



From: GeneralCounsel <GeneralCounsel@sos.texas.gov>
Date: Thursday, November 5, 2020 at 3:00 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 22 email, please find the attached zipped folder containing documents responsive to this request.

The responsive documents contain email addresses of the general public. An email address of a member of the public is confidential under section 552.137 of the Texas Government Code. The attorney general authorized all governmental bodies to withhold an email address of a member of the public without first requesting an attorney general opinion in Open Records Decision No. 684 (2009).

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 19, 2020. See Tex. Gov't Code § 552.221(d).

Kind regards,

11/23/2020

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

From: GeneralCounsel <GeneralCounsel@sos.texas.gov>
Sent: Thursday, October 8, 2020 3:43 PM
To: 'AO Records' <records@americanoversight.org>
Cc: GeneralCounsel <GeneralCounsel@sos.texas.gov>
Subject: RE: : [Ext]RE: [Ext]RE: Public Records Request (TX-SOS-20-0541)

Good afternoon,

Regarding our September 24 email, we appreciate your patience as we continue to process your request in accordance with the terms of the Public Information Act. We require additional time to review our records and produce additional responsive documents. We will provide additional responsive documents—to the extent such information is not excepted from disclosure under state or federal law—by 5:00 p.m. on October 22, 2020. See Tex. Gov't Code § 552.221(d).

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: [David Ocamb](#)
To: [Stephen Chang](#)
Cc: [Barbie Rugen](#); [Olivia Thomas](#); [Beth Wammack](#)
Subject: Focus Group Dates and Logistics
Date: Monday, May 18, 2020 5:01:35 PM
Attachments: image001.png

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.

Stephen,

Following up here are the updated dates and group compositions:

Houston - June 30

One group Spanish dominant adults (in Spanish)

One group unregistered voters

Valley - July 1

One group 18-22 year old register voters

One group Spanish dominant adults (in Spanish)

Time to tweak creative

Dallas - Tuesday July 14

One group 18-22 year old register voters

One group unregistered voters

Online groups - Thursday July 16

One group 70+ voters: rural

One group 70+ voters: urban

David Ocamb | Chief Planning & Research Officer

O: 210.236.5000 x178 | **M:** 214.280.7891

221 W. Poplar

San Antonio, TX 78212

signature_662596058



From: [Stephen Chang](#)
To: [Barbie Rugen](#)
Subject: FW: [EXTERNAL] RE: Get Out To Vote
Date: Thursday, March 19, 2020 11:12:00 AM
Attachments: image001.png
Sig-ROMarket-Houston_a2e9c73e-0505-4eec-8ec2-1165fc26e57e.png

Heads up, referred this possible vendor for you. They may try to reach out to your media buyer.

Please treat as you would any pitches regarding to media buys. Just passing them along to you.

Thanks!

- SC

From: Debra Guidry [REDACTED]
Sent: Thursday, March 19, 2020 11:07 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Wayne Jones [REDACTED] >
Subject: Re: [EXTERNAL] RE: Get Out To Vote

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.

Thank you Stephen!

Sent from my iPhone

Unless otherwise agreed in writing by a station General Manager, all Radio One sales orders are governed by the terms and conditions of Radio One's standard sales agreement, which can be found at http://urban1.com/sales_terms_and_conditions/. By accepting any sales orders communicated by this email message, any advertisers and/or their agencies agree to be bound by the terms therein.

On Mar 19, 2020, at 10:58 AM, Stephen Chang <SChang@sos.texas.gov> wrote:

Debra,

Thanks for reaching out. I'm in charge of the 2020 Voter ID Education campaign here at SOS, which is detailed here:

<https://www.sos.state.tx.us/about/newsreleases/2020/022420.shtml>

GDC Ideation in San Antonio is our vendor, and they are handling all media buys

through the front end. If you have any interest in pitching airtime buys, please reach out to them and reference this campaign and speak with their media buyer.

Thanks!

- SC

From: Debra Guidry [REDACTED] >
Sent: Thursday, March 19, 2020 10:44 AM
To: Stephen Chang <SChang@sos.texas.gov>
Subject: Get Out To Vote

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.

Hello Stephen,

My name is Debra Guidry and I work with Radio One in Houston Texas.

I was calling today to find out who I should talk to about any Get Out To Vote initiatives the Secretary of State would be doing this year.

Please let me know who I should contact.

Thank you!

--

<image001.png>

Unless otherwise agreed in writing by a station General Manager, all Radio One sales orders are governed by the terms and conditions of Radio One's standard sales agreement, which can be found at http://urban1.com/sales_terms_and_conditions/. By accepting any sales orders communicated by this email message, any advertisers and/or their agencies agree to be bound by the terms therein.

From: [Stephen Chang](#)
To: ["Barbie Rugen"](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Carey Quackenbush](#); [David Ocamb](#)
Subject: RE: Campaign Theme Approval
Date: Monday, January 27, 2020 11:18:06 AM
Attachments: image001.jpg

No problem. Thanks!

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Monday, January 27, 2020 11:07 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Carey Quackenbush <cquackenbush@gdc-co.com>; David Ocamb <docamb@gdc-co.com>
Subject: Re: Campaign Theme Approval

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.

Fantastic!!

We'll start getting final creative in motion and wait for an approval on research. Thank you for making these happen!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Monday, January 27, 2020 at 11:05 AM
To: Beth Wammack <bwammack@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Carey Quackenbush <cquackenbush@gdc-co.com>, David Ocamb <docamb@gdc-co.com>
Subject: Campaign Theme Approval

GDC Team,

Writing to confirm that we would like to proceed with "Ready, Check, Vote" as the campaign theme. Additionally, I have been in touch with David today and we will likely approve the polling today as well.

Thanks,

- SC

--

Stephen Chang
Director of Communications
Office of the Secretary of State

Capitol Building, Room 1E.8
Direct: (512) 463-6116
Cell: (512) 538-5293
SChang@sos.texas.gov



From: [Stephen Chang](#)
To: [David Ocamb](#)
Cc: [Barbie Rugen](#); [Olivia Thomas](#); [Beth Wammack](#)
Subject: RE: Focus Group Dates and Logistics
Date: Monday, May 18, 2020 5:04:00 PM
Attachments: image001.png

Thanks David!

- SC

From: David Ocamb <docamb@gdc-co.com>
Sent: Monday, May 18, 2020 5:01 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Olivia Thomas <othomas@gdc-co.com>; Beth Wammack <bwammack@gdc-co.com>
Subject: Focus Group Dates and Logistics

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.

Stephen,

Following up here are the updated dates and group compositions:

Houston - June 30

One group Spanish dominant adults (in Spanish)

One group unregistered voters

Valley - July 1

One group 18-22 year old register voters

One group Spanish dominant adults (in Spanish)

Time to tweak creative

Dallas - Tuesday July 14

One group 18-22 year old register voters

One group unregistered voters

Online groups - Thursday July 16

One group 70+ voters: rural

One group 70+ voters: urban

David Ocamb | Chief Planning & Research Officer

O: 210.236.5000 x178 | **M:** 214.280.7891

221 W. Poplar
San Antonio, TX 78212

signature_662596058



From: Stephen Chang
Sent: Saturday, February 22, 2020 10:41 AM
To: Barbie Rugen
Cc: Beth Wammack; Melissa Getchell; Marcie Casas
Subject: Re: SOS: Voter Ed - Market Square Round Up (San Antonio)

Awesome! Great work! Glad to see we're on the ground!

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Saturday, February 22, 2020 10:24:59 AM
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 - Market Square Round Up (San Antonio)

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.

We've been blessed with a beautiful day & we're ready to get the Voter Ed message out there!

We could not have asked for better placement. There are 2 main restaurants in Market Square - La Margarita & Mi Tierra. We are parked in one of the walk throughs in front of La Margarita. As you can see, it's a great backdrop for us. We look forward to a fun activation!

Any questions, let us know. Happy Saturday!





From: [Olivia Thomas](#)
To: [Stephen Chang](#)
Subject: Re: SOS: Voter Ed - Phase 2 - Digital & OOH Creative
Date: Friday, June 5, 2020 10:02:59 AM
Attachments: image001.png

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.

Meeting Link: <https://chime.aws/██████████>

Meeting ID: ██████████

U.S. Toll: +1-267-866-0999

Meeting PIN: ██████████

International: <https://businesssupport.vonage.com/articles/answer/Amazon-Chime-Dial-in>

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_45473371



From: brugen@gdc-co.com
When: 10:00 AM - 11:00 AM June 5, 2020
Subject: SOS: Voter Ed - Phase 2 - Digital & OOH Creative
Location: Chime - Video Call

This meeting will be a quick one, but I've blocked an hour just in case. Morgan will be presenting the digital & OOH components that we'd like to recommend for the Phase 2 portion of the campaign.

We'll send creative over on Friday morning so that you can follow along. Thanks!

Call in number following:

Meeting ID: ██████████

United States: (267) 866 - 0999

Meeting PIN: [REDACTED]

From: [Stephen Chang](#) on behalf of [Beth Wammack](#)
To: [Shuford Scott](#); [Stephen Chang](#); [Adam Bitter](#); [Barbie Rugen](#); [Melissa Getchell](#); [Paola Herrera](#); [Tom Lewis](#); [Lisa Gomez](#); [Marcie Casas](#); [Victor Noriega](#); [Carey Quackenbush](#); rhughs@sos.texas.gov
Cc: [Morgan Davy](#); [David Ocamb](#)
Subject: Secretary of State Voter Education Campaign Kick-Off

From: Beth Wammack
Sent: Thursday, January 16, 2020 4:24:44 PM
To: Beth Wammack <bwammack@gdc-co.com>; Stephen Chang <SChang@sos.texas.gov>; Adam Bitter <ABitter@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>; Tom Lewis <tlewis@gdc-co.com>; Lisa Gomez <lgomez@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Carey Quackenbush <cquackenbush@gdc-co.com>; rhughs@sos.texas.gov <rhughs@sos.texas.gov>
Cc: Morgan Davy <mdavy@gdc-co.com>; David Ocamb <docamb@gdc-co.com>
Subject: Secretary of State Voter Education Campaign Kick-Off
When: Friday, January 24, 2020 3:00 PM-5:00 PM.
Where: Austin

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.

Putting this on our calendar. We will send an agenda prior to the meeting. Thank you!

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Tom Lewis](#); [Selina Smith](#)
Subject: SOS: Voter Ed - April Billing
Date: Friday, May 8, 2020 11:19:51 AM
Attachments: image001.png
SOS - Voter Ed - April 2020 Billing.zip

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 Voter Ed - April 2020 billing. Upon review, please let us know if there are any questions, or if anything needs to be adjusted.

Here's hoping the weather is nice & cool in Austin and you get to enjoy the day. We're here if anything is needed. Have a good one!

Barbie Rugen | Project Manager

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

221 W. Poplar

San Antonio, TX 78212

signature_662596058





Client: Secretary of State
1019 Brazos St., Suite 410
Austin, Texas 78701-2413

Invoice #: 37337
Date: 5/8/2020

PO#: 307-0-00187

Job: Voter Education - Phase 1

INVOICE

Current: \$60,163.95

Inv. To Date: \$1,280,666.49

Balance: \$120,333.51

Total Grand Budget \$1,401,000.00

Reporting Period: 04/01/20 - 04/30/20

Description of Services:	Amount
--------------------------	--------

<u>Agency Services:</u>	\$60,163.95
--------------------------------	--------------------

Line Item	Hours	
3.2 Posters	64.50	\$11,182.50
4.2 Ongoing Reporting/Analytics Weekly	23.00	\$2,973.95
5.4 Grassroots Tour - Our Ready. Check. Vote.	143.00	\$17,427.14
6.2 Content Calendar Development	17.50	\$2,037.86
6.4 Social Posting	86.00	\$9,415.00
7.3 Media Buy Reconciliation	136.75	\$16,340.00
8.2 Website	46.00	\$787.50

<u>Media:</u>	\$0.00
----------------------	---------------

INVOICE TOTAL: \$60,163.95



SECRETARY OF STATE: VOTER EDUCATION APRIL 1-30, 2020				
Employee	Title	Rate	FY 2020 Hours	Total
Ashleigh Garza	Media/Event Coordinator	90	13.25	\$1,192.50
Barbie Rugen	Project Manager	130	67.00	\$8,710.00
Beth Wammack	Chief Executive Officer	175	29.00	\$5,075.00
Carey Quackenbush	Chief Ideation Officer	175	8.00	\$1,400.00
David Ocamb	Research	150	16.50	\$2,475.00
Emily Price	Social Media Specialist	130	1.50	\$195.00
Gabriela McLain	Senior Media Planner/ Buyer	90	1.00	\$90.00
Jennifer Gomez	Diversity Outreach Coordinator	95	6.00	\$570.00
Lannete Espino	Accounting Assistant	90	4.50	\$405.00
Leonard Guerra	Traffic Manager	90	27.75	\$2,497.50
Lisa Gomez	Media Director	90	9.00	\$810.00
Marcie Casas	Public Relations Director	150	19.00	\$2,850.00
Mario Gamez	Diversity Outreach Coordinator	95	14.00	\$1,330.00
Matt Buikema	Video Service Director	150	27.00	\$4,050.00
Melissa Getchell	Account Executive	90	28.50	\$2,565.00
Morgan Davy	Art Director	90	41.00	\$3,690.00
Olivia Thomas	Administrative Assistant	90	34.75	\$3,127.50
Paola Herrera	Social Media Specialist	130	17.75	\$2,307.50



Employee	Title	Rate	FY 2020 Hours	Total
Rachel Dvorak	Copywriter	90	18.00	\$1,620.00
Selina Smith	Accounting Assistant	90	14.75	\$1,327.50
Tita Sartorio	Associate Creative Director	90	66.00	\$5,940.00
Tom Lewis	Controller	130	18.50	\$2,405.00
Victor Noriega	Creative Director	150	34.00	\$5,100.00
TIME TOTAL				\$59,732.50



Texas Press Clipping Service
PO Box 873
Columbia, MO 65205
www.newzgroup.com
(800) 474-1111

Bill To

Guerra Deberry Coody
Attn: Marcie Casas
221 W Poplar St.
San Antonio, TX 78212-

Account [REDACTED]
Invoice 329014
Date 4/30/2020
Terms Due on receipt
PO See below

Services Provided	Qty	Rate	Amount
PO SOS Ready. Check. Vo			
E-Clipz Delivery Service			
Research Fee	1	65.00	65.00
Total clips	1	1.45	1.45
Management Report			
Monthly Fee	1	15.00	15.00
Additional per clip	1	0.00	0.00

Invoice Total \$81.45

We accept check, credit card and ACH payments. Our TIN is 43-1588889.

