLETE D	GDC will provide a cost estimate for iPads
		- Pull Up Banners			COMPLETE D	English roll up banner / fix
		* Branded Truck & Door Signage	IN MOTION		COMPLETE D	Truck reserved for RCV tour; door signage printing being coordinated
		* Brand Ambassador Guide	IN MOTION		COMPLETE D	GDC has created a guide for the Tour Manager &
		* Grassroots T-shirts			COMPLETE D	Vote Ed t-shirt approved on Feb. 4; GDC has coordinated the printing, delivery scheduled on or before Feb. 20
		* Grassroots Odds -n- Ends			COMPLETE D	O&E: 6' table, sand bags, plastic tub for info cards & stickers
		* Brand Ambassador Guide			COMPLETE D	GDC has created a guide for the Tour Manager & BA's
		* Grassroots Tour - San Antonio			COMPLETE D	Great first event!
		- Tour Report	Feb. 28		COMPLETE D	Tour report on the event, including photos & stats will be provided by COM/Feb. 28
		* Grassroots Tour - Harlingen	Feb. 29		COMPLETE D	
		- Tour Report	Mar. 9		COMPLETE D	
		* Grassroots Tour - Brownsville	Mar. 7		COMPLETE D	
		- Tour Report	Mar. 13		COMPLETE D	
	WEBSITE	Website Development				
		* VoteTexas.gov Website Updates			COMPLETE D	Work order for all website components to be submitted week of Feb. 24, due by March 9
	RESEARCH	Statewide Quantitative Research Poll				
		* Track Polling - English & Spanish			COMPLETE	Final reports provided to Stephen on Friday - April 3. This job is complete.
		* Contingency Plan A & Plan B			COMPLETE	GDC & Suma have discussed contingency plans of shifting the focus of what presentation scheduled for April 2 @ 2pm; all results will be pulled into one report (confirmed this morning w/David & Matt/Reelica)
		* Research Results Presentation - P1 & P2			COMPLETE	

From: [Melissa Getchell](#)
To: [Stephen Chang](#)
Cc: [Barbie Rugen](#)
Subject: Voter Ed - Interphase Social Media
Date: Wednesday, April 1, 2020 4:47:31 PM
Attachments: image001.png
Voter Ed Inter-Phase Social Media Concepts2.pdf
Why+Sprout+Social.pdf
Sprout+Pricing.pdf
Importance: High

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Good afternoon Stephen,

Attached are the social media concepts we discussed earlier as well as a more in-depth introduction to Sprout Social, including pricing models. Please let us know if there is anything within that you would like to discuss further!

Our next steps are for you to let us know which posts are approved for April so that we can get started on those, and then determining what the remainder of our schedule would be. For the April posts, we would love your selection and approval of posts next week if possible to allow us to begin development and posting of the content. Does that work for you?

Please also let us know in the next week or two of any questions or concerns the team may have about Sprout Social, or which plan we are approved to proceed with. Of course, we can always share and approve content the old fashioned way while the team makes a decision if needed.

Thanks,

Melissa Getchell | Account Executive

O: 210.236.5000 x152 | **M:** 210.370.2792

221 W. Poplar

San Antonio, TX 78212

signature_662596058





Voter Ed Inter-Phase Social Media Concepts

It is essential to continue educational messaging throughout the summer period between phases to continue our education campaign and therefore reinforce messaging, build on that momentum, and prepare voters for the November election. Below are ideas we propose to establish an evergreen content library that the Office of the Secretary of State can pull from to keep social media channels active and consistent between Phase 1 and Phase 2 of our campaign. Please note: we've slated a tentative schedule below, but many of these posts have flexible timing.

Additionally, during this time we will be recommending the implementation of two changes. First, we would like to begin developing bilingual content for the Instagram posts in order to refresh the look of the feed and profile. Since Facebook has designated channels in each language and Twitter characters are limited, we would not change our approach for these channels. Second, we would like to introduce a new social media platform, Sprout Social. If approved, a tutorial to this service will be provided by GDC Marketing for a smooth transition.

CONTENT CATEGORIES

When we look at scheduling content, we keep in mind our content mix. As a reminder, those are:

- **Awareness & Education:** Using content such as short-form videos, infographics, and animations, brands can inform and educate users on voter identification requirements and the voting process. This category overlaps as of course it is our driving objective for the campaign.
- **Engagement:** By creating filters, polls, contests, posing questions and participating in social trends, we can engage with users in a unique way that promotes user-driven



advocacy. This content will utilize grassroots opportunities where individuals are already interacting with the brand and allow them the means to share their experience with their own followers.

- **Seasonal:** We understand the importance of timeliness as it pertains to the voting process. For an individual to be able to vote, they must register and have their identification documentation by a certain date. Aside from educating and engaging with voters, social media serves as the perfect platform to remind users of what they need in order to vote and when they should start ensuring they have all the proper documentation.

SOCIAL MEDIA CONCEPTS

April

- Primary runoff rescheduled (Seasonal)
 - Reminders of new date, July 14
- covid - what's changed, what hasn't, and what else you need to know (Awareness & Education)
- Free time stuck at home? See if you're ready to vote (Awareness & Education)
- TBT to when we were allowed to leave the house - [senior video](#) (Engagement)
- Day in History (Awareness/Seasonal)

May

- A lot has changed, but civic duties have not. Now is the time to make sure you & yours are *ready* for election day by *checking* if you are registered and have an approved form of ID before you *vote*. Share with your friends and family! (Awareness & Education/Engagement)
 - Video tutorial of how to use the website



- Reminder of Primary Runoff postponement (Seasonal)
- Day in History (Awareness/Seasonal)

June

- Information about early voting, possibly particularly in a time of social distancing (Awareness & Education)
- Reasonable Impediment Form info + disclaimer (Awareness & Education)
 - We use this language in our posts but what does it mean, who is it for, and how does it impact the vote?
- Summer school homework: Educational video on FAQs (Engagement)
- Day in History (Awareness/Seasonal)

July

- Checklist (Engagement)
 - Could be summer themed: Sunblock ✓ Beach towel ✓ Ready to vote ✓
 - COVID themed: Hand sanitizer ✓ Social distance ✓ Proper form of ID ✓
- Ultimate patriotic act - voting (for Independence Day) (Seasonal)
- Primary runoff election reminders (Seasonal)
- Temporary profile frames that users can add to their image, similar to the “I Voted” stickers (Engagement)

August

- Out of state for voting info for students (Awareness & Education)
- Live Q & A on social media of crowdsourced and screened questions (Engagement)
- First time voters are heading off to college. Another new responsibility? Voting: [millennial video](#) repost (Engagement)
- Day in History: 100 years of suffrage (Awareness/Seasonal)



September

- Graphics around each form of ID; could be in the form of a seven day countdown/series where all IDs are included but a different one is highlighted and explained each day (Awareness & Education)
- Media/education toolkits on website shared on social (Engagement)
- Who can vote via ballot by mail and how do you register? (Awareness & Education)
- Day in History (Awareness/Seasonal)



A powerful platform for social business



TX-SOS-20-0541-D-000074

Sprout is the industry leader



And is a product customers love



Sprout Social leads the industry across every category and segment

	Usability	Admin	Innovation	Support	Sales	Implementation	Security*	Focus
	9.0	9.0	8.7	8.9	9.0	9.0	96	SMB, Mid-Market, Enterprise
	8.3	8.4	7.3	7.9	8.3	8.3	78	Consumer, SMB
	7.3	7.2	7.2	7.5	7.7	6.5	83	Enterprise
	7.4	7.6	8.2	7.7	7.9	7.3	85	Enterprise

TX-SOS-20-0541-D-000077

...with the accolades to prove it



Fastest time-to-value

in the industry.



Highest average rating

in customer satisfaction, support, usability and retention.

(Forrester, G2 Crowd)



Award-winning customer service

including global coverage 24 hours a day during weekdays.



20,000+ customers

and growing across all business segments.



140+

new Sprout features were released in 2019 alone



Today's consumers expect more.



Social has matured as a channel and consumers' expectations for how brands interact with them on social have also evolved.