Please call (800) 474-1111 to make a payment, set up an automatic monthly charge, or to discuss any billing questions. You may also email us at sfrieling@newzgroup.com.

Any balances not paid within 30 days of the original invoice date are subject to a late fee of \$5 per 30 days not received.

*If the total account balance and invoice total do not match, you may have credits or outstanding invoices on your account. Please contact us if you are unsure of the reason for the discrepancy.

Thank You!



AMERICAN
OVERSIGHT

TX-SOS-20-0541-E-000018

Sprout Social

131 S. Dearborn St.
Suite 700
Chicago, IL 60603
United States
Phone: 1-866-878-3231
Email: billingteam@sproutsocial.com

Invoice

Invoice # 1520402
Billed On Apr 12, 2020
Terms On-Receipt
Due On Apr 12, 2020

Bill To

Marisela Casas

GDC Marketing & Ideation
221 W. Poplar Street
San Antonio, TX 78212
United States

PAID

on Apr 12, 2020

\$350.00 USD

Date	Description	Qty	Price	Subtotal	Tax	Total
Apr 12 - May 12, 2020	Custom 1044	1	\$350.00	\$350.00	0.00%	\$350.00

Subtotal \$350.00

TX Tax 6.25% \$0.00

Total \$350.00

Paid (\$350.00)

Amount Due \$0.00

Payments

Apr 12, 2020 \$350.00 Payment from [REDACTED]

Notes

All amounts in United States Dollars (USD)



SOS – Voter Ed
GDC Evaluations and Recommendations
April 2020

Client: Secretary of State - Voter Education Campaign
Date: April 1 – 30, 2020

Items/Activities	Status
None to report at this time	



SOS - Voter Ed - Phase I & 2

Status Report

Week of April 6, 2020

Flight	Job Category	Job Description
	MEDIA	Media Plan - Phase I
		* Media Buy Reconciliation
	DIGITAL	Digital Animated Banners - Phase I
		* Monthly Digital Analytics
		* Digital POP
	WEBSITE	Website Development - Phase I
		* Reporting / Analytics / Questions / Recommendation
	SOCIAL MEDIA	Social Posting - Phase I
		* Social Media Evaluator
Phase 2	Job Category	Job Description
	KICK-OFF	Phase 2: Kick-Off Meeting
	MEDIA	Media Plan - Phase 2
		* Media Planning and Placement
		* Media Buy Execution
		* Media Buy Reconciliation
	CREATIVE	Strategy Messaging

		* <i>Strategy Messaging</i>
		* <i>Audience Profiles</i>
		* <i>TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers</i>
	TV	TV Production
		* <i>TV Storyboards - :30 English & :30 Spanish</i>
	COLLATERAL	Collateral & Printing
		* <i>Voter Toolkit Partnership Kits</i>
		* <i>Community Relations & Corporate Partnerships</i>
		* <i>Toolkit Components - English & Spanish</i>
		* <i>Printing & Fulfillment</i>
	SOCIAL MEDIA	Social Media Posting
		* <i>Evergreen Library - Social Posts</i>
		* <i>SM Ideas Presentation</i>
		* <i>Content Calendar Development</i>
		* <i>Creative Development</i>
		* <i>Social Posting</i>
	GRASSROOTS	Our Ready. Check. Vote. Grassroots Tour
		* <i>Internal Brainstorm</i>

		* Grassroots Footprint Design & Layout, Write Up
		* ID Catch - Digital Game
		* Match - Digital Game
		* Tour Sub-Brand - Name Options
	SPECIAL EVENTS	Special Events & Press Conference
		* Press Conference
		* Media Relations
	ADMIN	* Video (B-roll packages)
		January Billing
		February Billing
		March Billing
		Annual Report

OOO / Holidays	Dates
----------------	-------

	CREATIVE	Outdoor Billboards
		* Digital OOH Billboards
		Pre-Roll Streaming Video
		* Pre-roll Storyboards - English & Spanish
		- English Video
		- Spanish Video
		Radio Production

		* :60 Radio - English & Spanish
		* :30 Radio - English & Spanish
		* :15 Radio - English & Spanish
		* TTWN Scripts
		* Countdown Reads - English & Spanish (:30's)
		Digital Animated Banners
		* Digital Animated Banners - English & Spanish; multiple sizes
		* Info Cards - English & Spanish
		* Stickers - English & Spanish
		* Poster PDF for website
		* Stickers PDF for website
		* Info Card PDF for website
	MEDIA RELATIONS	Media Relations (if SOS attends Grassroots Events)
		* Statewide News Release (English & Spanish)
		* Media Outlet Distribution List
	SOCIAL MEDIA	Content Calendar
		* Editorial Calendar
		Social Posting
		* Early Voting Dates Post - February 14th
		* Early Voting Begins Post
		* Acceptable Forms of ID Post
		* Next posts: Grassroots Events Posts
		- San Antonio Post
		- Harlingen Post
		- Brownsville Post
	PR	* Press Conference - Site Visit
	RESEARCH	* Track Polling
		* Research Results Presentation
	MEDIA	* Media Execution

		* OOH POP
	SPECIAL EVENTS	Press Conference * Press Conference Date, Time & Location - Press Release (English & Spanish) - Talking Points - Podium Script * Press Conference - Step & Repeat * Press Conference - Posters & Easels * Grassroots Activation * Videographer Coordination (Matt) * Press Conference - Social Media Posts Grassroots Tour - Phase I * Grassroots Tour * Grassroots Tour - Cost Estimate - REVD Cost Estimate * Grassroots Footprint & Components - Branded Tent - RCV Games (3 sets) - Pull Up Banners - iPads - Pull Up Banners * Branded Truck & Door Signage * Brand Ambassador Guide * Grassroots T-shirts * Grassroots Odds -n- Ends * Brand Ambassador Guide * Grassroots Tour - San Antonio - Tour Report * Grassroots Tour - Harlingen - Tour Report * Grassroots Tour - Brownsville - Tour Report
	WEBSITE	Website Development * VoteTexas.gov Website Updates
	RESEARCH	Statewide Quantitative Research Poll * Track Polling - English & Spanish * Contingency Plan A & Plan B * Research Results Presentation - P1 & P2

April 26		
February 17	March 29	
April 7 @ 3pm		
TBD		
March 30		
TBD		
Friday - April 3		
TBD		
TBD		

April. 2020		
April. 2020		
TBD		
IN MOTION		
Week of April 6		
IN MOTION		
IN MOTION		
TBD		
IN MOTION		
COMPLETE		
IN MOTION		
IN MOTION		
TBD		
March . 2020		

IN MOTION		
IN MOTION		
IN MOTION		
TBD		
TBD		
TBD		
TBD		
		COMPLETED
		COMPLETED
TBD		

		COMPLETED
February 17		COMPLETED
		APPROVED
IN MOTION		APPROVED

February 17	February 23	Completed
February 17	February 23	Completed
February 17	February 23	Completed
		Completed
TBD		
February 17		Completed
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED
January 27	February 6	COMPLETED
February 26		COMPLETED
		COMPLETED

		COMPLETED
		COMPLETED
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		COMPLETED
		CONFIRMED
		CONFIRMED
TBD		
		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		
TBD		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
Feb. 28		COMPLETED
Feb. 29		COMPLETED
Mar. 9		COMPLETED
Mar. 7		COMPLETED
Mar. 13		COMPLETED
		COMPLETED
		COMPLETE
		COMPLETE
		COMPLETE

Next Steps, Status & Notes
<i>Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices</i>
<i>Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2</i>
<i>Sharing Digital POP w/SOS team on Tuesday, April 7 @ 3:00 pm</i>
<i>GDC provided a website review & proposal on Feb. 14; once primaries wrap up, Stephen will meet w/Web team and provide next steps</i>
<i>Monthly Analytics will be gathered & shared internally on Thursday - March 26; Analytics will be shared w/Stephen & team on Monday - March 30</i>
Next Steps, Status & Notes
(Possibly a virtual presentation)
<i>GDC will start to move forward with Phase 2 media recommendation & timeline; internal due date is Friday, April 3</i>
<i>Upon approval of Phase 2 media plan, execution will take place.</i>
<i>Upon completion of Phase 2, reconciliation will take place.</i>

GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings
GDC will create audience profiles to be utilized for versioning all creative executions
Strategy will apply to all mediums we move forward with in Phase 2.
GDC is revising copy on TV storyboards; internal due date - April 8; internal meeting to begin discussing details & coordination
GDC completed our first Internal meeting; initial partnership list & ideas due internally on Friday, March 27 ... recommendation to SOS the week of April 6
GDC is compiling a list of organizations & partnerships to propose to the SOS team; internal due date is Friday, March 27
GDC will create a toolkit for partnership project; idea/design to SOS the week of April 6
GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1
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 in development based on final approved ideas for April, May, June ...
GDC beginning creative development for April assets
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

GDC designing grassroots footprint layout & gathering initial costs and timelines; internally due Friday, March 27
Design & write up completed; internal review & QC will begin next
Design & write up in motion
January invoice & supporting documents submitted on Feb. 10
February invoice (REVD) & supporting documents submitted on Mar. 11
March invoice due to SOS by April 10

COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17
Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
English streaming video approved on Feb. 19; HTML4 file created & trafficked on Feb. 20
Spanish streaming video approved on Feb. 20; HTML4 file created & trafficked on Feb. 20

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)
TTWN scripts completed internally; holding till Feb. 11 status call for Spanish translations
Will be shifted to Phase 2
GDC producing final digital banner sizes; banners will be trafficked the week of Feb. 10
Info cards delivered to GDC on Feb. 19
Sticker approved; printing in motion; due date to GDC on/before Feb. 20
Work order for all website components to be submitted week of Feb. 24; due by March 9
Work order for all website components to be submitted week of Feb. 24; due by March 9
Work order for all website components to be submitted week of Feb. 24; due by March 9
COMPLETED: GDC provided an Editorial Calendar - February 2020
Early Voting Dates Post internal due date is Feb. 11; to the SOS on
Early Voting Begins Post approved; posting on Feb. 18
Acceptable Forms of ID Post approved; posting on Feb. 19
San Antonio post will be provided to SOS on Feb. 18
Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building
Benchmark track polling coordinated - call centers & in person interviews confirmed; Interview will conclude on Feb. 6
Presentation scheduled on Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation
COMPLETED: Final media buy secured; digital OOH board changes/approved

OOH POP provided to Stephen on Monday, March 30; Stephen confirmed receipt
Press Conference secured for February 24th @ 2:00 pm @ The Rudder Building / Atrium
Press Release will be shared w/SOS on Feb. 18
Talking Points will be shared w/SOS on Feb. 18
Podium Script will be shared w/SOS on Feb. 18
S&R ordered; there may be a shipping rush charge; will confirm with Production on Feb. 18
Posters ordered; easels confirmed w/Stephen for the day of the PC
GDC will set up the Ready. Check.Vote tent & have a mini activation for those that attend the
Matt confirmed to attend press conference on Feb. 24
GDC discussing internally; will make a recommendation on Feb. 19
Grassroots tour recommendation approved Feb. 3; GDC secured (3) events
GDC will provide a quote covering all costs associated w/grassroots events & management the
GDC will provide a detailed hotel/GSA rate cost estimate to SOS for review/final approval
Grassroots footprint & components approved; GDC has coordinated all pieces; due date to
Branded Tent ordered; will be delivered to GDC on/before Feb. 20
RCV game sets ordered; will be delivered to GDC on/before Feb. 20
Pull up banners ordered; will be delivered to GDC on/before Feb. 20
GDC will provide a cost estimate for iPads
English roll up banner / fix
Truck reserved for RCV tour; door signage printing being coordinated
GDC has created a guide for the Tour Manager &
Voter Ed t-shirt approved on Feb. 4; GDC has coordinated the printing; delivery scheduled on
O&E: 6' table, sand bags, plastic tub for info cards & stickers
GDC has created a guide for the Tour Manager & BA's
Great first event!
Tour report of the event, including photos & stats will be provided by EOW/Feb. 28
Work order for all website components to be submitted week of Feb. 24; due by March 9
Final reports provided to Stephen on Friday - April 3. This job is complete.
GDC & Suma have discussed contingency plans of shifting the focus groups by a month, or
Webinar presentation scheduled for April 2 @ 2pm; all results will be rolled into one report