**Your consumers don't want to be talked at.
They don't want to chat with you.

They want to connect.**



Sprout offers one solution for all points of connection



Products that help you create real connection



Social management

- Content development
- Campaign management
- Distribution optimization



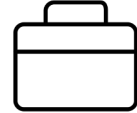
Customer care

- Response management
- Issue resolution
- Social CRM



Analytics & social listening

- Data analysis
- Measurement & reporting
- Qualitative insights



Advocacy & influencers

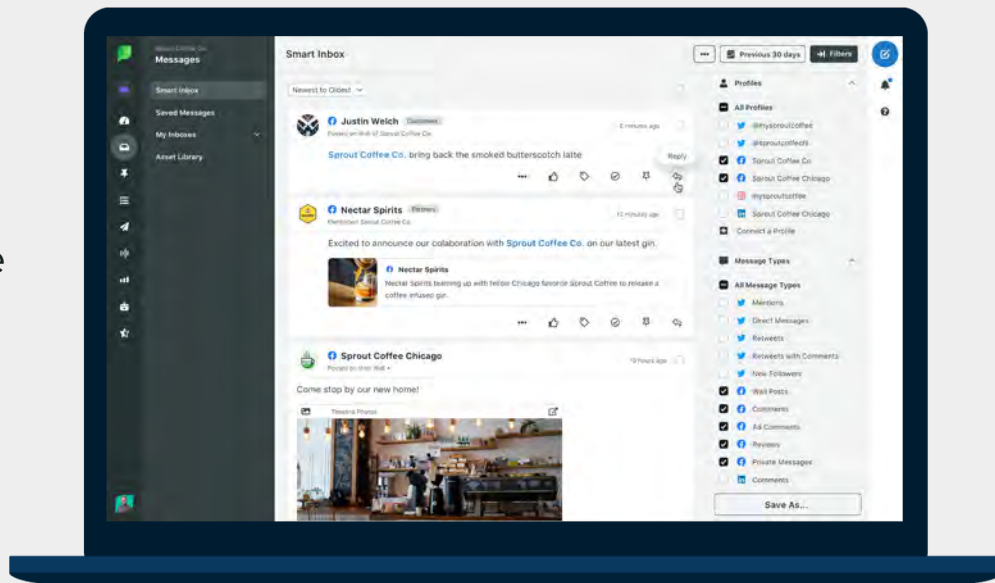
- Awareness
- Brand perception
- Content curation



Platform & services overview

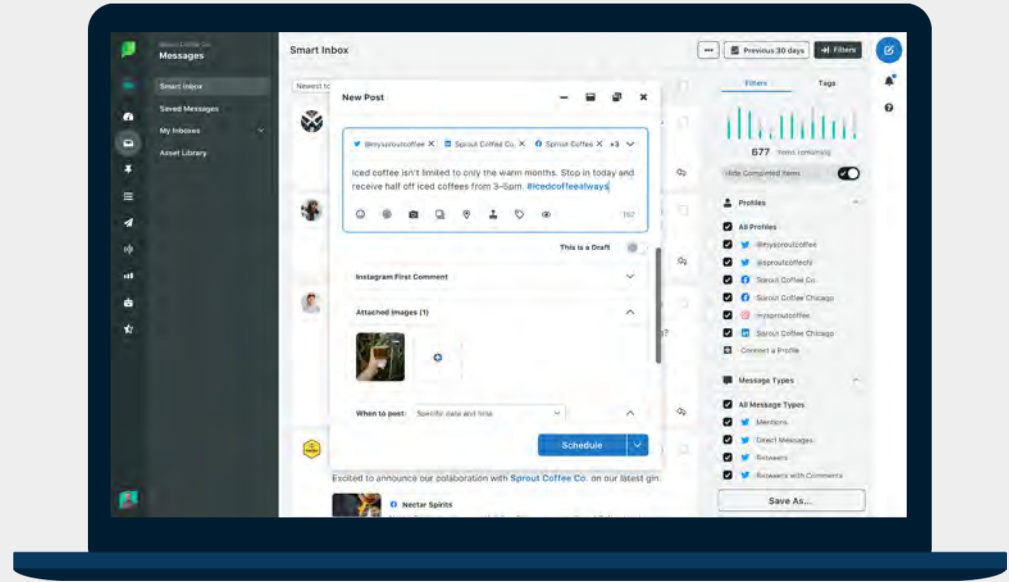
Engagement

Streamline and effectively scale social monitoring and engagement efforts with a unified social inbox



Publishing

Effortlessly plan, create,
manage and deliver social
content and campaigns
as a team



 Schedule

 Queue

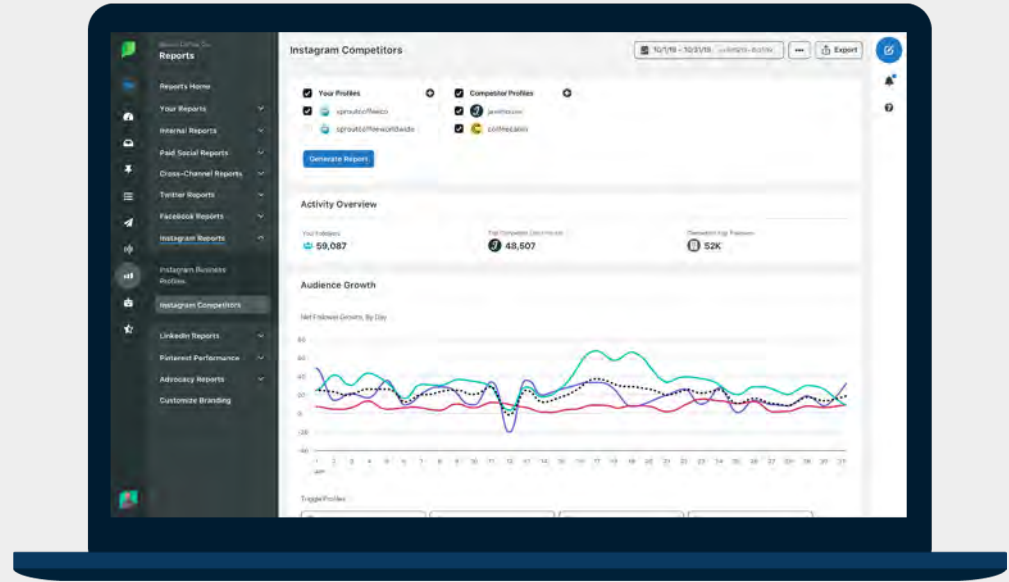
 Asset Library

 Approve



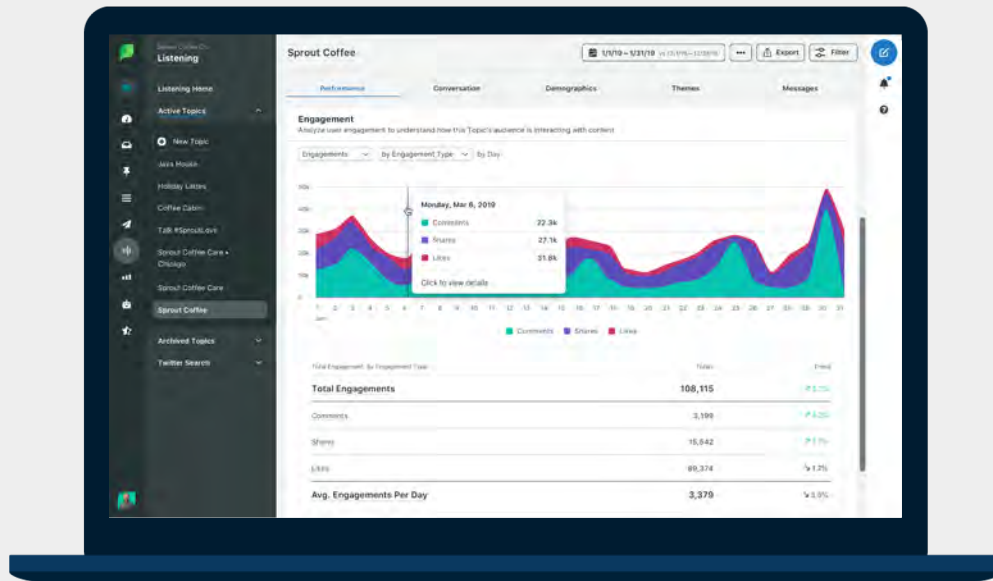
Analytics

Drive strategic decision making across the business with access to rich social data and analytics