SOS - Voter Ed - Phase I & 2

Status Report

Week of April 13, 2020

Flight	Job Category	Job Description
	MEDIA	Media Plan - Phase I
		* Media Buy Reconciliation
	WEBSITE	Website Development - Phase I
		* Reporting / Analytics / Questions / Recommendation
	SOCIAL MEDIA	Social Posting - Phase I
		* Social Media Evaluator
Phase 2	Job Category	Job Description
	KICK-OFF	Phase 2: Kick-Off Meeting
	RESEARCH	Research
		* Focus Groups
		* TV Storyboards - :30 English & :30 Spanish
		* Approved Print Ready Files / Printing
	MEDIA	Media Plan - Phase 2
		* Media Planning and Placement
		* Media Buy Execution
		* Media Buy Reconciliation

	CREATIVE	Strategy Messaging
		* <i>Strategy Messaging</i>
		* <i>Audience Profiles</i>
		* <i>TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers</i>
	TV	TV Production
		* <i>TV Storyboards - :30 English & :30 Spanish</i>
	COLLATERAL	Collateral & Printing
		* <i>Voter Toolkit Partnership Kits</i>
		* <i>Community Relations & Corporate Partnerships</i>
		* <i>Toolkit Components - English & Spanish</i>
		* <i>Printing & Fulfillment</i>
	SOCIAL MEDIA	Social Media Posting
		* <i>Evergreen Library - Social Posts</i>
		* <i>SM Ideas Presentation</i>
		* <i>Content Calendar Development</i>
		* <i>Creative Development - April 2020</i>
		* <i>April 2020 - Runoff Post</i>
		* <i>April 2020 - 2018 Voter Video / Updated</i>

		* April 2020 - Stuck at Home
		* Creative Development - May 2020
		* Creative Development - June 2020
	GRASSROOTS	Our Ready. Check. Vote. Grassroots Tour
		* Internal Brainstorm
		* Grassroots - New Idea
		* ID Catch - Digital Game
		* Tour Sub-Brand - Name Options
	SPECIAL EVENTS	Special Events & Press Conference
		* Press Conference
		* Media Relations
		* Video (B-roll packages)
	ADMIN	January Billing
		February Billing
		March Billing
		April Billing
		Annual Report

OOO / Holidays	Dates
----------------	-------

	CREATIVE	Outdoor Billboards
		* Digital OOH Billboards
		Pre-Roll Streaming Video
		* Pre-roll Storyboards - English & Spanish
		- English Video
		- Spanish Video
		Radio Production
		* :60 Radio - English & Spanish
		* :30 Radio - English & Spanish
		* :15 Radio - English & Spanish
		* TTWN Scripts
		* Countdown Reads - English & Spanish (:30's)
		Digital Animated Banners
		* Digital Animated Banners - English & Spanish; multiple sizes
		* Info Cards - English & Spanish
		* Stickers - English & Spanish
		* Poster PDF for website
		* Stickers PDF for website
		* Info Card PDF for website
		* Monthly Digital Analytics
		* Digital POP
	MEDIA RELATIONS	Media Relations (if SOS attends Grassroots Events)
		* Statewide News Release (English & Spanish)
		* Media Outlet Distribution List
	SOCIAL MEDIA	Content Calendar
		* Editorial Calendar
		Social Posting
		* Early Voting Dates Post - February 14th
		* Early Voting Begins Post
		* Acceptable Forms of ID Post
		* Next posts: Grassroots Events Posts

		- San Antonio Post
		- Harlingen Post
		- Brownsville Post
	PR	* Press Conference - Site Visit
	RESEARCH	* Track Polling
		* Research Results Presentation
	MEDIA	* Media Execution
		* OOH POP
	SPECIAL EVENTS	Press Conference
		* Press Conference Date, Time & Location
		- Press Release (English & Spanish)
		- Talking Points
		- Podium Script
		* Press Conference - Step & Repeat
		* Press Conference - Posters & Easels
		* Grassroots Activation
		* Videographer Coordination (Matt)
		* Press Conference - Social Media Posts
		Grassroots Tour - Phase I
		* Grassroots Tour
		* Grassroots Tour - Cost Estimate
		- REVD Cost Estimate
		* Grassroots Footprint & Components
		- Branded Tent
		- RCV Games (3 sets)
		- Pull Up Banners
		- iPads
		- Pull Up Banners
		* Branded Truck & Door Signage
		* Brand Ambassador Guide
		* Grassroots T-shirts
		* Grassroots Odds -n- Ends
		* Brand Ambassador Guide
		* Grassroots Tour - San Antonio
		- Tour Report
		* Grassroots Tour - Harlingen
		- Tour Report
		* Grassroots Tour - Brownsville

	WEBSITE	- Tour Report
		Website Development
		* VoteTexas.gov Website Updates
	RESEARCH	Statewide Quantitative Research Poll
		* Track Polling - English & Spanish
		* Contingency Plan A & Plan B
		* Research Results Presentation - P1 & P2

<i>IN MOTION</i>		
<i>TBD</i>		
<i>March 30</i>		
TBD		
<i>June/July 2020</i>		
<i>Internal- April 17</i>		
<i>TBD</i>		
<i>Friday - April 3</i>		
<i>TBD</i>		
<i>TBD</i>		

June/July 2020		
April. 2020		
TBD		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
TBD		
IN MOTION		COMPLETED
April 1		COMPLETED
TBD		
April. 20		
April. 21		
April. 23		

<i>April. 28</i>		
<i>TBD</i>		
<i>TBD</i>		
<i>March . 2020</i>		
<i>IN MOTION</i>		
<i>IN MOTION</i>		
<i>IN MOTION</i>		
<i>TBD</i>		
<i>TBD</i>		
<i>TBD</i>		
		<i>COMPLETED</i>
		<i>COMPLETED</i>
		<i>COMPLETED</i>
<i>TBD</i>		

		COMPLETED
February 17		COMPLETED
		APPROVED
IN MOTION		APPROVED
February 17	February 23	Completed
February 17	February 23	Completed
February 17	February 23	Completed
		Completed
TBD		
February 17		Completed
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
February 17		Completed
April 7 @ 11am		Completed
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED

IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED
January 27	February 6	COMPLETED
February 26		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		COMPLETED
		CONFIRMED
		CONFIRMED
TBD		
		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		
TBD		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
Feb. 28		COMPLETED
Feb. 29		COMPLETED
Mar. 9		COMPLETED
Mar. 7		COMPLETED

<i>Mar. 13</i>		<i>COMPLETED</i>
		<i>COMPLETED</i>
		<i>COMPLETE</i>
		<i>COMPLETE</i>
		<i>COMPLETE</i>

Next Steps, Status & Notes
Final match reports provided to the SOS team on April 17; GDC is in the process of reconciling all media invoices and will provide affidavits & invoices
GDC provided a website review & proposal on Feb. 14; once primaries wrap up, Stephen will meet w/Web team and provide next steps
Monthly Analytics will be gathered & shared internally on Thursday - March 26; Analytics will be shared w/Stephen & team
Next Steps, Status & Notes
(Possibly a virtual presentation)
Suma is re coordinating Focus Groups for June 30 & July 1 (tentatively)
TV storyboards are due Friday - April 17 for internal review; will share with SOS team in early May
Printed posters will be needed for Focus Groups; GDC will coordinate w/SUMA
GDC will start to move forward with Phase 2 media recommendation & timeline; internal due date is Friday, April 3
Upon approval of Phase 2 media plan, execution will take place.
Upon completion of Phase 2, reconciliation will take place.

GDC will work with the Voter Ed team to develop strategy messaging strategy utilizing focus group findings
GDC will create audience profiles to be utilized for versioning all creative executions
Strategy will apply to all mediums we move forward with in Phase 2.
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
Toolkit design submitted internally; GDC creating email, microsite, all details for ordering, including timeline to print/kit/ship; production estimates in motion as well
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
GDC will create a toolkit for partnership project; idea/design to SOS the week of April 6
GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1
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
Content calendar will be based on final approved ideas for April, May, June ...
GDC is creating (3) posts for April; Social Sprout link will be sent to SOS team on Monday, April 20

<i>May creative development calendar to be submitted internally week of April 13</i>
<i>June creative development calendar to be submitted internally week of April 13</i>
<i>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</i>
<i>GDC will continue internal discussion of a new idea for 'grassroots' tour</i>
<i>Design & write up completed; internal review & QC will begin next</i>
<i>Work order will be submitted week of April 13 to officially begin name options process</i>
<i>January invoice & supporting documents submitted on Feb. 10</i>
<i>February invoice (REVD) & supporting documents submitted on Mar. 11</i>
<i>March invoice & supporting documents submitted on April 10</i>
<i>April invoice will be submitted by May 10</i>

COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17
Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
English streaming video approved on Feb. 19; HTML4 file created & trafficked on Feb. 20
Spanish streaming video approved on Feb. 20; HTML4 file created & trafficked on Feb. 20
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)
TTWN scripts completed internally; holding till Feb. 11 status call for Spanish translations
Will be shifted to Phase 2
GDC producing final digital banner sizes; banners will be trafficked the week of Feb. 10
Info cards delivered to GDC on Feb. 19
Sticker approved; printing in motion; due date to GDC on/before Feb. 20
Work order for all website components to be submitted week of Feb. 24; due by March 9
Work order for all website components to be submitted week of Feb. 24; due by March 9
Work order for all website components to be submitted week of Feb. 24; due by March 9
Monthly Analytics will be reviewed & provided to voter Ed; GDC may include recommendations for adjustments for Phase 2
Sharing Digital POP w/SOS team on Tuesday, April 7 @ 11:00 am
COMPLETED: GDC provided an Editorial Calendar - February 2020
Early Voting Dates Post internal due date is Feb. 11; to the SOS on
Early Voting Begins Post approved; posting on Feb. 18
Acceptable Forms of ID Post approved; posting on Feb. 19

San Antonio post will be provided to SOS on Feb. 18
Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building
Benchmark track polling coordinated - call centers & in person interviews confirmed; Interview will conclude on Feb. 6
Presentation scheduled on Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation
COMPLETED: Final media buy secured; digital OOH board changes/approved
OOH POP provided to Stephen on Monday, March 30; Stephen confirmed receipt
Press Conference secured for February 24th @ 2:00 pm @ The Rudder Building / Atrium
Press Release will be shared w/SOS on Feb. 18
Talking Points will be shared w/SOS on Feb. 18
Podium Script will be shared w/SOS on Feb. 18
S&R ordered; there may be a shipping rush charge; will confirm with Production on Feb. 18
Posters ordered; easels confirmed w/Stephen for the day of the PC
GDC will set up the Ready. Check..Vote tent & have a mini activation for those that attend the
Matt confirmed to attend press conference on Feb. 24
GDC discussing internally; will make a recommendation on Feb. 19
Grassroots tour recommendation approved Feb. 3; GDC secured (3) events
GDC will provide a quote covering all costs associated w/grassroots events & management the
GDC will provide a detailed hotel/GSA rate cost estimate to SOS for review/final approval
Grassroots footprint & components approved; GDC has coordinated all pieces; due date to
Branded Tent ordered; will be delivered to GDC on/before Feb. 20
RCV game sets ordered; will be delivered to GDC on/before Feb. 20
Pull up banners ordered; will be delivered to GDC on/before Feb. 20
GDC will provide a cost estimate for iPads
English roll up banner / fix
Truck reserved for RCV tour; door signage printing being coordinated
GDC has created a guide for the Tour Manager &
Voter Ed t-shirt approved on Feb. 4; GDC has coordinated the printing; delivery scheduled on
O&E: 6' table, sand bags, plastic tub for info cards & stickers
GDC has created a guide for the Tour Manager & BA's
Great first event!
Tour report of the event, including photos & stats will be provided by EOW/Feb. 28

Work order for all website components to be submitted week of Feb. 24; due by March 9
Final reports provided to Stephen on Friday - April 3. This job is complete.
GDC & Suma have discussed contingency plans of shifting the focus groups by a month, or
Webinar presentation scheduled for April 2 @ 2pm; all results will be rolled into one report



SOS - Voter Ed - Phase I & 2

Status Report

Week of April 20, 2020

Flight	Job Category	Job Description
	MEDIA	Media Plan - Phase I
		* Media Buy Reconciliation
	WEBSITE	Website Development - Phase I
		* Reporting / Analytics / Questions / Recommendation
Phase 2	Job Category	Job Description
	KICK-OFF	Phase 2: Kick-Off Meeting
	RESEARCH	Research
		* Focus Groups
		* June 30 & July 1
		* July 14 & July 15
		* TV Storyboards - :30 English & :30 Spanish
		* Approved Print Ready Files / Printing
	MEDIA	Media Plan - Phase 2
		* Media Planning and Placement
		* Media Buy Execution

		* <i>Media Buy Reconciliation</i>
	CREATIVE	Strategy Messaging
		* <i>Strategy Messaging</i>
		* <i>Audience Profiles</i>
		* <i>TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers</i>
	TV	TV Production
		* <i>TV Storyboards - :30 English & :30 Spanish</i>
		* <i>TV Production Timeline</i>
		* <i>TV Production Pre-Production</i>
	COLLATERAL	Collateral & Printing
		* <i>Voter Toolkit Partnership Kits</i>
		* <i>Community Relations & Corporate Partnerships</i>
		* <i>Toolkit Components - English & Spanish</i>
		* <i>Printing & Fulfillment</i>
	SOCIAL MEDIA	Social Media Posting
		* <i>Evergreen Library - Social Posts</i>
		* <i>SM Ideas Presentation</i>
		* <i>Sprout Social - 101</i>

		* <i>Listening Topics</i>
		* <i>Content Calendar Development</i>
		* <i>Creative Development - April 2020</i>
		* <i>April 2020 - Runoff Post</i>
		* <i>April 2020 - 2018 Voter Video / Updated</i>
		* <i>April 2020 - Stuck at Home</i>
		* <i>Creative Development - May 2020</i>
		* <i>Creative Development - June 2020</i>
	GRASSROOTS	Our Ready. Check. Vote. Grassroots Tour
		* <i>Grassroots - New Idea</i>
		* <i>ID Catch - Digital Game</i>
		* <i>Tour Sub-Brand - Name Options</i>
	SPECIAL EVENTS	Special Events & Press Conference
		* <i>Press Conference</i>
		* <i>Media Relations</i>
		* <i>Video (B-roll packages)</i>
	ADMIN	January Billing
		February Billing

		March Billing
		April Billing
		Annual Report

OOO / Holidays	Dates
----------------	-------

	CREATIVE	Outdoor Billboards
		* <i>Digital OOH Billboards</i>
		Pre-Roll Streaming Video
		* <i>Pre-roll Storyboards - English & Spanish</i>
		- <i>English Video</i>
		- <i>Spanish Video</i>
		Radio Production
		* <i>:60 Radio - English & Spanish</i>
		* <i>:30 Radio - English & Spanish</i>
		* <i>:15 Radio - English & Spanish</i>
		* <i>TTWN Scripts</i>
		* <i>Countdown Reads - English & Spanish (:30's)</i>
		Digital Animated Banners
		* <i>Digital Animated Banners - English & Spanish; multiple sizes</i>
		* <i>Info Cards - English & Spanish</i>
		* <i>Stickers - English & Spanish</i>
		* <i>Poster PDF for website</i>
		* <i>Stickers PDF for website</i>
		* <i>Info Card PDF for website</i>
		* <i>Monthly Digital Analytics</i>
		* <i>Digital POP</i>
	MEDIA RELATIONS	Media Relations (if SOS attends Grassroots Events)
		* <i>Statewide News Release (English & Spanish)</i>

		* <i>Media Outlet Distribution List</i>
	SOCIAL MEDIA	Content Calendar
		* <i>Editorial Calendar</i>
		Social Posting
		* <i>Early Voting Dates Post - February 14th</i>
		* <i>Early Voting Begins Post</i>
		* <i>Acceptable Forms of ID Post</i>
		* <i>Next posts: Grassroots Events Posts</i>
		- <i>San Antonio Post</i>
		- <i>Harlingen Post</i>
		- <i>Brownsville Post</i>
		* <i>Social Media Evaluator</i>
	PR	* <i>Press Conference - Site Visit</i>
	RESEARCH	* <i>Track Polling</i>
		* <i>Research Results Presentation</i>
	MEDIA	* <i>Media Execution</i>
		* <i>OOH POP</i>
	SPECIAL EVENTS	Press Conference
		* <i>Press Conference Date, Time & Location</i>
		- <i>Press Release (English & Spanish)</i>
		- <i>Talking Points</i>
		- <i>Podium Script</i>
		* <i>Press Conference - Step & Repeat</i>
		* <i>Press Conference - Posters & Easels</i>
		* <i>Grassroots Activation</i>
		* <i>Videographer Coordination (Matt)</i>
		* <i>Press Conference - Social Media Posts</i>
		Grassroots Tour - Phase I
		* <i>Grassroots Tour</i>
		* <i>Grassroots Tour - Cost Estimate</i>
		- <i>REVD Cost Estimate</i>
		* <i>Grassroots Footprint & Components</i>
		- <i>Branded Tent</i>
		- <i>RCV Games (3 sets)</i>

		- Pull Up Banners
		- iPads
		- Pull Up Banners
		* Branded Truck & Door Signage
		* Brand Ambassador Guide
		* Grassroots T-shirts
		* Grassroots Odds -n- Ends
		* Brand Ambassador Guide
		* Grassroots Tour - San Antonio
		- Tour Report
	WEBSITE	* Grassroots Tour - Harlingen
		- Tour Report
		* Grassroots Tour - Brownsville
		- Tour Report
		Website Development
		* VoteTexas.gov Website Updates
	RESEARCH	Statewide Quantitative Research Poll
		* Track Polling - English & Spanish
		* Contingency Plan A & Plan B
		* Research Results Presentation - P1 & P2

IN MOTION		
TBD		
TBD		
June/July 2020		
Internal - April 21		
TBD		
IN MOTION		
TBD		

TBD		
June/July 2020		
June/July 2020		
TBD		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
TBD		
IN MOTION		COMPLETED
April 1		COMPLETED
IN MOTION		

IN MOTION		
IN MOTION		
April. 20		
April. 22		
April. 23		
April. 28		
TBD		
TBD		
April 2020.		
IN MOTION		
IN MOTION		
TBD		
TBD		
TBD		
		COMPLETED
		COMPLETED

		COMPLETED
IN MOTION		
TBD		

		COMPLETED
February 17		COMPLETED
		APPROVED
IN MOTION		APPROVED
February 17	February 23	Completed
February 17	February 23	Completed
February 17	February 23	Completed
		Completed
TBD		
February 17		Completed
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
February 17		Completed
April 7 @ 11 am		Completed

		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
March 30		COMPLETED
		COMPLETED
January 27	February 6	COMPLETED
February 26		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		COMPLETED
		CONFIRMED
		CONFIRMED
TBD		
		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED

IN MOTION		
TBD		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
Feb. 28		COMPLETED
Feb. 29		COMPLETED
Mar. 9		COMPLETED
Mar. 7		COMPLETED
Mar. 13		COMPLETED
		COMPLETED
		COMPLETE
		COMPLETE
		COMPLETE

Next Steps, Status & Notes
<i>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</i>
<i>GDC provided a website review & proposal on Feb. 14; once primaries wrap up, Stephen will meet w/Web team and provide next steps</i>
Next Steps, Status & Notes
(Possibly a virtual presentation)
<i>Suma is in the process of coordinating Focus Groups for new dates noted below</i>
<i>Focus groups to take place in the Valley & Houston (tentatively)</i>
<i>Focus groups to take place in Dallas & Lubbock (tentatively)</i>
<i>REVD TV storyboards are due Tuesday - April 21 for internal review; will share with SOS team in early May</i>
<i>Printed posters will be needed for Focus Groups; GDC will coordinate w/SUMA</i>
<i>GDC is in the process of a media recommendation to utilize monies from our grassroots line item</i>
<i>Upon approval of Phase 2 media plan, execution will take place.</i>

Upon completion of Phase 2, reconciliation will take place.
GDC will work with the Voter Ed team to develop strategy messaging strategy utilizing focus group findings
GDC will create audience profiles to be utilized for versioning all creative executions
Strategy will apply to all mediums we move forward with in Phase 2.
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 board w/SOS team in early May for Focus Group approval; after FG, will revisit the boards as needed
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
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
GDC will create a toolkit for partnership project; idea/design to SOS the week of April 6
GDC is starting initial conversations for printing & fulfillment steps & costs.
GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1
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
GDC will provide a Sprout Social - 101 for Stephen to prep him for the new social posts, how to view, how to approve, etc.

GDC is putting together a list of listening topics to share w/Stephen & team; will coordinate a call to discuss specifics
Content calendar will be based on final approved ideas for April, May & June.
GDC is creating (3) posts for April; Social Sprout link will be sent to SOS team on Monday, April 20
May creative development calendar to be submitted internally week of April 20
June creative development calendar to be submitted internally week of May 15
Regroup with GDC team to discuss new 'grassroot' approach scheduled for April 23
Design & write up completed; internal review & QC will begin next
Work order will be submitted week of April 13 to officially begin name options process
January invoice & supporting documents submitted on Feb. 10
February invoice (REVD) & supporting documents submitted on Mar. 11

March invoice & supporting documents submitted on April 10
April invoice will be submitted by May 10

COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17
Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
English streaming video approved on Feb. 19; HTML4 file created & trafficked on Feb. 20
Spanish streaming video approved on Feb. 20; HTML4 file created & trafficked on Feb. 20
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)
TTWN scripts completed internally; holding till Feb. 11 status call for Spanish translations
Will be shifted to Phase 2
GDC producing final digital banner sizes; banners will be trafficked the week of Feb. 10
Info cards delivered to GDC on Feb. 19
Sticker approved; printing in motion; due date to GDC on/before Feb. 20
Work order for all website components to be submitted week of Feb. 24; due by March 9
Work order for all website components to be submitted week of Feb. 24; due by March 9
Work order for all website components to be submitted week of Feb. 24; due by March 9
Monthly Analytics will be reviewed & provided to voter Ed; GDC may include recommendations for adjustments for Phase 2
Sharing Digital POP w/SOS team on Tuesday, April 7 @ 11:00 am

COMPLETED: GDC provided an Editorial Calendar - February 2020
Early Voting Dates Post internal due date is Feb. 11; to the SOS on
Early Voting Begins Post approved; posting on Feb. 18
Acceptable Forms of ID Post approved; posting on Feb. 19
San Antonio post will be provided to SOS on Feb. 18
Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
Monthly Analytics were provided to the SOS team on April 17; the SM evaluation is complete
Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building
Benchmark track polling coordinated - call centers & in person interviews confirmed; Interview will conclude on Feb. 6
Presentation scheduled on Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation
COMPLETED: Final media buy secured; digital OOH board changes/approved
OOH POP provided to Stephen on Monday, March 30; Stephen confirmed receipt
Press Conference secured for February 24th @ 2:00 pm @ The Rudder Building / Atrium
Press Release will be shared w/SOS on Feb. 18
Talking Points will be shared w/SOS on Feb. 18
Podium Script will be shared w/SOS on Feb. 18
S&R ordered; there may be a shipping rush charge; will confirm with Production on Feb. 18
Posters ordered; easels confirmed w/Stephen for the day of the PC
GDC will set up the Ready. Check..Vote tent & have a mini activation for those that attend th
Matt confirmed to attend press conference on Feb. 24
GDC discussing internally; will make a recommendation on Feb. 19
Grassroots tour recommendation approved Feb. 3; GDC secured (3) events
GDC will provide a quote covering all costs associated w/grassroots events & management th
GDC will provide a detailed hotel/GSA rate cost estimate to SOS for review/final approval
Grassroots footprint & components approved; GDC has coordinated all pieces; due date to
Branded Tent ordered; will be delivered to GDC on/before Feb. 20
RCV game sets ordered; will be delivered to GDC on/before Feb. 20

<i>Pull up banners ordered; will be delivered to GDC on/before Feb. 20</i>
<i>GDC will provide a cost estimate for iPads</i>
<i>English roll up banner / fix</i>
<i>Truck reserved for RCV tour; door signage printing being coordinated</i>
<i>GDC has created a guide for the Tour Manager &</i>
<i>Voter Ed t-shirt approved on Feb. 4; GDC has coordinated the printing; delivery scheduled on</i>
<i>O&E: 6' table, sand bags, plastic tub for info cards & stickers</i>
<i>GDC has created a guide for the Tour Manager & BA's</i>
<i>Great first event!</i>
<i>Tour report of the event, including photos & stats will be provided by EOW/Feb. 28</i>
<i>Work order for all website components to be submitted week of Feb. 24; due by March 9</i>
<i>Final reports provided to Stephen on Friday - April 3. This job is complete.</i>
<i>GDC & Suma have discussed contingency plans of shifting the focus groups by a month, or</i>
<i>Webinar presentation scheduled for April 2 @ 2pm; all results will be rolled into one report</i>



SOS - Voter Ed - Phase I & 2

Status Report

Week of April 27, 2020

Flight	Job Category	Job Description
	MEDIA	Media Plan - Phase I
		* Media Buy Reconciliation
	WEBSITE	Website Development - Phase I
		* Reporting / Analytics / Questions / Recommendation
Phase 2	Job Category	Job Description
	KICK-OFF	Phase 2: Kick-Off Meeting
	RESEARCH	Research
		* Focus Groups
		* June 30 & July 1
		* July 14 & July 15
		* Screeners
		* TV Storyboards - :30 English & :30 Spanish
		* Approved Print Ready Files / Printing
	MEDIA	Media Plan - Phase 2
		* Media Planning and Placement

		* <i>Media Buy Execution</i>
		* <i>Media Buy Reconciliation</i>
	CREATIVE	Strategy Messaging
		* <i>Strategy Messaging</i>
		* <i>Audience Profiles</i>
		* <i>TV, radio, OOH, digital banners, bus shelter ads, gas pump toppers</i>
	TV	TV Production
		* <i>TV Storyboards - :30 English & :30 Spanish</i>
		* <i>TV Production Timeline</i>
		* <i>TV Production Pre-Production</i>
	RADIO	Radio Production
		* <i>Radio Production</i>
	COLLATERAL	Collateral & Printing
		* <i>Voter Toolkit Partnership Kits</i>
		* <i>Community Relations & Corporate Partnerships</i>
		* <i>Toolkit Components - English & Spanish</i>
		* <i>Printing & Fulfillment</i>
	SOCIAL MEDIA	Social Media Posting

		* <i>Evergreen Library - Social Posts</i>
		* <i>SM Ideas Presentation</i>
		* <i>Sprout Social - 101</i>
		* <i>Listening Topics</i>
		* <i>Content Calendar Development</i>
		* <i>Creative Development - May 2020</i>
		* <i>Things You Can Do While at Home</i>
		* <i>Civic Duties</i>
		* <i>Website Demo Video</i>
		* <i>Parents - Spreading the Message</i>
		* <i>Students - Spreading the Message</i>
		* <i>Creative Development - June 2020</i>
		* <i>Early Voting Benefits</i>
		* <i>Reasonable Impediment Form</i>
		* <i>Media/Toolkit Post</i>
	ONLINE EXPERIENCE	ID Catch! - Online Game & Experience
		* <i>ID Catch - Online Game</i>

		* Experience
		* Tour Sub-Brand - Name Options
	SPECIAL EVENTS	Special Events & Press Conference
		* Press Conference
		* Media Relations
		* Video (B-roll packages)
	ADMIN	January Billing
		February Billing
		March Billing
		April Billing
		Annual Report

OOO / Holidays	Dates

COMPLETED TASKS

PHASE I	SOCIAL MEDIA	* Creative Development - April 2020
		* April 2020 - Runoff Post
		* April 2020 - 2018 Voter Video / Updated
		* April 2020 - Stuck at Home

IN MOTION		
IN MOTION		
TBD		
June/July 2020		
IN MOTION		
Chime - May 7 @ 10:00 am		
TBD		
IN MOTION		

TBD		
TBD		
June/July 2020		
June/July 2020		
TBD		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		

<i>IN MOTION</i>		<i>COMPLETED</i>
April 1		<i>COMPLETED</i>
		<i>COMPLETED</i>
<i>IN MOTION</i>		
<i>IN MOTION</i>		
May. 4		<i>IN MOTION</i>
May. 8		<i>IN MOTION</i>
May. 15		<i>IN MOTION</i>
May. 18		<i>IN MOTION</i>
May. 25		
June. 5		
June. 12		
June. 15		
May 2020.		

IN MOTION		
TBD		
TBD		
TBD		
TBD		
		COMPLETED
		COMPLETED
		COMPLETED
IN MOTION		
TBD		

April. 20		
April. 22		COMPLETED
April. 23		COMPLETED
April. 28		COMPLETED

Next Steps, Status & Notes
<i>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</i>
<i>Phase 2 meeting w/SOS team scheduled for May 7 @ 1:30 pm; questions pending</i>
Next Steps, Status & Notes
(Possibly a virtual presentation)
<i>Suma is in the process of coordinating Focus Groups for new dates noted below</i>
<i>Focus groups to take place in the Valley & Houston (tentatively)</i>
<i>Focus groups to take place in Dallas & Lubbock (tentatively)</i>
<i>Per David, screeners should be available to review the week of May 4</i>
<i>Sharing the storyboards & initial production timeline w/Stephen on Thursday, May 7</i>
<i>Printed posters will be needed for Focus Groups; GDC will coordinate w/SUMA</i>
<i>GDC is in the process of a media recommendation to utilize monies from our grassroots line item</i>

Upon approval of Phase 2 media plan, execution will take place.
Upon completion of Phase 2, reconciliation will take place.
GDC will work with the Voter Ed team to develop strategy messaging strategy utilizing focus group findings
GDC will create audience profiles to be utilized for versioning all creative executions
Strategy will apply to all mediums we move forward with in Phase 2.
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
Sharing initial production timeline w/Stephen on May 7
GDC reaching out to vendors for initial radio production & TV audio costs
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
GDC has compiled a list of organizations & partnerships to propose to the SOS team; review internally; will share full toolkit package to Stephen the week of May 4
GDC is starting initial conversations for printing & fulfillment steps & costs; initial cost estimate submitted & being reviewed internally

GDC had an internal meeting on Monday, March 23; recommendation will be provided on Wednesday, April 1

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

GDC will provide a Sprout Social - 101 for Stephen to prep him for the new social posts, how to view, how to approve, etc.

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 will be based on final approved ideas for April, May & June.

May creative development in motion w/creative & social departments; internal review TBD

June creative development calendar to be submitted internally week of May 15

Regroup with GDC team to discuss new 'grassroot' approach scheduled for first week of May

Game design created; experience write up in motion; will schedule time to share w/Stephen f
week of May

January invoice & supporting documents submitted on Feb. 10

February invoice (REVD) & supporting documents submitted on Mar. 11

March invoice & supporting documents submitted on April 10

April invoice will be submitted by May 10

GDC is creating (3) posts for April; Social Sprout link will be sent to SOS team on Monday,



SOS – Voter Ed – Phase 1
Texas State Library Filings Report
April 2020

Client: SOS - Voter Education Campaign
Date: April 2020

Deliverables / Action Items	Status
Activity Report and Revised Phase 1 Budget	Complete
Weekly Status Reports	Complete and on-going
Research – Focus Groups	Focus Group coordination in motion
Research – Screener & Guide	Screener & Guide in motion
Media Plan - Phase 1	Final buy completed
Media Plan – Execution	Final execution completed & logged
Media Plan – Reconciliation	Reconciliation in motion
Media Plan – Phase 2 Budget Options	In motion
Strategy Messaging – Phase 2	In motion; research findings will apply
TV Production	Storyboards revisited; creative in motion
TV Storyboards	Design, layout, copy in motion
TV Animatic	Production in motion
Digital Analytics	On-going
Digital – Reconciliation & POP	In motion; POP vendor reconciliation in motion
Website Development	In motion; proposal submitted; pending
Website Components	On-going; components submitted to SOS
Social Media – Reconciliation & Evaluation	In motion; analytics shared w/SOS
Social Media – Evergreen Library / Proposal	Proposal approved; April, May, June post coord
Social Media – Content Calendar	Approved; April, May, June post coord
Voter Partnerships	In motion; partnership research
Voter Ed Toolkit	Creative in motion – design, email, ordering, budget

2/10/20 6:00 PM



Grassroots – Brainstorming; Virtual Option	Covid Impact & scenarios for budgets; virtual option for online game; social & digital support

2/10/20 6:00 PM

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Tom Lewis](#); [Selina Smith](#)
Subject: SOS: Voter Ed - February Billing
Date: Tuesday, March 10, 2020 5:30:53 PM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - February Billing.zip

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 February billing.

When you have a chance to review, please let us know if there are any questions, or if any additional support is needed. Have a good night!

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 I

Status Report

Week of February 3, 2020

Flight	Job Category	Job Description
	RESEARCH	Statewide Quantitative Research Poll
		* <i>Track Polling</i>
		* <i>Research Results Presentation</i>
	MEDIA	Media Plan - Phase I
		* <i>Media Execution</i>
		* <i>Media Buy Reconciliation</i>
	CREATIVE	Strategy Messaging
		* <i>Strategy Messaging</i>
		* <i>Audience Profiles</i>
		Outdoor Billboards
		* <i>Digital OOH Billboards</i>
		Radio Production
		* <i>:60 Radio - English & Spanish</i>
		* <i>:30 Radio - English & Spanish</i>
		* <i>:15 Radio - English & Spanish</i>

		* <i>Countdown Reads - English & Spanish</i>
		Digital Banners
		* <i>Digital Animated Banners - English & Spanish; multiple sizes</i>
		* <i>Animated Pre-roll Video</i>
		* <i>Monthly Digital Analytics</i>
	COLLATERAL	Posters
		* <i>Posters - English & Spanish</i>
		* <i>Poster PDF for website</i>
		Stickers
		* <i>Stickers - English & Spanish</i>
		* <i>Poster PDF for website</i>
		Info Cards
		* <i>Info Cards - English & Spanish</i>
		* <i>Poster PDF for website</i>
	WEBSITE	Website Development
		* <i>Reporting / Analytics / Questions / Recommendation</i>
		* <i>VoteTexas.gov Website Updates</i>
	SOCIAL MEDIA	Content Calendar
		* <i>Editorial Calendar</i>
		Creative Development
		* <i>Social Media posts development (graphics, images, hashtags)</i>
		Social Posting
		* <i>Facebook, Instagram, Twitter</i>

		* <i>You Tube</i>
		* <i>Social Media Evaluator</i>
	SPECIAL EVENTS	Press Conference
		* <i>Press Conference Date, Time & Location</i>
		* <i>Press Conference - Press Materials (English & Spanish)</i>
		* <i>Videographer Coordination (Matt)</i>
		* <i>Press Conference - Social Media Posts</i>
		Media Relations
		* <i>Statewide News Release (English & Spanish)</i>
		* <i>Media Outlet Distribution List</i>
		Grassroots Tour - Phase I
		* <i>Grassroots Tour</i>
		* <i>Grassroots Tour - Cost Estimate</i>
		* <i>Grassroots Footprint & Components</i>
		* <i>Grassroots BA's, Tshirts</i>
		* <i>Grassroots Prizes ???</i>
		* <i>Grassroots - Voter Registration Cards</i>
		Grassroots Tour - Phase 2
		* <i>Brainstorm</i>
	ADMIN	February Billing
		March Billing
		SOS Monthly Schedule

OOO / Holidays	Dates
----------------	-------

Vendor - Start Date	Vendor - End Date	Date Completed
<i>January 27</i>	<i>February 6</i>	
	<i>TBD</i>	
		<i>January 29</i>
<i>TBD</i>	<i>April 26</i>	
<i>February 17</i>		
<i>February 17</i>	<i>February 23</i>	
<i>February 17</i>	<i>February 23</i>	
<i>February 17</i>	<i>February 23</i>	

TBD		
February 17		
February 17		
February 17	March 29	
TBD	February 20	
TBD		
TBD	February 20	
TBD		
TBD	February 20	
TBD		
February 7		
TBD		
February 3		
TBD		

TBD		
TBD		
TBD		
February 10		
March . 2020		

Next Steps, Status & Notes
<i>Benchmark track polling coordinated - call centers & in person interviews confirmed; Interviews will conclude on Feb. 6</i>
<i>Presentation date options: Feb. 24 - 26; Stephen pending others joining or if he'll attend on his own & provide results to his team</i>
<i>COMPLETED: Final media buy secured; Billups OOH pending ...</i>
<i>Upon completion of Phase I, GDC will reconcile all media invoices and provide affidavits & invoices.</i>
<i>GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings.</i>
<i>GDC will create audience profiles to be utilized for versioning all creative executions.</i>
<i>GDC creating final sizes of digital OOH billboards; vendor due date - Feb. 10; GDC will forward all final creative to SOS team (Billup OOH sizes pending ...)</i>
<i>Radio scripts being proofed internally; GDC will send scripts, quote & record date options on 2/4; vendor due date - Feb. 12</i>

GDC producing final digital banner sizes; vendor due date - 2/10
GDC will provide a storyboard & quote for a pre-roll video on 2/4; vendor due date - 2/10
Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments throughout
Poster creative & print quote to be provided to SOS team on 2/5 for an approval; print coordination will take place upon approval
Sticker quote will be provided to SOS team on 2/5; print coordination will take place upon approval
Info cards & print quote to be provided to SOS team on 2/5 for an approval; print coordination will take place upon approval
GDC will provide a website analysis, questions & phased recommendation/timeline for the website by 2/7
GDC will provide a recommendation for an Editorial Calendar the week of 2/3
Social media posts will be developed upon approval of recommended calendar

Feb. 14 / early v

Due 2/11

GDC will develop a Press Conference plan recommendation; date proposed & secured is February 24th @ 1:00 pm; location options discussed; coordination in motion
<i>Matt confirmed to attend press conference on 2/24</i>
GDC will provide SW news release
<i>Grassroots tour recommendation approved 2/3; GDC securing (3) events; will provide confirmation week of 2/10</i>
<i>GDC will provide a quote covering all costs associated w/grassroots events & management</i>
<i>GDC will provide branded tent/booth mock-up & a low tech version of the Match Up game set up to the SOS team by 2/7</i>
<i>Voter Ed t-shirt design & vendor quote approved on 2/4; work order submitted w/green light to order</i>
<i>SOS team will inquire about having Voter Registration cards available during GR tour</i>
<i>Internal brainstorm scheduled for February 17; GDC will explore new options and make a recommendation to SOS team in March 2020</i>
SOS - February schedule was provided on 1/27; GDC will utilize to coordinate for Phase I

site visit - Tuesd



SOS - Voter Ed - Phase I

Status Report

Week of February 10, 2020

Flight	Job Category	Job Description
	RESEARCH	Statewide Quantitative Research Poll
		* Track Polling
		* Research Results Presentation
	MEDIA	Media Plan - Phase I
		* Media Execution
		* Media Buy Reconciliation
	CREATIVE	Strategy Messaging
		* Strategy Messaging
		* Audience Profiles
		Outdoor Billboards
		* Digital OOH Billboards
		Pre-Roll Streaming Video
		* Pre-roll Storyboards - English & Spanish
		Radio Production
		* :60 Radio - English & Spanish

		* :30 Radio - English & Spanish
		* :15 Radio - English & Spanish
		* Countdown Reads - English & Spanish
		* TTWN Scripts
		Digital Animated Banners
		* Digital Animated Banners - English & Spanish; multiple sizes
		* Monthly Digital Analytics
	COLLATERAL	Posters
		* Posters - English & Spanish
		* Poster PDF for website
		Stickers
		* Stickers - English & Spanish
		* Poster PDF for website
		Info Cards
		* Info Cards - English & Spanish
		* Poster PDF for website
	WEBSITE	Website Development
		* Reporting / Analytics / Questions / Recommendation
		* VoteTexas.gov Website Updates
	SOCIAL MEDIA	Content Calendar

		* Editorial Calendar
		Social Posting * Early Voting Dates Post - February 14th * Early Voting Begins Post * Acceptable Forms of ID Post * Social Media Evaluator
	SPECIAL EVENTS	Press Conference * Press Conference Date, Time & Location * Press Conference - Site Visit * Press Conference - Press Materials (English & Spanish) * Videographer Coordination (Matt) * Press Conference - Social Media Posts Media Relations (if SOS attends Grassroots Events) * Statewide News Release (English & Spanish) * Media Outlet Distribution List Grassroots Tour - Phase I * Grassroots Tour * Grassroots Tour - Cost Estimate * Grassroots Footprint & Components * Grassroots T-shirts * Grassroots Odds -n- Ends Grassroots Tour - Phase 2

		* <i>Internal Brainstorm</i>
	ADMIN	January Billing
		February Billing

OOO / Holidays	Dates
February-20	President's Day

Start Date	End Date	Date Completed
January 27	February 6	
February 26		
		January 29
TBD	April 26	
		COMPLETED
February 17		
February 17	February 23	

February 17	February 23	
February 17	February 23	
TBD		
TBD		
February 17		
February 17	March 29	
TBD		
TBD		
TBD		
TBD		
February 10		
TBD		

March . 2020		
		COMPLETED

Next Steps, Status & Notes
Benchmark track polling coordinated - call centers & in person interviews confirmed; Interview will conclude on Feb. 6
Presentation scheduled on Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation
COMPLETED: Final media buy secured
Upon completion of Phase I, GDC will reconcile all media invoices and provide affidavits & invoices
GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings
GDC will create audience profiles to be utilized for versioning all creative executions
COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17
Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
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)

TTWN scripts completed internally; holding till Feb. 11 status call for Spanish translations feedback to apply to scripts (if needed)
GDC producing final digital banner sizes; banners will be trafficked the week of Feb. 10
Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments throughout
Poster size being discussed internally; creative & print quote will then be provided to SOS team the week of Feb. 10; print coordination will take place upon approval
Sticker creative & vendor quote approved; GDC has coordinated printing; due date to GDC on/before Feb. 20
Info cards & print quote approved; GDC has coordinated printing; due date to GDC on/before Feb. 20
GDC will provide a website analysis, questions & phased recommendation/timeline for the website the week of Feb. 10

COMPLETED: GDC provided an Editorial Calendar - February 2020
Early Voting Dates Post internal due date is Feb. 11; to the SOS on
Early Voting Begins Post internal due date is Feb. 18
Acceptable Forms of ID Post internal due date is Feb. 19
GDC will develop a Press Conference plan recommendation; date proposed & secured is February 24th @ 1:00 pm; location options discussed; coordination in motion
Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building
Matt confirmed to attend press conference on Feb. 24
Grassroots tour recommendation approved Feb. 3; GDC securing (3) events; will provide confirmation week of Feb. 10
GDC will provide a quote covering all costs associated w/grassroots events & management the week of Feb. 10
Grassroots footprint & components approved; GDC has coordinated all pieces; due date to GDC on or before Feb. 20
Voter Ed t-shirt approved on Feb. 4; GDC has coordinated the printing; delivery scheduled on before Feb. 20
O&E: 6' table, sand bags, plastic tub for info cards & stickers

Internal brainstorm scheduled for February 17; GDC will explore new options and make a recommendation to SOS team in March 2020

January invoice & supporting documents submitted on Feb. 10

Due to SOS: March 10



SOS - Voter Ed - Phase I

Status Report

Week of February 17, 2020

Flight	Job Category	Job Description
	RESEARCH	Statewide Quantitative Research Poll
		* Track Polling
		* Research Results Presentation
	MEDIA	Media Plan - Phase I
		* Media Execution
		* Media Buy Reconciliation
	CREATIVE	Strategy Messaging
		* Strategy Messaging
		* Audience Profiles
		Pre-Roll Streaming Video
		* Pre-roll Storyboards - English & Spanish
		- English Video
		- Spanish Video
		Radio Production
		* Countdown Reads - English & Spanish

		Digital Animated Banners
		* <i>Monthly Digital Analytics</i>
	COLLATERAL	Posters
		* <i>Posters - English & Spanish</i>
		* <i>Poster PDF for website</i>
		Stickers
		* <i>Stickers - English & Spanish</i>
		* <i>Poster PDF for website</i>
		Info Cards
		* <i>Info Cards - English & Spanish</i>
		* <i>Poster PDF for website</i>
	WEBSITE	Website Development
		* <i>Reporting / Analytics / Questions / Recommendation</i>
		* <i>VoteTexas.gov Website Updates</i>
	SOCIAL MEDIA	Social Posting
		* <i>Early Voting Begins Post</i>
		* <i>Acceptable Forms of ID Post</i>
		* <i>Next posts: Grassroots Events Posts</i>
		- <i>San Antonio Post</i>
		- <i>Harlingen Post</i>
		- <i>Brownsville Post</i>
		* <i>Social Media Evaluator</i>
	SPECIAL EVENTS	Press Conference
		* <i>Press Conference Date, Time & Location</i>

		- Press Release (English & Spanish)
		- Talking Points
		- Podium Script
		* Press Conference - Step & Repeat
		* Press Conference - Posters & Easels
		* Grassroots Activation
		* Videographer Coordination (Matt)
		* Press Conference - Social Media Posts
		Grassroots Tour - Phase I
		* Grassroots Tour
		* Grassroots Tour - Cost Estimate
		- REVD Cost Estimate
		* Grassroots Footprint & Components
		- Branded Tent
		- RCV Games (3 sets)
		- Pull Up Banners
		- iPads
		* Branded Truck & Door Signage
		* Brand Ambassador Guide

		* <i>Grassroots T-shirts</i>
		* <i>Grassroots Odds -n- Ends</i>
		Grassroots Tour - Phase 2
		* <i>Internal Brainstorm</i>
	ADMIN	January Billing
		February Billing

OOO / Holidays	Dates
----------------	-------

COMPLETED TASKS

	CREATIVE	Outdoor Billboards
		* <i>Digital OOH Billboards</i>
		Radio Production
		* <i>:60 Radio - English & Spanish</i>
		* <i>:30 Radio - English & Spanish</i>
		* <i>:15 Radio - English & Spanish</i>
		* <i>TTWN Scripts</i>
		Digital Animated Banners
		* <i>Digital Animated Banners - English & Spanish; multiple sizes</i>
	SOCIAL MEDIA	Media Relations (If SOS attends Grassroots)
		* <i>Statewide News Release (English & Spanish)</i>
		* <i>Media Outlet Distribution List</i>
		Content Calendar
		* <i>Editorial Calendar</i>
		Social Posting
		* <i>Early Voting Dates Post - February 14th</i>
		* <i>Press Conference - Site Visit</i>

January 27	February 6	COMPLETED
February 26		
		COMPLETED
TBD	April 26	
February 17		
IN MOTION		
IN MOTION		
TBD		

<i>February 17</i>	<i>March 29</i>	
<i>TBD</i>		
<i>TBD</i>		
<i>IN MOTION</i>		
<i>TBD</i>		
<i>IN MOTION</i>		
<i>TBD</i>		
<i>IN MOTION</i>		
<i>TBD</i>		
<i>IN MOTION</i>		
<i>IN MOTION</i>		
<i>IN MOTION</i>		
<i>TBD</i>		
		<i>COMPLETED</i>

IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
		CONFIRMED
		CONFIRMED
TBD		
		COMPLETED
		COMPLETED
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
TBD		
IN MOTION		
IN MOTION		

March . 2020		
		COMPLETED

		COMPLETED
February 17	February 23	Completed
February 17	February 23	Completed
February 17	February 23	Completed
		Completed
February 17		Completed
		COMPLETED
		COMPLETED
		COMPLETED

Next Steps, Status & Notes
Benchmark track polling coordinated - call centers & in person interviews confirmed; Interview will conclude on Feb. 6
Presentation scheduled on Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation
COMPLETED: Final media buy secured; digital OOH board changes/approved
Upon completion of Phase I, GDC will reconcile all media invoices and provide affidavits & invoices
GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings
GDC will create audience profiles to be utilized for versioning all creative executions
Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
English script approved; VO recorded; first draft reviewed internally; minor edits
REVD Spanish script sent to SOS on 2/17; pending feedback/approval
GDC creating countdown scripts; will send to SOS on 2/19

Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2
APPROVED: GDC coordinating a recommendation for posters & will share with SOS week of Feb. 17
Sticker approved; printing in motion; due date to GDC on/before Feb. 20
Info cards & print quote approved; printing in motion; due date to GDC on/before Feb. 20
GDC provided a website review & proposal on Feb. 14; pending next steps ...
Early Voting Begins Post approved; posting on Feb. 18
Acceptable Forms of ID Post approved; posting on Feb. 19
San Antonio post will be provided to SOS on Feb. 18
Harlingen post will be provided to SOS on Feb. 19
Brownsville post will be provided to SOS on Feb. 19
Once we wrap up Phase 1, we'll put a POP report together & include all analytics.
Press Conference secured for February 24th @ 2:00 pm @ The Rudder Building / Atrium

Press Release will be shared w/SOS on Feb. 18
Talking Points will be shared w/SOS on Feb. 18
Podium Script will be shared w/SOS on Feb. 18
S&R ordered; there may be a shipping rush charge; will confirm with Production on Feb. 18
Posters ordered; easels confirmed w/Stephen for the day of the PC
GDC will set up the Ready. Check..Vote tent & have a mini activation for those that attend the press conference.
Matt confirmed to attend press conference on Feb. 24
GDC discussing internally; will make a recommendation on Feb. 19
Grassroots tour recommendation approved Feb. 3; GDC secured (3) events
GDC will provide a quote covering all costs associated w/grassroots events & management the week of Feb. 10
GDC will provide a detailed hotel/GSA rate cost estimate to SOS for review/final approval
Grassroots footprint & components approved; GDC has coordinated all pieces; due date to GDC on or before Feb. 20
Branded Tent ordered; will be delivered to GDC on/before Feb. 20
RCV game sets ordered; will be delivered to GDC on/before Feb. 20
Pull up banners ordered; will be delivered to GDC on/before Feb. 20
GDC will provide a cost estimate for iPads
Truck reserved for RCV tour; door signage printing being coordinated
GDC has created a guide for the Tour Manager &

Voter Ed t-shirt approved on Feb. 4; GDC has coordinated the printing; delivery scheduled on before Feb. 20
O&E: 6' table, sand bags, plastic tub for info cards & stickers
Internal brainstorm scheduled for February 19; GDC will explore new options and make a recommendation to SOS team in March 2020
January invoice & supporting documents submitted on Feb. 10
Due to SOS: March 10

COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17
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)
TTWN scripts completed internally; holding till Feb. 11 status call for Spanish translations
GDC producing final digital banner sizes; banners will be trafficked the week of Feb. 10
COMPLETED: GDC provided an Editorial Calendar - February 2020
Early Voting Dates Post internal due date is Feb. 11; to the SOS on
Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building



SOS - Voter Ed - Phase I

Status Report

Week of February 24, 2020

Flight	Job Category	Job Description
	RESEARCH	Statewide Quantitative Research Poll
		* Research Results Presentation
	MEDIA	Media Plan - Phase I
		* Media Buy Reconciliation
	CREATIVE	Strategy Messaging
		* Strategy Messaging
		* Audience Profiles
		Radio Production
		* Countdown Reads - English & Spanish (:30's)
		Digital Animated Banners
		* Monthly Digital Analytics
	COLLATERAL	Posters
		* Posters - English & Spanish
		* Poster PDF for website
		Stickers
		* Stickers PDF for website
		Info Cards

		* <i>Info Card PDF for website</i>
	WEBSITE	Website Development
		* <i>Reporting / Analytics / Questions / Recommendation</i>
		* <i>VoteTexas.gov Website Updates</i>
	SOCIAL MEDIA	Social Posting
		* <i>Next posts: Grassroots Events Posts</i>
		- <i>Harlingen Post</i>
		- <i>Brownsville Post</i>
		* <i>Evergreen Library - Social Posts</i>
		* <i>Social Media Evaluator</i>
	GRASSROOTS	Grassroots Tour - Phase I
		* <i>Grassroots Tour - San Antonio</i>
		- <i>Tour Report</i>
		* <i>Grassroots Tour - Harlingen</i>
		* <i>Grassroots Tour - Brownsville</i>
		Grassroots Tour - Phase 2
		* <i>Internal Brainstorm</i>
		* <i>Tour Sub-Brand - Name Options</i>
	ADMIN	January Billing
		February Billing

OOO / Holidays	Dates
----------------	-------

COMPLETED TASKS		Outdoor Billboards
CREATIVE		* Digital OOH Billboards
		Pre-Roll Streaming Video
		* Pre-roll Storyboards - English & Spanish
		- English Video
		- Spanish Video
		Radio Production
		* :60 Radio - English & Spanish
		* :30 Radio - English & Spanish
		* :15 Radio - English & Spanish
		* TTWN Scripts
		Digital Animated Banners
		* Digital Animated Banners - English & Spanish; multiple sizes
		* Stickers - English & Spanish
		* Info Cards - English & Spanish
		Media Relations (if SOS attends Grassroots Events)
		* Statewide News Release (English & Spanish)
		* Media Outlet Distribution List
SOCIAL MEDIA		Content Calendar
		* Editorial Calendar
		Social Posting
		* Early Voting Dates Post - February 14th
		* Early Voting Begins Post
		* Acceptable Forms of ID Post
		* Next posts: Grassroots Events Posts
		- San Antonio Post
		* Press Conference - Site Visit
	PR	* Track Polling

	RESEARCH	* <i>Media Execution</i>
	MEDIA	Press Conference
	SPECIAL EVENTS	* <i>Press Conference Date, Time & Location</i>
		- <i>Press Release (English & Spanish)</i>
		- <i>Talking Points</i>
		- <i>Podium Script</i>
		* <i>Press Conference - Step & Repeat</i>
		* <i>Press Conference - Posters & Easels</i>
		* <i>Grassroots Activation</i>
		* <i>Videographer Coordination (Matt)</i>
		* <i>Press Conference - Social Media Posts</i>
		Grassroots Tour - Phase I
		* <i>Grassroots Tour</i>
		* <i>Grassroots Tour - Cost Estimate</i>
		- <i>REVD Cost Estimate</i>
		* <i>Grassroots Footprint & Components</i>
		- <i>Branded Tent</i>
		- <i>RCV Games (3 sets)</i>
		- <i>Pull Up Banners</i>
		- <i>iPads</i>
		- <i>Pull Up Banners</i>
		* <i>Branded Truck & Door Signage</i>
		* <i>Brand Ambassador Guide</i>
		* <i>Grassroots T-shirts</i>
		* <i>Grassroots Odds -n- Ends</i>
		* <i>Brand Ambassador Guide</i>

February 26		
TBD	April 26	
TBD		
February 17	March 29	
TBD		
IN MOTION		
IN MOTION		

IN MOTION		
TBD		
IN MOTION		
IN MOTION		
IN MOTION		
TBD		
TBD		
		COMPLETED
Feb. 28		
Feb. 29		
Mar. 7		
March . 2020		
		COMPLETED

		COMPLETED
February 17		COMPLETED
		APPROVED
IN MOTION		APPROVED
February 17	February 23	Completed
February 17	February 23	Completed
February 17	February 23	Completed
		Completed
February 17		Completed
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
		COMPLETED
January 27	February 6	COMPLETED

		COMPLETED
		COMPLETED
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		
IN MOTION		COMPLETED
		CONFIRMED
		CONFIRMED
TBD		
		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		
TBD		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED

Next Steps, Status & Notes
Presentation scheduled on Feb. 26 @ 9am; Stephen & Adam will participate; GDC/David has coordinated a screen share presentation
Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices
GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings
GDC will create audience profiles to be utilized for versioning all creative executions
Work order for Spanish edits submitted; pending a quick conversation w/DZ
Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2
APPROVED: GDC coordinating a recommendation for posters; Internal conversation about potentially kitting posters & other items for our partners
Work order for all website components to be submitted week of Feb. 24; due by EOW
Work order for all website components to be submitted week of Feb. 24; due by EOW

Work order for all website components to be submitted week of Feb. 24; due by EOW
GDC provided a website review & proposal on Feb. 14; pending next steps ...
Work order for all website components to be submitted week of Feb. 24; due by EOW
Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
Post language being adjusted: photos, impediment language; revised link will be provided Tuesday, Feb. 25
GDC having an internal meeting on Thursday, Feb. 27; recommendation will follow
Once we wrap up Phase I, we'll put a POP report together & include all analytics.
Great first event!
Tour report of the event, including photos & stats will be provided by EOW/Feb. 28
First internal brainstorm completed; second brainstorm set for Thursday; GDC will explore new options and make a recommendation to SOS team in March 2020
January invoice & supporting documents submitted on Feb. 10
Due to SOS: March 10

COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17
Pre-roll ENGLISH video storyboards approved; Eng audio recorded on Feb. 10; pending Spanish video storyboard feedback/revisions
English streaming video approved on Feb. 19; HTML4 file created & trafficked on Feb. 20
Spanish streaming video approved on Feb. 20; HTML4 file created & trafficked on Feb. 20
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)
TTWN scripts completed internally; holding till Feb. 11 status call for Spanish translations
GDC producing final digital banner sizes; banners will be trafficked the week of Feb. 10
Sticker approved; printing in motion; due date to GDC on/before Feb. 20
Info cards delivered to GDC on Feb. 19
COMPLETED: GDC provided an Editorial Calendar - February 2020
Early Voting Dates Post internal due date is Feb. 11; to the SOS on
Early Voting Begins Post approved; posting on Feb. 18
Acceptable Forms of ID Post approved; posting on Feb. 19
San Antonio post will be provided to SOS on Feb. 18
Site visit scheduled for Feb. 11 @ 1:00 pm at the Rudder Building
Benchmark track polling coordinated - call centers & in person interviews confirmed; Interview will conclude on Feb. 6

COMPLETED: Final media buy secured; digital OOH board changes/approved
Press Conference secured for February 24th @ 2:00 pm @ The Rudder Building / Atrium
Press Release will be shared w/SOS on Feb. 18
Talking Points will be shared w/SOS on Feb. 18
Podium Script will be shared w/SOS on Feb. 18
S&R ordered; there may be a shipping rush charge; will confirm with Production on Feb. 18
Posters ordered; easels confirmed w/Stephen for the day of the PC
GDC will set up the Ready. Check.Vote tent & have a mini activation for those that attend the
Matt confirmed to attend press conference on Feb. 24
GDC discussing internally; will make a recommendation on Feb. 19
Grassroots tour recommendation approved Feb. 3; GDC secured (3) events
GDC will provide a quote covering all costs associated w/grassroots events & management the
GDC will provide a detailed hotel/GSA rate cost estimate to SOS for review/final approval
Grassroots footprint & components approved; GDC has coordinated all pieces; due date to
Branded Tent ordered; will be delivered to GDC on/before Feb. 20
RCV game sets ordered; will be delivered to GDC on/before Feb. 20
Pull up banners ordered; will be delivered to GDC on/before Feb. 20
GDC will provide a cost estimate for iPads
English roll up banner / fix
Truck reserved for RCV tour; door signage printing being coordinated
GDC has created a guide for the Tour Manager &
Voter Ed t-shirt approved on Feb. 4; GDC has coordinated the printing; delivery scheduled on
O&E: 6' table, sand bags, plastic tub for info cards & stickers
GDC has created a guide for the Tour Manager & BA's



SOS – Voter Ed – Phase 1
Texas State Library Filings Report
February 2020

Client: SOS - Voter Education Campaign
Date: February 2020

Deliverables / Action Items	Status
Activity Report and Revised Phase 1 Budget	Complete
Weekly Status Reports	Complete and on-going
Research	Presentation of results provided on 2/26
Research – Track Polling	Eng & Span Polling Survey's approved; on-going
Research – Focus Groups	Focus Group coordination in motion
Media Plan - Phase 1	Final buy completed
Strategy Messaging	In motion; research findings will apply
Digital OOH Production	Complete
Digital Analytics	On-going
Pre-Roll Streaming Video	Complete
Radio Production	Complete
Radio Production – TTWN Scripts	Complete
Digital Banners – Animated & Static	Complete
Ready. Check. Vote. Stickers	Complete
Information Cards	Complete
Website Development	In motion; proposal submitted for review
Website Components	On-going
Social Media	Complete; on-going
Social Media – Grassroots	Complete; on-going
Press Conference	Complete
Grassroots Tour	2 events completed; on-going
Grassroots Footprint / Components	Complete
Grassroots – Truck Signage	Complete
Campaign T-shirts	Complete

2/10/20 6:00 PM

Grassroots – BA Guide	Complete; on-going



SOS – Voter Ed – Phase 1
Complimentary Assistance Generated
February 2020

Client: Secretary of State - Voter Education Campaign – Phase I
Date: February 1 – 29, 2020

Items/Activities	Status
None to report at this time	

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Tom Lewis](#); [Selina Smith](#)
Subject: SOS: Voter Ed - January 2020 Billing
Date: Monday, February 10, 2020 6:09:26 PM
Attachments: image001.png
1. FY2020-VOTER-JAN Inv 37089.pdf
Voter Ed - January 2020 - Billing Support.zip

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 January 2020 – Invoice, including a budget worksheet based on the approved P1 budget in our RFP submission.

Also attached are the January 2020 supporting documents.

One reminder - we shifted the Lifestyle Segments (\$20k) from our original media budget of \$950,000 to Phase 2. Therefore, we are now at a beginning media budget of \$930,000.

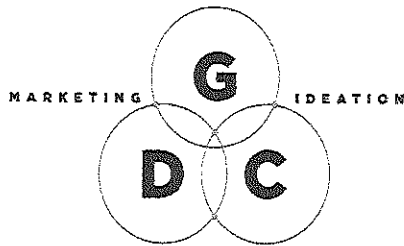
Once you've had a chance to review, please let us know if anything needs to be adjusted. Thanks & have a good night!

Barbie Rugen | Project Manager

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

signature_1549427595





Client: Secretary of State
1019 Brazos St., Suite 410
Austin, Texas 78701-2413

Invoice #: 37089
Date: 2/10/2020

PO#: 307-8-001187

Job: Voter Education - Phase 1

INVOICE

Current: \$35,455.00

Inv. To Date: \$35,455.00

Balance: \$1,365,545.00

Total Grand Budget \$1,401,000.00

Reporting Period: 01/01/20 - 01/31/20

Description of Services:	Amount
--------------------------	--------

Line Item	Hours	
-----------	-------	--

2.2 Develop Messaging Strategy	33.00	\$4,200.00
--------------------------------	-------	------------

5.2 Press Conference	2.50	\$375.00
----------------------	------	----------

6.2 Content Calendar Development	31.50	\$3,595.00
----------------------------------	-------	------------

7.2 Media Placement	39.25	\$3,532.50
---------------------	-------	------------

8.6 Project Management	174.75	\$23,752.50
------------------------	--------	-------------

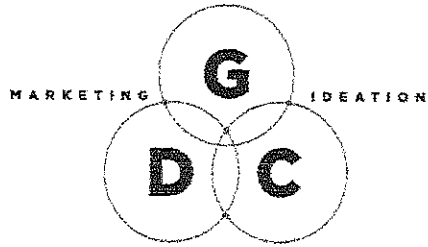
\$35,455.00

INVOICE TOTAL:

\$35,455.00

SOS - Voter Education - Phase 1 - Billing Worksheet

	January	February	March	April	Current	Budget	Accruals
1.1 Research							
1.2 Quantitative Research Poll					\$ -	\$ 75,000.00	\$ (75,000.00)
1.3 Tracking Poll					\$ -		\$ -
					\$ -		\$ -
2.1 Creative Development							
2.2 Develop Messaging Strategy	\$ 4,200.00				\$ 4,200.00	\$ 20,000.00	\$ (15,800.00)
2.3 Produce all creative assets in English/Spanish					\$ -	\$ 90,000.00	\$ (90,000.00)
2.4 Billboard Production					\$ -	\$ 10,000.00	\$ (10,000.00)
2.6 Radio Production					\$ -	\$ 20,000.00	\$ (20,000.00)
Hard Costs					\$ -		
2.7 Digital Display Ads					\$ -	\$ 8,000.00	\$ (8,000.00)
					\$ -		\$ -
3.1 Collateral Production							
3.2 Posters					\$ -	\$ 20,000.00	\$ (20,000.00)
3.3 Stickers					\$ -	\$ 10,000.00	\$ (10,000.00)
3.4 Info Cards					\$ -	\$ 15,000.00	\$ (15,000.00)
							\$ -
4.1 Web-site Development							
4.2 On-going Reporting/Analytics					\$ -	\$ 15,000.00	\$ (15,000.00)
					\$ -		\$ -
5.1 Special Events and Activities							
5.2 Press Conference	\$ 375.00				\$ 375.00	\$ 15,000.00	\$ (14,625.00)
5.3 Media relations					\$ -	\$ 3,000.00	\$ (3,000.00)
5.4 Grassroots Tour - Our Ready. Check. Vote.					\$ -	\$ 30,000.00	\$ (30,000.00)
5.5 Television Lifestyle Segments						\$ 5,000.00	\$ (5,000.00)
					\$ -		\$ -
6.1 Social Media							
6.2 Content Calendar Development	\$ 3,595.00				\$ 3,595.00	\$ 10,000.00	\$ (6,405.00)
6.3 Creative Development					\$ -	\$ 10,000.00	\$ (10,000.00)
6.4 Social Posting					\$ -	\$ 10,000.00	\$ (10,000.00)
					\$ -		\$ -
7.1 Media Planning & Placement							
7.2 Media Placement	\$ 3,532.50				\$ 3,532.50	\$ 930,000.00	\$ (926,467.50)
7.3 Media Buy Execution					\$ -	\$ 40,000.00	\$ (40,000.00)
7.4 Media Buy Reconciliation					\$ -	\$ 25,000.00	\$ (25,000.00)
					\$ -		\$ -
8.1 Reporting, Evaluation, Awareness Tracking							
8.2 Web-site					\$ -	\$ 5,000.00	\$ (5,000.00)
8.3 Social Media Evaluator					\$ -	\$ 5,000.00	\$ (5,000.00)
8.4 Tracking Poll					\$ -		\$ -
8.5 Digital Media					\$ -		\$ -
8.6 Project Management	\$ 23,752.50				\$ 23,752.50	\$ 30,000.00	\$ (6,247.50)
					\$ -		\$ -
TOTALS	\$ 35,455.00	\$ -			\$ 35,455.00	\$ 1,401,000.00	\$ (1,365,545.00)



SECRETARY OF STATE: VOTER EDUCATION JANUARY 1-31, 2020				
Employee	Title	Rate	FY 2020 Hours	Total
Ashleigh Garza	Media/Event Coordinator	90	17.50	\$1,575.00
Barbie Rugen	Project Manager	130	49.50	\$6,435.00
Beth Wammack	Chief Executive Officer	175	15.00	\$2,625.00
Carey Quackenbush	Chief Ideation Officer	175	8.00	\$1,400.00
Chad Wooten	Senior Web Developer	130	1.00	\$130.00
David Ocamb	Research	150	46.50	\$6,975.00
Deborah Villauneva	Administrative Assistant	90	0.25	\$22.50
Frank Guerra	Lead Strategist	175	1.00	\$175.00
Leonard Guerra	Traffic Manager	90	1.75	\$157.50
Lisa Gomez	Media Director	90	20.00	\$1,800.00
Marcie Casas	Public Relations Director	150	14.75	\$2,212.50
Melissa Getchell	Account Executive	90	18.75	\$1,687.50
Morgan Davy	Art Director	90	17.00	\$1,530.00
Paola Herrera	Social Media Specialist	130	19.00	\$2,470.00
Rachel Dvorak	Copywriter	90	1.00	\$90.00
Tiffany Albrecht	Traffic/Production Manager	90	1.75	\$157.50
Tita Sartorio	Associate Creative Director	90	18.00	\$1,620.00
Tom Lewis	Controller	130	7.25	\$942.50
Victor Noriega	Creative Director	150	23.00	\$3,450.00
TIME TOTAL				\$35,455.00



SOS – Voter Ed
GDC Evaluations and Recommendations
January 2020

Client: Secretary of State - Voter Education Campaign
Date: January 1 – 31, 2020

Items/Activities	Status
None to report at this time	

Right	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			GDC will work with BaseLine to provide benchmark tracking through a statewide quantitative survey.
	MEDIA	* Track Polling	February 17	March 29			
		Media Plan - Phase I					
		* Media Placement	February 3	February 9			GDC to present media plan and recommendation
		* Media Execution	February 3	February 16			Upon approval of media plan and recommendation, GDC will place all media appropriately.
		* Media Buy Reconciliation	February 17	April 26			Upon completion of Phase I, 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 of creative executions.
		Print Ads					
		* Print Ad - English & Spanish					GDC will design print ads in English & Spanish.
		Outdoor Billboards - Phase I					
		* Transit Shelters Ad - English & Spanish	February 10	February 23			(Digital billboard artwork due February 5 to the vendor)
		* Gas Station Pump Toppers - English & Spanish	February 10	February 23			
		Radio Production					
		* :30 Radio - English & Spanish	February 10	February 23			GDC will produce :30s and :15s, along with copy reads for :30s, :30s, :15s and :55s; radio spots will be produced in English & Spanish
		* :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 produce 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 produce sticker 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 produce 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
		* VoterTexas.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 Once	TBD				GDC will provide a Hey Once 101 for Voter Ed team; date TBD
		Creative Development					
		* Creative Recommendation (graphics, images, hashtags)	February 3	February 8			GDC will share a Social Media book & feel recommendation for Phase I
		Social Posting					
		* Facebook	February 3	February 8			
		* Instagram					
		* Twitter					
		* YouTube					???
		* Social Media Evaluator	February 10	March 8			
	SPECIAL EVENTS	Press Conference					
		* Plan, Coordinate and Develop materials for PC Kick-Off	February 3	February 16			GDC will develop a Press Conference plan recommendation.
		* Press Conference Date, Time & Location					
		* 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 I					
		* Grassroots Tour					GDC will create a recommendation for grassroots tour (markets/cities to visit, dates, etc.)
		* 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 I of the campaign.
		* Grassroots Components - Cost Estimate					
		* Grassroots BA's, Tahits					
		* Grassroots Handouts					
		* Grassroots Photos ???					
		Grassroots Tour - Phase 2					
		* Airstream Coordination (vendor, quotes, timeline)	TBD				
		Television Lifestyle Segments					
		* Segment Options / Recommendations					
		* Speaking Points					
	ADMIN	February Billing					
		March Billing					
		SOS Monthly Schedule					GDC will request the SOS's monthly schedule in order to coordinate SOS participation

000 / Holidays / Dates



SOS - Voter Ed - Phase I

Status Report

Week of January 27, 2020

Flight	Job Category	Job Description
	RESEARCH	Statewide Quantitative Research Poll
		* <i>Research Coordination</i>
		* <i>Track Polling</i>
	MEDIA	Media Plan - Phase I
		* <i>Media Placement</i>
		* <i>Media Execution</i>
		* <i>Media Buy Reconciliation</i>
	CREATIVE	Television Lifestyle Segments
		* <i>Segment Options / Recommendations</i>
		* <i>Speaking Points</i>
		Strategy Messaging
		* <i>Strategy Messaging</i>
		* <i>Audience Profiles</i>
		Outdoor Billboards - Phase I
		* <i>1400x400 digital board</i>
		Radio Production
		* <i>:60 Radio - English & Spanish</i>

		* :30 Radio - English & Spanish
		* :15 Radio - English & Spanish
		* Countdown Reads - English & Spanish
		Digital Banners
		* Digital Animated Banners - English & Spanish; multiple sizes
		* Animated Pre-roll Video
		* Monthly Digital Analytics
	COLLATERAL	Posters
		* Posters - English & Spanish
		* Poster PDF for website
		* Print Estimate & Timeline
		Stickers
		* Stickers - English & Spanish
		* Poster PDF for website
		* Print Estimate & Timeline
		Info Cards
		* Info Cards - English & Spanish
		* Poster PDF for website
		* Print Estimate & Timeline
	WEBSITE	Website Development
		* Reporting / Analytics
		* VoteTexas.gov Website Updates

		* Website Review & Recommendation
	SOCIAL MEDIA	Content Calendar
		* Editorial Calendar
		* Introduction to Hey Orca
		Creative Development
		* Creative Recommendation (graphics, images, hashtags)
		Social Posting
		* Facebook
		* Instagram
		* Twitter
		* You Tube
		* Social Media Evaluator
	SPECIAL EVENTS	Press Conference
		* Press Conference Date, Time & Location
		* Press Conference - Press Materials (English & Spanish)
		* Videographer Coordination (Matt)
		* Press Conference - Social Media Posts
		Media Relations
		* Statewide News Release (English & Spanish)
		* Media Outlet Distribution List
		Grassroots Tour - Phase I
		* Grassroots Tour
		* Grassroots Tour - Cost Estimate
		* Grassroots Footprint
		* Grassroots Components

		* <i>Grassroots Components - Cost Estimate</i>
		* <i>Grassroots BA's, Tshirts</i>
		* <i>Grassroots Handouts</i>
		* <i>Grassroots Prizes ???</i>
		Grassroots Tour - Phase 2
		* <i>Airstream Coordination (vendor, quotes, timeline)</i>
	ADMIN	February Billing
		March Billing
		SOS Monthly Schedule

OOO / Holidays	Dates
----------------	-------

GDC - Start Date	GDC - End Date	Date Approved	Date Completed
<i>February 3</i>	<i>March 1</i>	<i>January 27</i>	
<i>February 17</i>	<i>March 29</i>		
<i>February 3</i>	<i>February 9</i>		
<i>February 3</i>	<i>February 16</i>		
<i>February 17</i>	<i>April 26</i>		
<i>February 5</i>	<i>February 23</i>		
<i>February 10</i>	<i>February 23</i>		

February 10	February 23		
February 10	February 23		
February 10	February 23		
February 10	February 23		
February 10	February 23		
February 17	March 29		
February 5	February 19		
February 5	February 19		
February 5	February 19		
February 3	February 23		
February 3	February 23		
February 3	March 8		

February 3	February 16		
TBD			
February 3	February 8		
February 3	February 8		
February 10	March 8		
February 3	March 8		

TBD			

Status
<i>Research vendor & cost proposal approved on 1/27; Research survey in English & Spanish approved on 1/27; GDC coordinating all specifics with Suma; status will be provided upon completion</i>
<i>GDC provided Voter media plan to Stephen for review on 1/27; pending ...</i>
<i>Upon approval of media plan and recommendation, GDC will place all media appropriately.</i>
<i>Upon completion of Phase I, GDC will reconcile all media invoices and provide affidavits & invoices.</i>
<i>GDC will work with the Voter Ed team to develop messaging strategy utilizing research poll findings.</i>
<i>GDC will create audience profiles to be utilized for versioning all creative executions.</i>
<i>GDC will forward creative to Stephen for review on 1/28</i>
<i>GDC submitted a work order for all versions of radio scripts; GDC is also coordinating a date for SOS radio record; pending ...</i>

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.
<i>GDC will produce digital animated banners; final sizes pending from approved media buy</i>
<i>Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments throughout</i>
<i>GDC will produce poster options; final size confirmation pending</i>
<i>GDC will produce sticker options; sticker options to be used during grassroots tour</i>
<i>GDC will produce a double sided info card; cards to be used during grassroots tour</i>
<i>GDC will provide reporting & analytics on SOS website</i>
<i>GDC will update current creative appropriately.</i>

GDC will provide a recommendation for an Editorial Calendar
GDC will provide a Hey Orca 101 for Voter Ed team; date TBD
GDC will share a Social Media look & feel recommendation for Phase I
GDC will develop a Press Conference plan recommendation; date proposed & secured is February 24th @ 1:00 pm; location options discussed; coordination in motion
GDC will provide SW news release
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
GDC will provide a quote covering all costs associated w/grassroots tour.
GDC will provide a mock-up of the grassroots footprint.
GDC will design a branded tent/booth & a low tech version of the Match Up app set up for Phase I of the campaign.

GDC will have an internal brainstorm for new Phase 2 options.
SOS - February schedule was provided on 1/27; GDC will utilize to coordinate for Phase I



SOS – Voter Ed – Phase 1
Texas State Library Filings Report
January 2020

Client: SOS - Voter Education Campaign
Date: January 2020

Deliverables / Action Items	Status
Activity Report and Revised Phase 1 Budget	Complete
Weekly Status Reports	Complete and on-going
Research – Track Polling	Client approved; polling in motion till 2/6
Media Plan - Phase 1	Client approved; final buy in progress
Strategy Messaging	In motion; will be based on research findings
Digital OOH Production	Client approved; trafficked appropriately
Pre-Roll Streaming Video	Client review; approval pending
Radio Production	Client approved; production scheduled for 2/10
Digital Banners – Animated & Static	Client review; approval pending
Ready. Check. Vote. Stickers	Client approved; printing in motion
Information Cards	Client review; approval pending
Website Development	In motion; proposal in motion
Social Media	Post #1 completed; on-going
Press Conference – Coordination	In motion; site visit scheduled
Grassroots Tour	Client approved 3 stops; coord in motion
Grassroots Footprint	Client approved; materials ordered
Campaign T-shirts	Client approved; printing in motion

2/10/20 6:00 PM



--	--

2/10/20 6:00 PM



SOS – Voter Ed – Phase 1
Complimentary Assistance Generated
January 2020

Client: Secretary of State - Voter Education Campaign – Phase I
Date: January 1 – 31, 2020

Items/Activities	Status
None to report at this time	