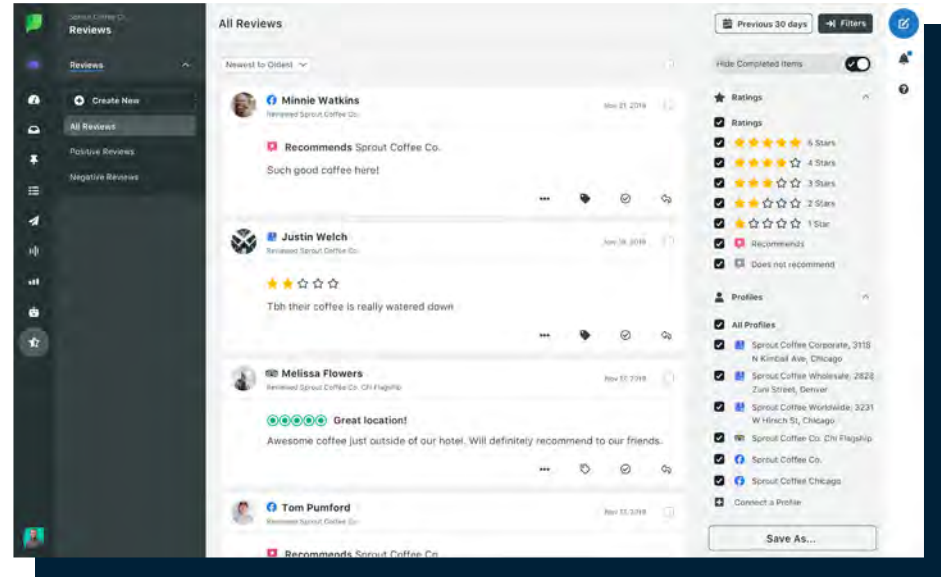
Advanced listening

- Drive business strategy using insights across social and the broader web
- Discover emerging trends, content and audience preferences
- Identify and track influencers to reach new customers
- Uncover targeted insights with breakdowns and advanced data filtering



Easily monitor & manage reviews

- Save time and boost productivity by identifying and responding to incoming reviews from multiple sources, including Facebook, Google My Business and TripAdvisor.
- Improve engagement across digital touchpoints, gain insight into local customer experiences and strengthen online reputation.
- Stay on top of time-sensitive events or potential crises with real-time monitoring.





MARKETING
+ IDEATION

+

Sprout Social



	BASIC	ADVANCED
Engagement	Brand Monitoring Community Management Community Engagement	Brand Monitoring Community Management Community Engagement Customer Feedback Management Bot Building
Publishing	Social Media Strategy Content Creation Content Curation Event Publishing Campaign Management	Social Media Strategy Content Creation Content Curation Event Publishing Campaign Management Client Publishing via Sprout*
Analytics	Individual Social Network Reports Post Performance Reports Competitor Insights Trends Analysis Event Reporting Paid Ads Report	Individual Social Network Reports Post Performance Reports Competitor Insights Trends Analysis Event Reporting Paid Ads Report Social Listening Insights* Custom Built Reports/Dashboards*
	\$200/month	Starting at \$350/month*

From: [Melissa Getchell](#)
To: [Stephen Chang](#)
Cc: [Barbie Rugen](#)
Subject: Voter Ed - Phase 1 Tour Reports
Date: Wednesday, March 11, 2020 1:53:24 PM
Attachments: image001.png
Voter Ed - SA 2.22.20 tour report.pdf
Voter Ed - Brownsville 2.29.20.pdf
Voter Ed - Hidalgo 3.7.20 tour report.pdf

CAUTION: This email originated from OUTSIDE of the SOS organization. Do not click on links or open attachments unless you are expecting the email and know that the content is safe. If you believe this to be a malicious or phishing email, please send this email as an attachment to Informationsecurity@sos.texas.gov.

Good afternoon Stephen,

Attached are the tour reports for our three grassroots activations from Phase 1. Please review at your convenience and let us know if you have any questions! On our end, we'll use all of our feedback and learnings from this Phase as we continue to plan an even bigger tour in the fall.

Thanks,

Melissa Getchell | Account Executive

O: 210.236.5000 x152 | **M:** 210.370.2792

221 W. Poplar

San Antonio, TX 78212

signature_662596058



Ready. Check. Vote. Phase 1: San Antonio Tour Report

Market Square Rodeo Round Up

Date: Saturday, February 22, 2020

Time: 2:30-6:30 p.m.

Location: Market Square

514 W Commerce St., San Antonio, TX 78207

Event Review: The event had great turnout and engagement, but the demographics included a higher propensity of out-of-state visitors than anticipated.

Event Activity:

- The match game was located in front of La Margarita, one of the two main restaurants in Market Square. We would recommend this location again.
- Our two bilingual brand ambassadors circulated the activation area, explaining the purpose for the campaign and inviting attendees to play the Ready. Check. Vote. memory match game.
 - Eight visitors stopped to play the match game.
- Brand ambassadors also answered questions relating to the campaign by pointing back to the VoteTexas.gov website via iPads. The following questions were asked and answered during this particular event:
 - I just moved inside my county; how do I find out where my new precinct is located?
 - How do I find out if I'm still registered to vote?
 - I just moved from Illinois; how do I register to vote in Texas?
 - I haven't registered to vote yet; do I still have time?
- The Ready. Check. Vote. educational information card and stickers were distributed to passersby in the following quantities:
 - 210 stickers
 - 80 informational cards
- In addition to the above engagement, we also had approximately 900 additional impressions from attendees that we talked to or that were walking by who saw our game and messaging.

SOS Attendance:

No SOS staff attended this event.

GDC Attendance:

- GDC Tour Manager Greg Cress managed this event, along with two bilingual brand ambassadors.

Event Photos:

















Ready. Check. Vote. Phase 1: Brownsville Tour Report

Sombrero Festival During Charro Days

Date: Saturday, February 29, 2020

Time: 2-7 p.m.

Location: Washington Park

700 E. Madison St.

Brownsville, TX 78520

Event Review: This event had a great percentage of Texas residents who were enthusiastic about voting. We would recommend attending this event again.

Event Activity:

- The match game was located near an entrance as well as the children's area.
- Our two bilingual brand ambassadors circulated the activation area, explaining the purpose for the campaign and inviting attendees to play the Ready. Check. Vote. memory match game.
 - 18 visitors stopped to play the match game.
- Brand ambassadors also answered questions relating to the campaign by pointing back to the VoteTexas.gov website via iPads. The following questions were asked and answered during this particular event:
 - Can I register here too?
 - Do you have voter registration forms here?
 - I just moved here, how do I find out where I vote?
 - How do I find out if I'm still registered to vote?
- The Ready. Check. Vote. educational information card and stickers were distributed to passersby in the following quantities:
 - 400 stickers
 - 300 informational cards
- In addition to the above engagement, we also had approximately 1,000 additional impressions from attendees that we talked to or that were walking by who saw our game and messaging.

SOS Attendance:

No SOS staff attended this event.

GDC Attendance:

- GDC Tour Manager Greg Cress and managed this event, along with two bilingual brand ambassadors.

Event Photos:









Ready. Check. Vote. Phase 1: Hidalgo Tour Report

Border Fest

Date: Saturday, March 7, 2020

Time: 2:30-9 p.m.

Location: 2600 N 10th St.
Hidalgo, TX 78557

Event Review: The event had a smaller turnout than previous years as well as less engagement than other events, possibly due to the timing.

Event Activity:

- The match game was located next to the Don't mess with Texas booth near the back entrance across from the petting zoo. We were also placed behind a sign. If we attended this event again, we would request a different location.
- Our two bilingual brand ambassadors circulated the activation area, explaining the purpose for the campaign and inviting attendees to play the Ready. Check. Vote. memory match game.
 - Two visitors stopped to play the match game.
- Brand ambassadors also answered questions relating to the campaign by pointing back to the VoteTexas.gov website via iPads. The following questions/comments were presented and addressed during this particular event:
 - Is it too late for me to register for the election?
 - It's terrible how long some people had to wait in line just to vote in the primaries. It should be better organized.
- The Ready. Check. Vote. educational information card and stickers were distributed to passersby in the following quantities:
 - 500 stickers
 - 460 informational cards
- In addition to the above engagement, we also had approximately 700 additional impressions from attendees that we talked to or that were walking by who saw our game and messaging.

SOS Attendance:

No SOS staff attended this event.

GDC Attendance:

- GDC Tour Manager Greg Cress managed this event, along with two bilingual brand ambassadors.

Event Photos:







