
Subject: RE: : [Ext]RE: [Ext]RE: Public Records Request (TX-SOS-20-0541)
Date: Thursday, November 19, 2020 at 1:39:16 PM Pacific Standard Time
From: GeneralCounsel
To: 'AO Records'
CC: GeneralCounsel
Attachments: How to appeal the withholding of information under 552.136.pdf, 11.19.20 Documents.zip

EXTERNAL SENDER

Good afternoon,

Consistent with our November 5 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 December 11, 2020. See Tex. Gov't Code § 552.221(d).

Kind regards,

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

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

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

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

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

Send your appeal by mail to the attorney general at:

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

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

From: [Stephen Chang](#)
To: ["Barbie Rugen"](#); [Melissa Getchell](#)
Subject: APPROVED MEDIA PLAN
Date: Tuesday, January 28, 2020 12:08:18 PM
Attachments: DOC012820.pdf

Attached.

-----Original Message-----

From: Toshiba Copier <toshiba@sos.state.tx.us>
Sent: Tuesday, January 28, 2020 12:05 PM
To: Stephen Chang <SChang@sos.texas.gov>
Subject: Send data from MFP13642923 01/28/2020 12:05

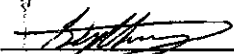
Scanned from MFP13642923

Date:01/28/2020 12:05

Pages:1

Resolution:200x200 DPI

	FEBRUARY				MARCH				NET Spending	
	Begin airing on Monday, 2/17				End airing on Tuesday, 3/3 @7PM					
	27	3	10			9	16	23		
				Early Voting		Primary Election				
RADIO										\$370,000.00
iHeart Radio - :60 & :30 English & Spanish										
Tier 1 - AUS, CC, DFW, HOU, ELP, McA/BRWN, SAT										
iHeart Radio - :60 & :30 English & Spanish										
Tier 2 - ABI, AMA, BEAU/PT ART, BRY/COLG, KILE/TEMP, LAR, LUB, LUF/NACO, OD/MD, SANG, TEXAR, TYL, WACO, WICH FAL										\$270,000.00
iHeart Total Traffic Weather News - :15 English & Spanish										
AUS, CC, DFW, HOU, ELP, McA/BRWN, SAT										
Univision Radio - :60 & :30 Spanish, Streaming Radio - :15 Spanish audio w/300x250 companion banner										
AUS, BRY/COLST, DFW, ELP, HOU, LAR, OD/MD, RGV, SA, TYL										\$100,000.00
DIGITAL										29,000,000 \$310,000.00
Digital- Desktop, tablet & mobile devices- English & Spanish (Statewide)										
Behavior & Contextual Targeting - target users searching for voter info, political info, searching political content and retarget those who have visited your site.										13,750,000 \$110,000.00
Demographic Targeting - target specific audience segments within our geography										3,125,000 \$25,000.00
Mobile GeoFence/Follow - build radius around Tax and County offices, Public Safety offices, etc.										1,875,000 \$15,000.00
Video - target online behaviors within our target demo										2,000,000 \$50,000.00
Social Media - target audiences within our demo and geography on platforms such as Facebook, Instagram, Pinterest, etc.										6,250,000 \$50,000.00
Streaming Audio - target individuals within our demo and geography on platforms such as Pandora, Spotify, NPR, Amazon Music, etc.										2,000,000 \$60,000.00
OUTDOOR/OUT-OF-HOME										\$250,000.00
Digital Bulletins - 14'x 48' English & Spanish										
ABI, AMA, AUS, CC, DFW, ELP, HOU, LAR, LUB, MD/OD, RGV, SA, TYL/LNG, WA/TEMP/BRY										\$250,000.00
PHASE I (07.01) - MEDIA PLAN/PLACEMENT TOTAL										\$930,000.00


Client Signature

1/28/2020
Date

Revision # 1 - shift TV Segments to Phase 2, due to timing. Total moved \$20,000

From: [Stephen Chang](#)
To: [Joe Esparza](#); [Adam Bitter](#); [Ruth Hughes](#)
Subject: Fwd: Voter Ed - Outdoor Media Buy Recommendation
Date: Friday, January 31, 2020 1:19:05 PM
Attachments: image001.png

Have approved the first round of outdoor billboard buys (as partner of the larger media buy).

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 11:55:55 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Lisa Gomez <lgomez@gdc-co.com>; Ashleigh Garza <agarza@gdc-co.com>
Subject: SOS: Voter Ed - Outdoor Media Buy Recommendation

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.

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Good Morning Stephen!

Ash has provided the outdoor buy media recommendation. This recommendation includes the following:

- Markets: Abilene, Amarillo, Austin, Corpus Christi, Dallas, El Paso, Houston, Laredo, Lubbock, Odessa, RGV, San Antonio, Tyler, Waco
- We have the highest presence for Phase 1 in the following: Dallas, Houston, RGV, San Antonio
- The media teams goal is always to propose boards that have as high of visibility as possible; we try to make sure that there are no boards in front of them, and that stand out nice & clear against their background.

I'm providing a DropBox link since it's a 32mb file:

<https://www.dropbox.com/scl/fi/ammv5t2br3o9eoxa37yla/FY20-SOS-Voter-Ed-Phase-1-Billups-Worldwide.pptx?dl=0&rlkey=28eidt5lvivuzy6kbjoz4h6>

Lisa & team have reviewed this proposal and feel good about all locations proposed. If you have any questions about any of the location options though, we're happy to get on the phone to discuss.

But if you're good with this recommendation, all we need is a green light from you. This will allow us to lock all of these locations down. There may be one or two locations that we get to too late, and if this is the case, we'll come back to you with a new option.

An approval today would be the ideal, but if additional time is needed, please do not hesitate to let us know.

If there are any questions, we're here. We'll wait to hear from you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212



From: [Stephen Chang](#)
To: [Joe Esparza \(JEsparza@sos.texas.gov\)](#); [Adam Bitter](#); [Ruth Hughes](#)
Subject: KTSA - SOS, Ready Check Vote Radio Readover
Date: Tuesday, February 18, 2020 7:56:51 AM
Attachments: image001.jpg
Sensitivity: Personal

<https://mms.tveyes.com/Transcript.asp?StationID=7700&DateTime=2%2F18%2F2020+6%3A36%3A53+AM&Term=Texas+Secretary+of+State&PlayClip=TRUE>

Nice hit. We're live.

--
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: [Melissa Getchell](#)
To: [Stephen Chang](#); [Barbie Rugen](#)
Cc: [Beth Wammack](#); [Leonard Guerra](#); [Marcie Casas](#)
Subject: Re: Voter Ed - Grassroots Footprint
Date: Thursday, February 6, 2020 4:21:29 PM
Attachments: image001.png
GDC - SOS Voter Ed Grassroots Proposal - 2-6-20[1].pdf

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

Fantastic! Did you have a preference on the pull up banner kits? The options are items 2-4 on the attached.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Thursday, February 6, 2020 at 4:13 PM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Footprint

You are clear to proceed on this. Thanks.

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Thursday, February 6, 2020 2:40 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
Subject: SOS: Voter Ed - Grassroots Footprint

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Hi Stephen!

Attached is our proposed SOS – Voter Ed low tech grassroots footprint & vendor quote. The footprint consists of the following pieces:

10x10' Vinyl Tent

The tent will have (2) blank navy half walls on the sides, with a branded back wall and tent top. Tent topper will be branded with SOS URL and phone number, as you see in the mock-up. The tent also comes with a carrying case. This tent will be used for Phase 1 of our grassroots tour, and will support those events in Phase 2 where our revised footprint might be too large.

Cost: \$1,263.71

Pull Up Banners

There are (3) cost options provided for pull up banners. We'll have (1) English banner & (1) Spanish banner, in line with our current Phase 1 creative. We'll use these banners at the Press Conferences to flank the stage or our area, as well as all opportunities both during our grassroots events & other opportunities.

Cost: 3 options to select from

Table Cloth

6' table cloth branded with the VoteTexas.gov URL. We'll use this table cloth during all grassroots events, both for Phase 1 and 2.

Cost: \$280.55

Stickers

3' round, full color stickers. We propose (500) Eng & (500) Span for both the Press Conference & our 3 events. This allows us to really be able to distribute our stickers to all we interact with. We will carry all unused surplus over into Phase 2 of our campaign.

Cost: \$1,930

Info Cards

The Z-fold info cards, both in Eng & Span. This was the little mock-up we shared during our kick-off presentation. For our Press Conference & our 3 grassroots events, we propose printing (1,000) total. This will definitely get us through this first phase.

Cost: \$610

Match Board Game

We propose printing (3) sets of the game, in Eng & Span. Our sets will be laminated so that they endure the entire campaign. Cards are 3.25" x 3.25" squares; there will be 8 variations, so 16 pieces per set.

Cost: \$508.14

Please note: Each piece that we get an approval to order will have shipping charges attached. These are all separate components, so they'll all be shipped once done, verse one big order & one shipment.

T-shirts have already been approved & ordered.

Once you've reviewed each component, please let us know if there are any questions. The sooner we can get our materials ordered, the better. If we can get all ordered on Monday, Feb. 10 that would be ideal.

We look forward to your reply. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212





Beehive Specialty

Kristin Evans
CEO

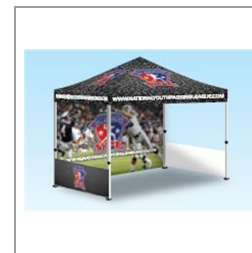
(512) 912-7940
kristin@specialbee.com

SOS Voter Ed Grassroots

GDC Marketing & Ideation
Leonard Guerra

Proposal
#1070234

Proposal valid until:
Mar/04/2020



TX-SOS-20-0541-F-000009



[1] 10ft x 10ft Tent Canopy Gold Package

Includes: 10' x 10' Tent Top, 10' Full Digital Back Wall, and a Pair of 10' Full Digital Skirts. We offer promotional tents with imprinted logo graphics as well as popup canopies. Pop Up Shelter, Festival Tent, Party Canopy Tent, Instant Shade Canopy, Portable Canopy Tent. Carrying case included.

Quantity 1

Price \$1213.71

Additional Information and Options Available

Colors:	Black; Gray; White; Blue; Purple; Red; Navy Blue; Orange; Yellow; Green; Maroon; Royal Blue; Teal
Sizes:	10 ' x 10 '
Decorating:	Four Color Process, Full Bleed on Canopy, Back Wall, 2 Half Walls
Production Time:	12-15 business days
Setup Charges:	\$50.00
Special Pricing:	Shipping charges not included



[2] 33.5" Stratus Retractor Kit (No-Curl Hybrid Media)

Low center of gravity for stability, eliminating the need for fold-out feet. Aluminum base features chrome end caps. Tritan no-curl hybrid media. Banner attaches with snap rail on top and banner tape on bottom. Shock cord pole. 200 RCAT rating. Two-year hardware warranty. Carry case included.

Quantity 2

Price \$225.12

Additional Information and Options Available

Colors:	As Pictured
Sizes:	34.25 " x 81.63 " x 7.13 "
Decorating:	Four Color Process; 1 Side of Banner
Production Time:	5-7 business days
Setup Charges:	\$50.00 per version (2 versions)
Special Pricing:	Shipping charges not included



[3] XChange Retractor Kit

Aluminum, footless base. A plastic rail on the banner slides in and out of the flip-open base for quick graphic changes. Titan no-curl hybrid media. Flip-lever telescoping pole makes setup and adjustment simple. 800 RCAT rating. Three-year hardware warranty. Carry case included.

Quantity	2
Price	\$264.60

Additional Information and Options Available

Colors:	As Pictured
Sizes:	35.37 " x 81.5 " x 8.75 "
Decorating:	Four Color Process; 1 Side of Banner
Production Time:	5-7 business days
Setup Charges:	\$50.00 per version (2 versions)
Special Pricing:	Shipping charges not included



[4] Superb Retractor Kit

Flip-open base for easy graphic changes, and its hardware is built to last a lifetime. Low-profile aluminum base is available with black or silver end caps. Titan no-curl hybrid media. Flip-lever telescoping pole. 800 RCAT rating. Lifetime warranty on hardware. Carry case included.

Quantity	2
Price	\$314.16

Additional Information and Options Available

Colors:	Black; Silver
Sizes:	33.5 " x 80.5 " x 7.75 "
Decorating:	Four Color Process; 1 Side of Banner
Production Time:	5-7 business days
Setup Charges:	\$50.00 per version (2 versions)
Special Pricing:	Shipping charges not included



[5] 6' Fitted Table Throw (Full-Color Full Bleed)

Taut surfaces and sharp lines give it a tailored look that stands out. For use with tables 6' wide. Covers four sides of the table. Polyester poplin fabric. Flame retardant treated. Machine-washable and wrinkle-resistant; do not dry clean and do not iron. One-year product warranty.

Quantity	1
Price	\$230.55

Additional Information and Options Available

Colors:	As Pictured
Sizes:	72 " x 29 " x 30 "
Decorating:	Four Color Process; Full Bleed
Production Time:	5-7 business days
Setup Charges:	\$50.00
Special Pricing:	Shipping charges not included



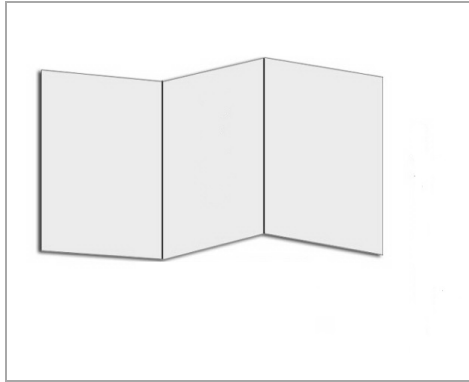
[6] 3" Circle Decal

White Vinyl (permanent adhesive back)

Quantity	500	1000	2000
Price	\$0.47	\$0.28	\$0.21

Additional Information and Options Available

Colors:	White
Sizes:	3 "
Decorating:	Four Color Process, Full Bleed; 1 Side
Production Time:	7-10 business days
Setup Charges:	\$50.00
Special Pricing:	Shipping charges not included



[7] Z-Folded Card

Flat size: 12" x 5.5"; Folded size: 4" x 5.5". 100# dull cover. Scored and folded.

Quantity	500	1000	2000
Price	\$0.79	\$0.56	\$0.45

Additional Information and Options Available

Colors:	White
Decorating:	Four Color Process; Front and Back; Full Bleed
Production Time:	10-12 business days
Setup Charges:	\$50.00
Special Pricing:	Shipping charges not included



[8] Custom Game Board Game Tiles

3.25" x 3.25" square with rounded corners. 100# dull cover with 10mil full lamination. Shrink-wrapped in sets of 16 pieces (by version). 30mil thickness. 3 sets in Spanish, 3 sets in English; 8 pairs (16 tiles) per set. All tiles will receive same art on 1 side. Total 96 tiles.

Quantity	1
Price	\$458.14

Additional Information and Options Available

Sizes:	3.25" x 3.25"
Decorating:	Four Color Process; Front and Back
Production Time:	10-12 business days
Setup Charges:	\$50.00 per version (2 versions)
Special Pricing:	Shipping charges not included

From: [Stephen Chang](#)
To: "Melissa Getchell"; [Barbie Rugen](#)
Cc: [Beth Wammack](#); [Leonard Guerra](#); [Marcie Casas](#)
Subject: RE: Voter Ed - Grassroots Footprint
Date: Thursday, February 6, 2020 5:14:14 PM
Attachments: image001.png

Thanks!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Thursday, February 6, 2020 4:30 PM
To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
Subject: Re: Voter Ed - Grassroots Footprint

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Great, thanks! We'll go ahead and secure these items with our vendors and let you know if we have any additional questions for the grassroots tour.

All the best,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Thursday, February 6, 2020 at 4:22 PM
To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Footprint

Go with 3. Thanks!

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Thursday, February 6, 2020 4:20 PM
To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
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Fantastic! Did you have a preference on the pull up banner kits? The options are items 2-4 on the attached.

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To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Marcie Casas <mcasas@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Footprint

You are clear to proceed on this. Thanks.

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Thursday, February 6, 2020 2:40 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Marcie Casas <mcasas@gdc-co.com>
Subject: SOS: Voter Ed - Grassroots Footprint

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Cost: \$1,263.71

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Cost: 3 options to select from

Table Cloth

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Cost: \$280.55

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Cost: \$1,930

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Cost: \$610

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We propose printing (3) sets of the game, in Eng & Span. Our sets will be laminated so that they endure the entire campaign. Cards are 3.25" x 3.25" squares; there will be 8 variations, so 16 pieces per set.
Cost: \$508.14

Please note: Each piece that we get an approval to order will have shipping charges attached. These are all separate components, so they'll all be shipped once done, verse one big order & one shipment.

T-shirts have already been approved & ordered.

Once you've reviewed each component, please let us know if there are any questions. The sooner we can get our materials ordered, the better. If we can get all ordered on Monday, Feb. 10 that would be ideal.

We look forward to your reply. Thank you!

Barbie Rugen | Project Manager

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



From: [Stephen Chang](#)
To: ["Barbie Rugen"](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#)
Subject: RE: Voter Ed - Grassroots Tour / Sombrero Festival
Date: Wednesday, February 12, 2020 10:38:33 AM
Attachments: image001.png

Great. Thank you!

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Wednesday, February 12, 2020 10:36 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>
Subject: Re: Voter Ed - Grassroots Tour / Sombrero Festival

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Excellent!

I'll request the logo from our creatives & we'll traffic it along to the Sombrero folks today. Thank you!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Wednesday, February 12, 2020 at 9:25 AM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>
Subject: RE: Voter Ed - Grassroots Tour / Sombrero Festival

Nice! That's great news to hear.

Yes, feel free to provide our logo so they can add it to their shirts.

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Wednesday, February 12, 2020 9:15 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>
Subject: SOS: Voter Ed - Grassroots Tour / Sombrero Festival

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Hi Stephen!

We've secured our spot at the Sombrero Festival in Brownsville. The venue has asked us to provide the Ready. Check. Vote. logo so that it can be added to the logo box that will be printed on the back of their t-shirts. Thought we'd reach out & ask if y'all were okay with this.

We don't have a due date for the logo, but I'm thinking if we can let them know by this Friday, Feb. 14, that'd be good. Once you've thought about it, please let us know.

Happy Wednesday! Here's hoping today goes better for all of us all the way around.

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_1565572968



From: [Stephen Chang](#)
To: [Melissa Getchell](#)
Cc: [Barbie Rugen](#); [Paola Herrera](#)
Subject: RE: Voter Ed - Next week's social media
Date: Saturday, February 29, 2020 9:22:00 AM
Attachments: image001.png

These are good to go and I'll be posting them over the next few days. Thanks Melissa!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Friday, February 28, 2020 5:39 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Voter Ed - Next week's social media
Importance: High

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.

Hey Stephen,

Apologies for the delay but I wanted to make sure the entire team had a chance to review again. Attached, please find the social media content and timing for next week. If you have any questions at all, let us know!

Have a great weekend!

Thanks,

Melissa Getchell | Account Executive
O: 210.236.5000 x152 | **M:** 210.370.2792
221 W. Poplar
San Antonio, TX 78212

signature_662596058



From: [Melissa Getchell](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Lisa Gomez](#); [Barbie Rugen](#); [Ashleigh Garza](#)
Subject: Re: Voter Ed - Outdoor Media Buy Recommendation
Date: Wednesday, February 5, 2020 2:20:13 PM
Attachments: image001.png
FY20 SOS Voter Ed - Phase 1 - Billups Worldwide - Replacement Options.pptx
Importance: High

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Hey Stephen,

When we secured our digital billboard buy, the vendor informed us that a few of the locations we'd selected were no longer available. Attached are the boards that they are proposing as substitutes for those that are no longer available.

A few special cases where the boards are only temporarily available follow:

- In the Corpus Christi market, we originally proposed board #1501. This board is only available for 7 days during the time period we want to be live. For the remaining 9 days of our flight, they are offering us to be on the backside of the same board, #1502.
- In the Lubbock market, board #10985 was originally proposed. This board is also only available for 7 days during the time period we want to be live so for the remaining 9 days of our flight, they are offering us on board #6203.

All other unavailable boards are simply swapped out in the attached.

Please note that availability changes constantly, so the attached boards are only on hold until early tomorrow. Accordingly, we will need approval of the replacements back by **10am tomorrow** to secure.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, January 31, 2020 at 2:06 PM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Lisa Gomez <lgomez@gdc-co.com>, Ashleigh Garza <agarza@gdc-co.com>
Subject: Re: Voter Ed - Outdoor Media Buy Recommendation

No problem. Thanks for sending for the homework on these spots!

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>

Sent: Friday, January 31, 2020 2:30:46 PM

To: Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Lisa Gomez <lgomez@gdc-co.com>; Ashleigh Garza <agarza@gdc-co.com>

Subject: Re: Voter Ed - Outdoor Media Buy Recommendation

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Thank you, Stephen!

Huge appreciation for the quick approval.

From: Stephen Chang <SChang@sos.texas.gov>

Date: Friday, January 31, 2020 at 1:18 PM

To: Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Lisa Gomez <lgomez@gdc-co.com>, Ashleigh Garza <agarza@gdc-co.com>

Subject: Re: Voter Ed - Outdoor Media Buy Recommendation

Good to proceed here. Thank you!

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>

Sent: Friday, January 31, 2020 11:55:55 AM

To: Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Lisa Gomez <lgomez@gdc-co.com>; Ashleigh Garza <agarza@gdc-co.com>

Subject: SOS: Voter Ed - Outdoor Media Buy Recommendation

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Good Morning Stephen!

Ash has provided the outdoor buy media recommendation. This recommendation includes the following:

- Markets: Abilene, Amarillo, Austin, Corpus Christi, Dallas, El Paso, Houston, Laredo, Lubbock, Odessa, RGV, San Antonio, Tyler, Waco
- We have the highest presence for Phase 1 in the following: Dallas, Houston, RGV, San Antonio
- The media teams goal is always to propose boards that have as high of visibility as possible; we try to make sure that there are no boards in front of them, and that stand out nice & clear against their background.

I'm providing a DropBox link since it's a 32mb file:

<https://www.dropbox.com/scl/fi/ammv5t2br3o9eoxa37yla/FY20-SOS-Voter-Ed-Phase-1-Billups-Worldwide.pptx?dl=0&rlkey=28eidt5lvivuzy6kbjoz4h6>

Lisa & team have reviewed this proposal and feel good about all locations proposed. If you have any questions about any of the location options though, we're happy to get on the phone to discuss.

But if you're good with this recommendation, all we need is a green light from you. This will allow us to lock all of these locations down. There may be one or two locations that we get to too late, and if this is the case, we'll come back to you with a new option.

An approval today would be the ideal, but if additional time is needed, please do not hesitate to let us know.

If there are any questions, we're here. We'll wait to hear from you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

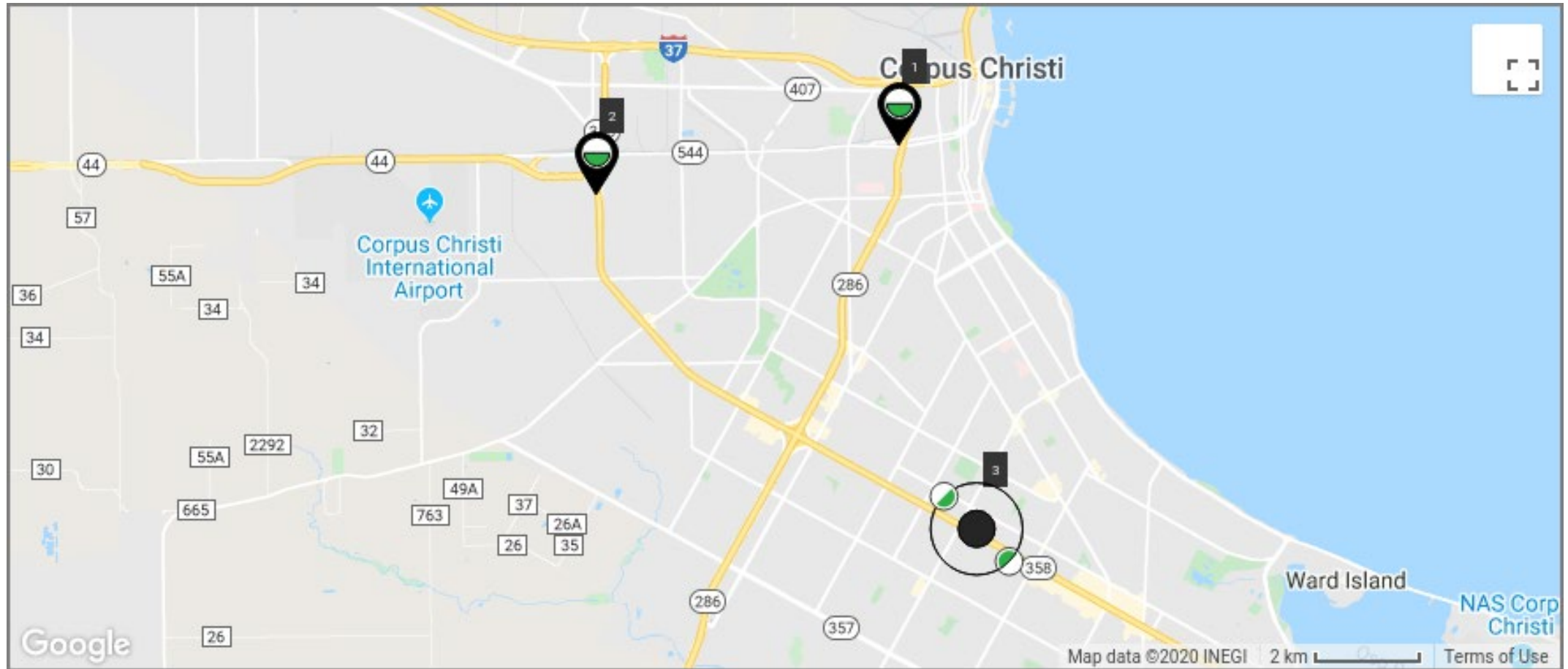


Secretary of State for Voter Education

MARKET

Corpus Christi, TX

Replacement boards are circled



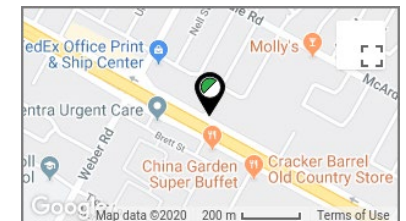
UNIT #: 1501
GEOPATH ID: 7403076

SPID @ Jean

FACING SE
IMPRESSIONS (WEEKLY 18+) 258,099

MEDIA TYPE Digital Bulletin
START DATE 02.17.2020
LAT/LONG 27.720748, -97.395863
SIZE 14' x 48'
ILLUMINATED Y

RUN 7 DAYS



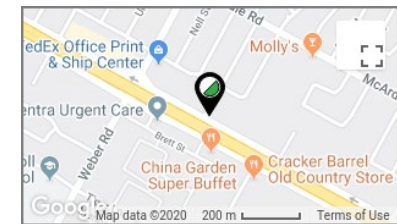
UNIT #: 1502
GEOPATH ID: 30637736

Digital: SPID (S Padre Island
Dr) @ Jean St NS

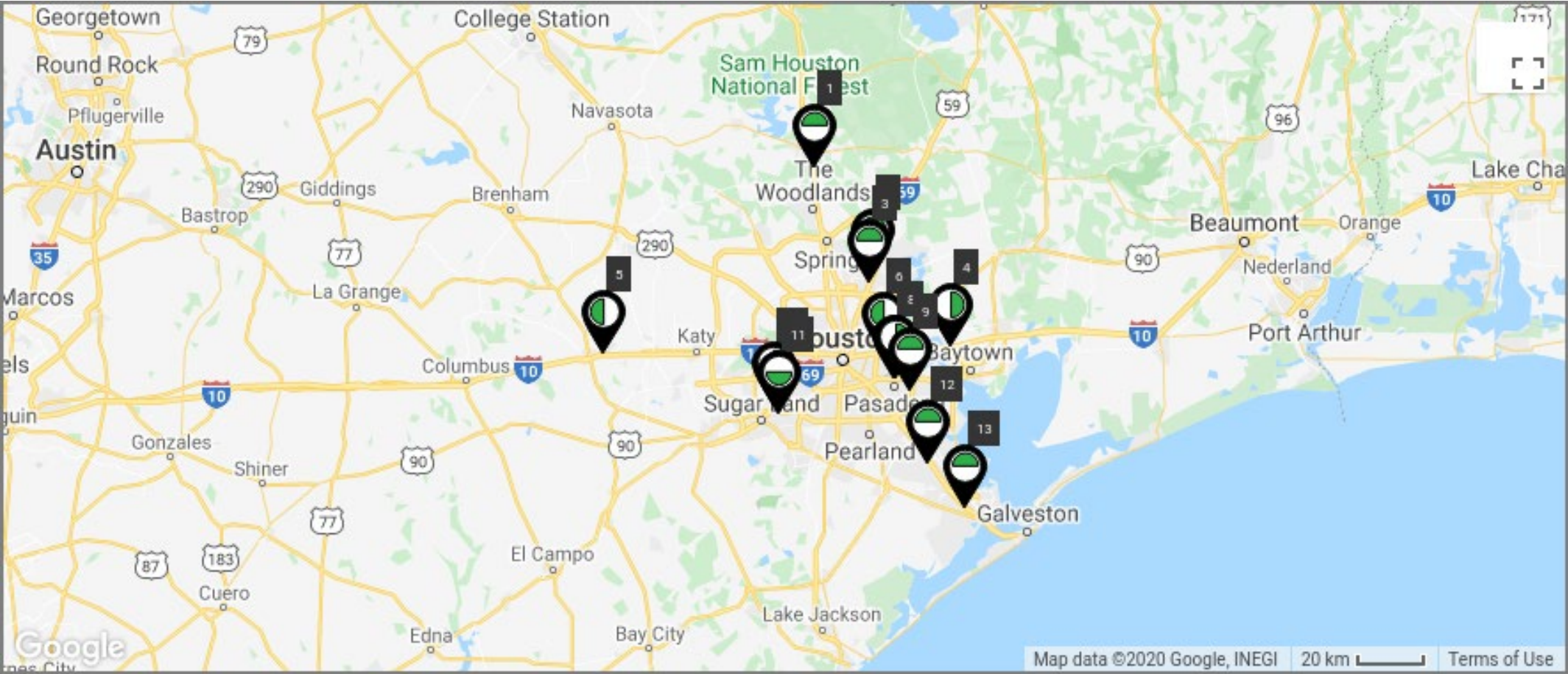
FACING NW
IMPRESSIONS (WEEKLY 18+) 249,275

MEDIA TYPE Digital Bulletin
START DATE 02.24.2020
LAT/LONG 27.720748, -97.395863
SIZE 14' x 48'
ILLUMINATED Y

RUN 9 DAYS



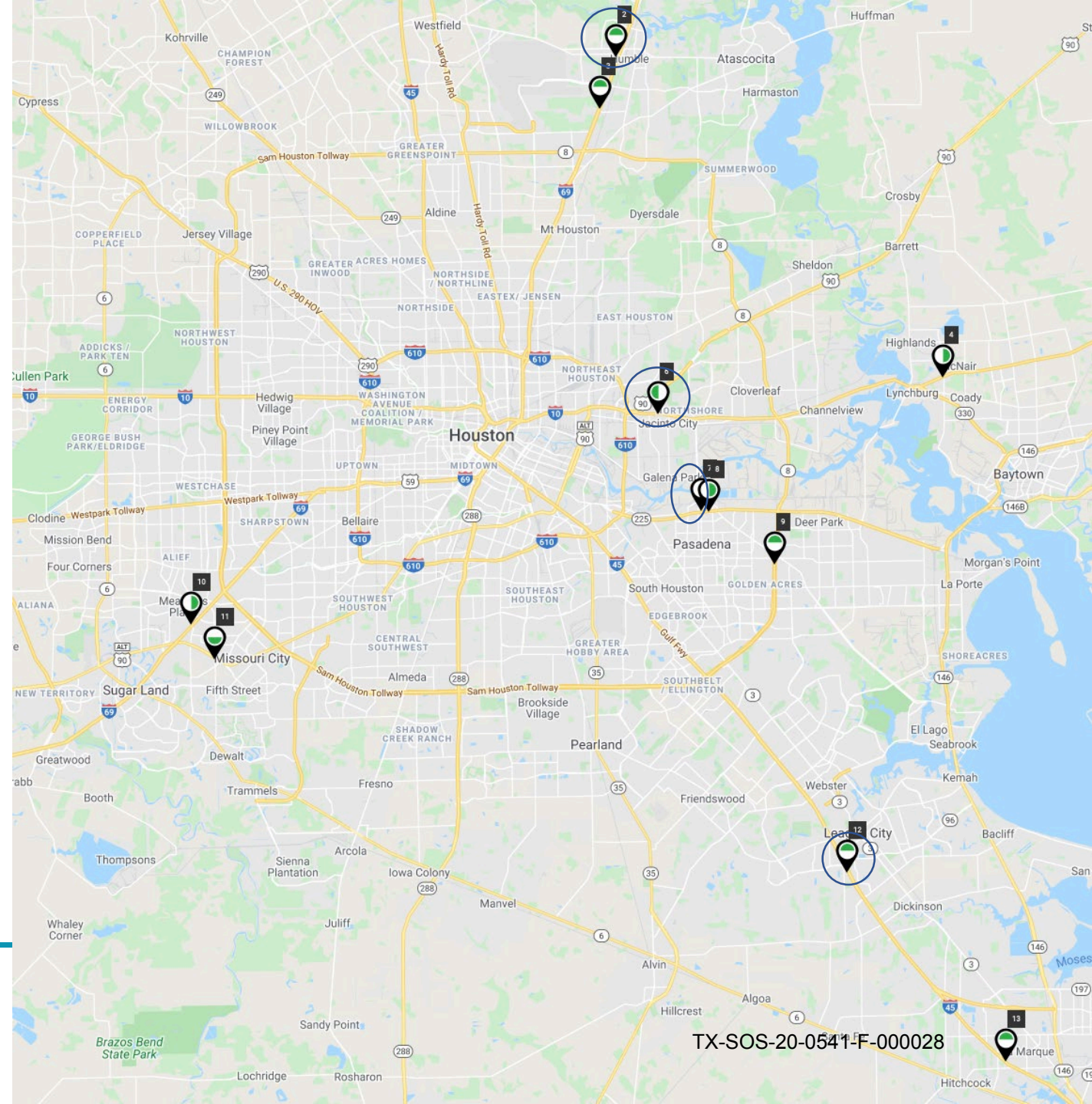
MARKET
Houston, TX



MARKET

Houston, TX – Zoom Map

Replacement boards are circled

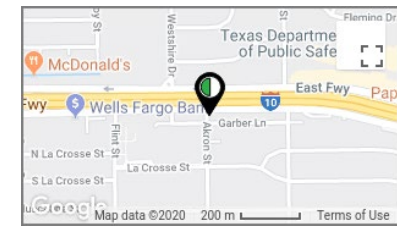


UNIT #: 30302.1
GEOPATH ID: N/A

I-10 E/O 610E/Houston-Led-Lh/Wb FE

FACING E
IMPRESSIONS (WEEKLY 18+) N/A

MEDIA TYPE Digital Bulletin
START DATE 02.17.2020
LAT/LONG 29.77324, -95.24035
SIZE 10' x 36'
ILLUMINATED Y

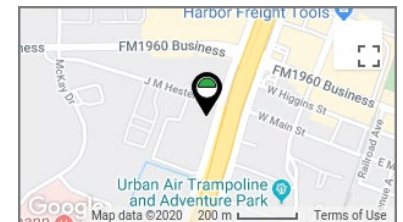


UNIT #: 001024
GEOPATH ID: 74701

Hwy 59 Eastex Frwy 0.3 mi
S/O FM 1960 WS

FACING S
IMPRESSIONS (WEEKLY 18+) 262,164

MEDIA TYPE Digital Bulletin
START DATE 02.17.2020
LAT/LONG 29.999497, -95.271217
SIZE 14' x 48'
ILLUMINATED Y

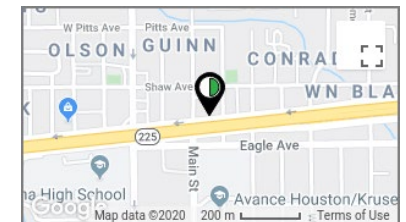
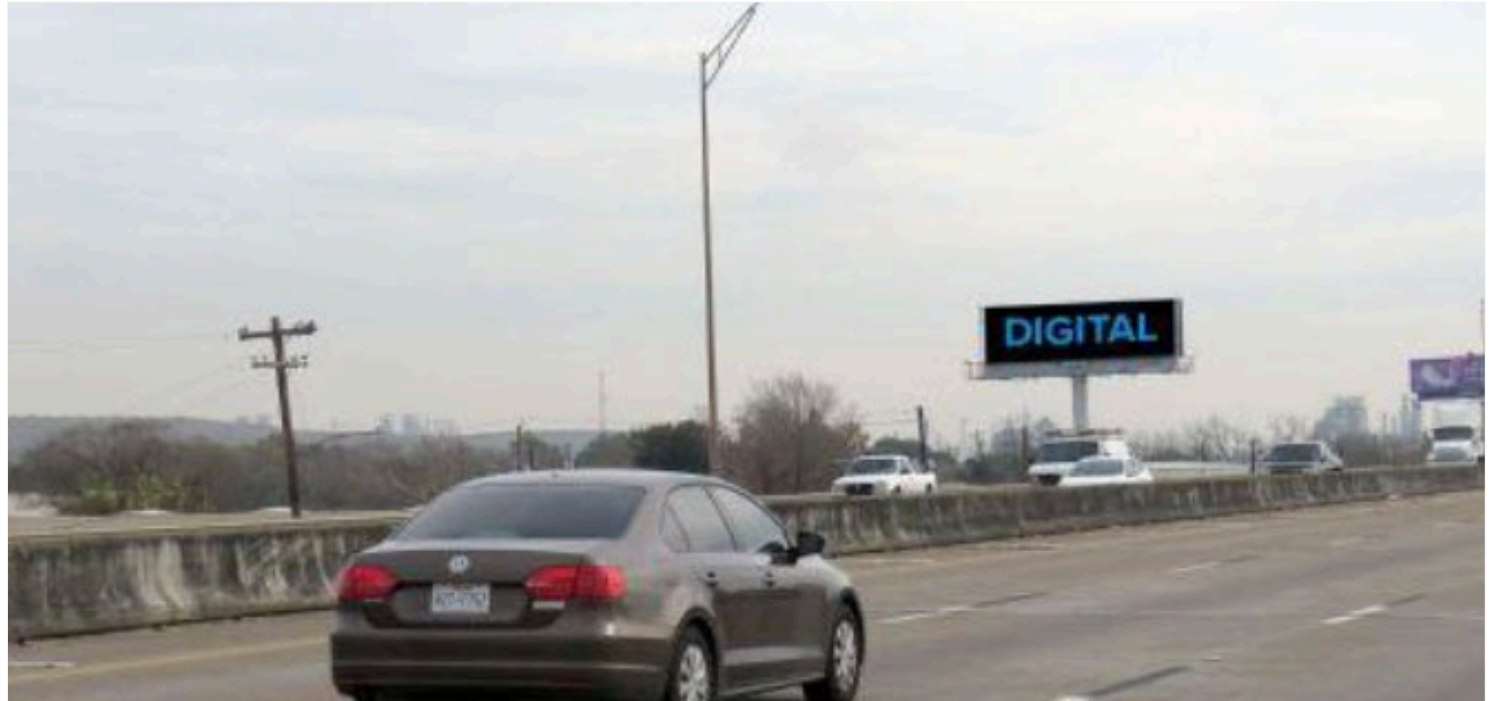


UNIT #: 009132
GEOPATH ID: 81961

Hwy 225 NS 120ft W/O Spooner F/W

FACING W
IMPRESSIONS (WEEKLY 18+) 179,804

MEDIA TYPE Digital Bulletin
START DATE 02.17.2020
LAT/LONG 29.711694, -95.208941
SIZE 14' x 48'
ILLUMINATED Y

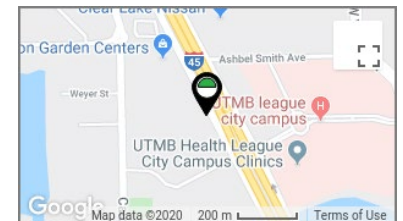


UNIT #: 009502
GEOPATH ID: 82123

I-45 Gulf Frwy 0.6 mi S/ O
Calder WS

FACING S
IMPRESSIONS (WEEKLY 18+) 172,135

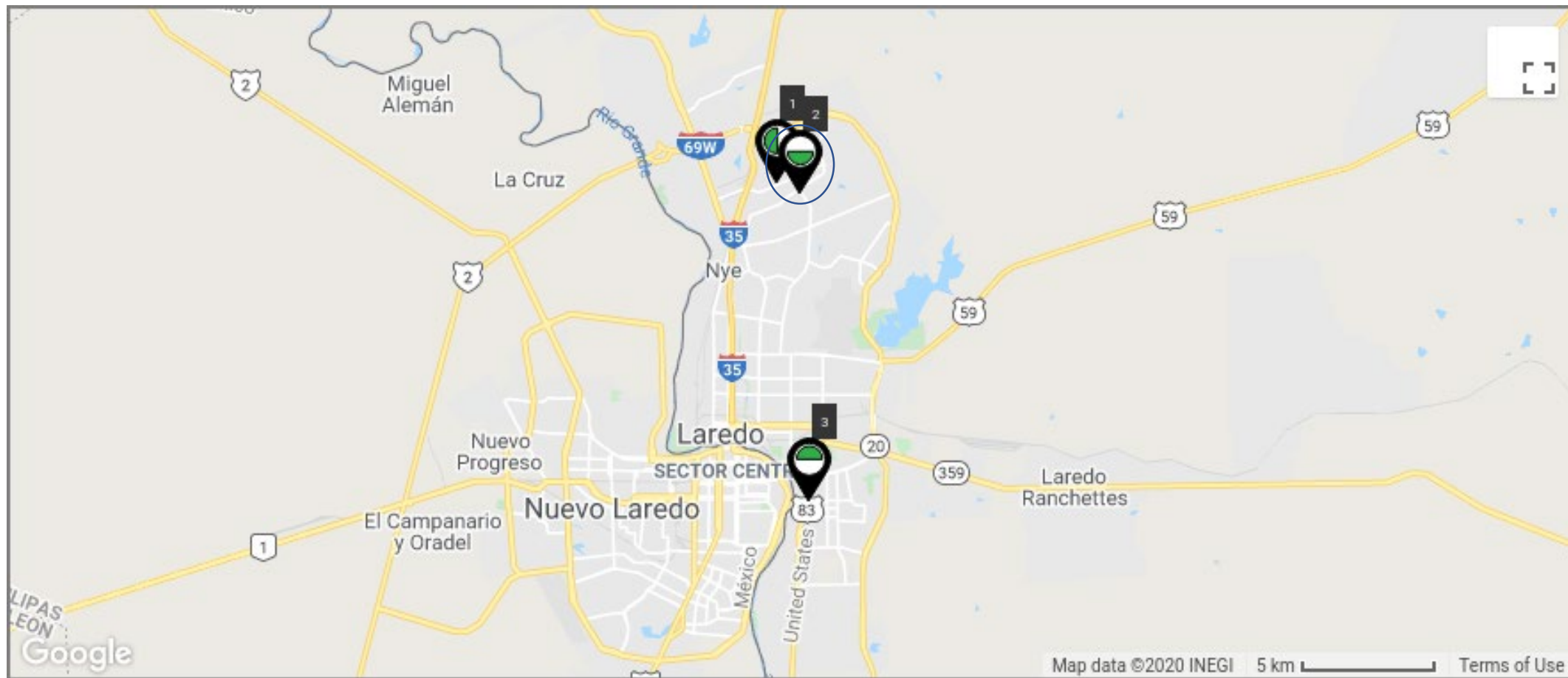
MEDIA TYPE Digital Bulletin
START DATE 02.17.2020
LAT/LONG 29.4823, -95.10228
SIZE 14' x 48'
ILLUMINATED Y



MARKET

Laredo, TX

Replacement boards are circled

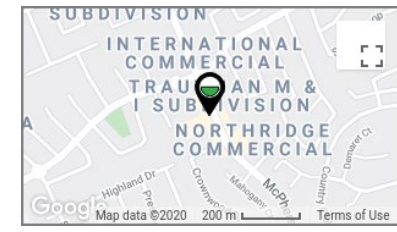


UNIT #: 77781
GEOPATH ID: 30858092

8602 McPherson Rd. - El Mezon

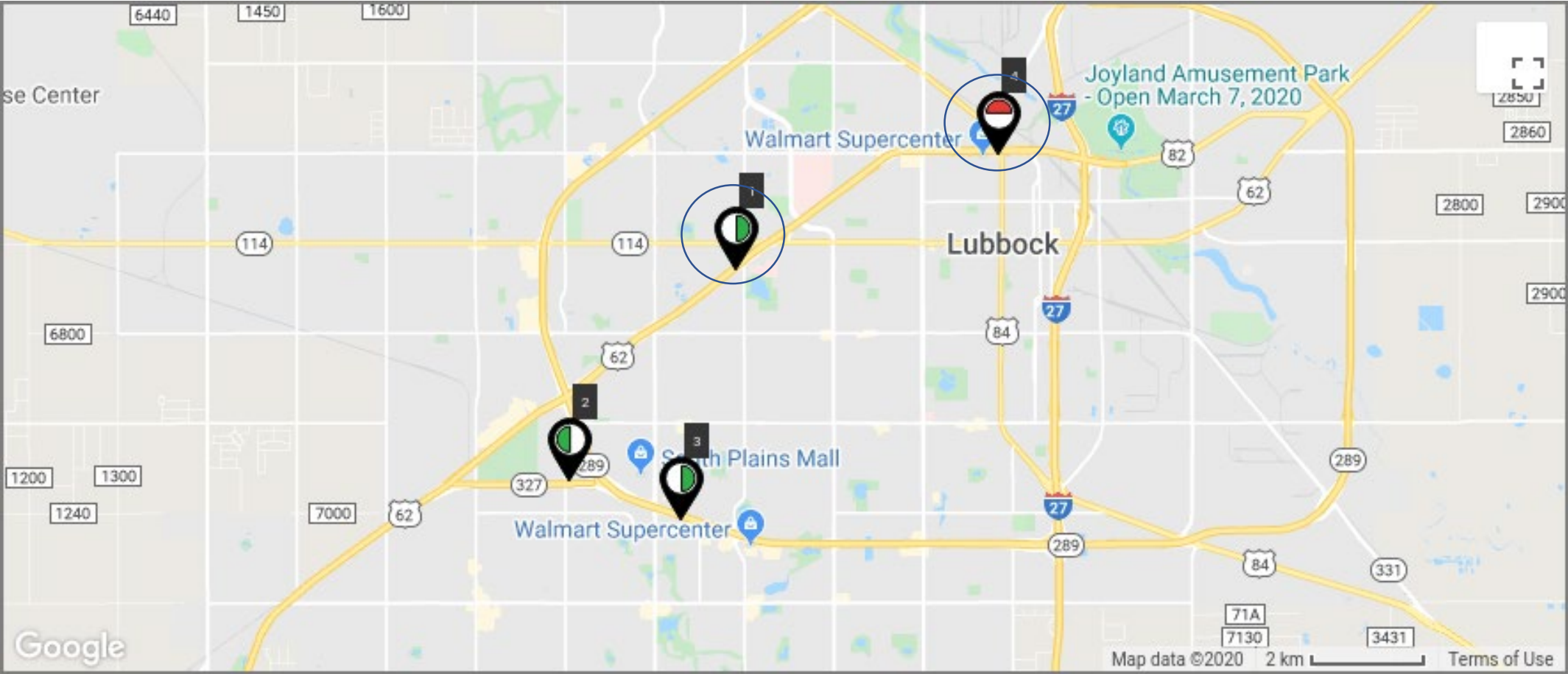
FACING N
IMPRESSIONS (WEEKLY 18+) 33,594

MEDIA TYPE Digital Bulletin
START DATE 02.17.2020
LAT/LONG 27.5858, -99.4762
SIZE 10' x 21'
ILLUMINATED Y



MARKET
Lubbock, TX

Replacement boards are circled



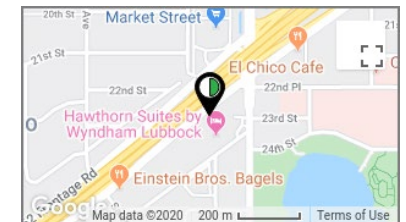
UNIT #: 10985
GEOPATH ID: 30497040

MARSHA SHARP FREEWAY S/S 250' W/O QUAKER

FACING W
IMPRESSIONS (WEEKLY 18+) 36,908

MEDIA TYPE Digital Bulletin
START DATE 02.17.2020
LAT/LONG 33.573307, -101.90648
SIZE 14' x 48'
ILLUMINATED Y

RUNS 7 DAYS



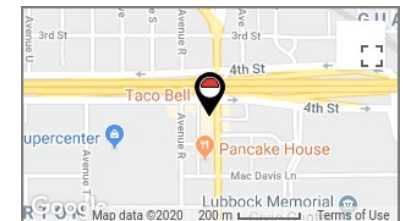
UNIT #: 6303
GEOPATH ID: 30497041

Ave Q W/S S/O Marsha Sharp Freeway

FACING S
IMPRESSIONS (WEEKLY 18+) 29,496

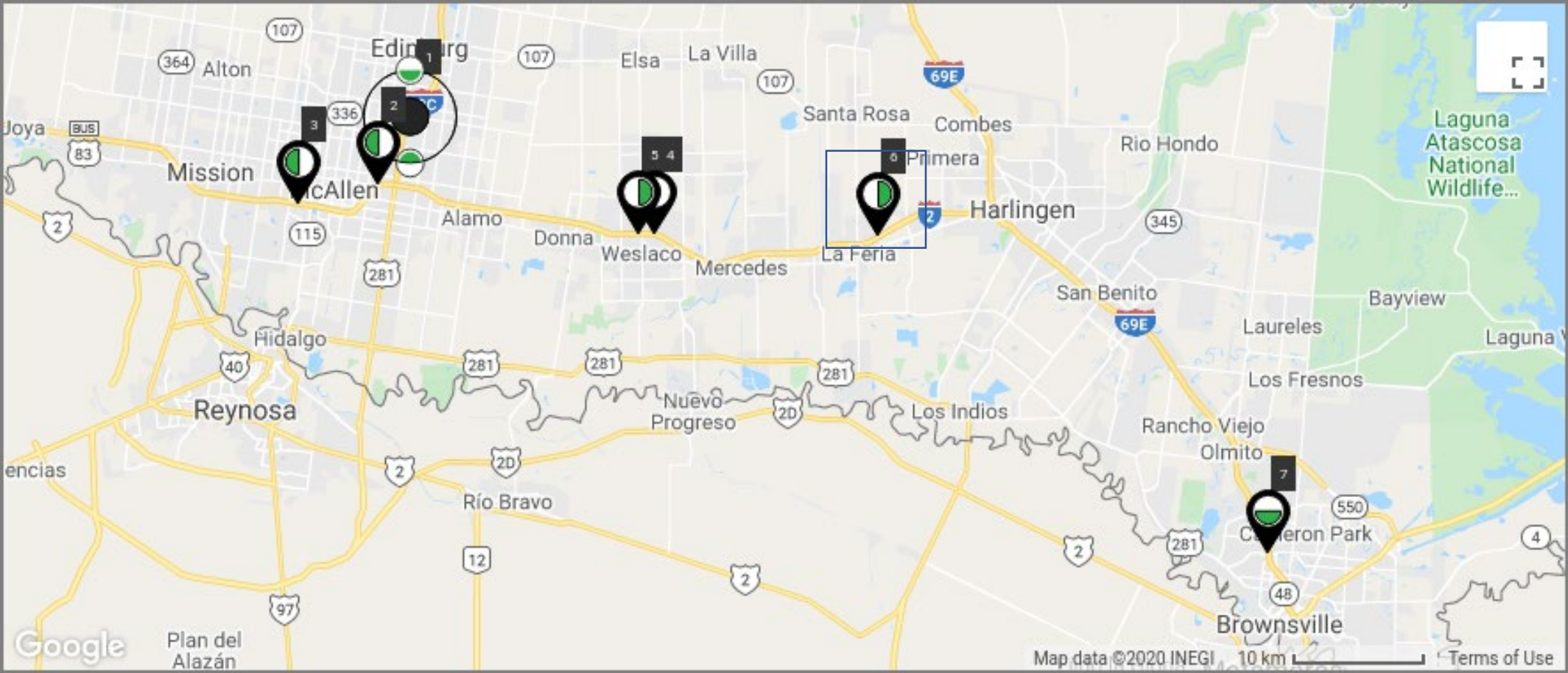
MEDIA TYPE Digital Poster
START DATE 02.24.2020
LAT/LONG 33.5919, -101.8555
SIZE 10' x 21'
ILLUMINATED Y

RUN 9 DAYS



MARKET
Rio Grande Valley, TX

Replacement board in the square

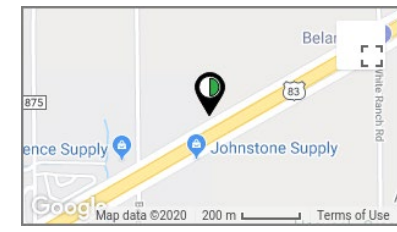
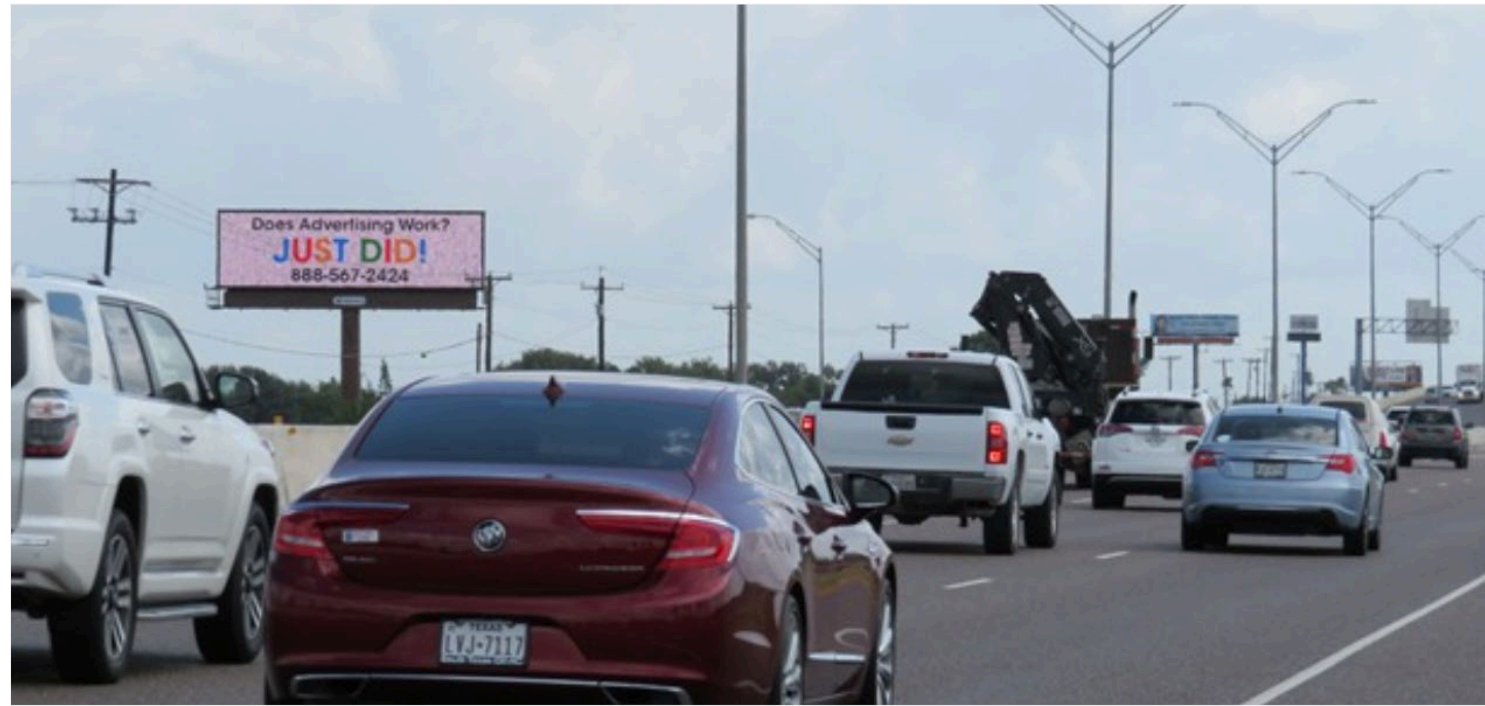


UNIT #: 01-271B
GEOPATH ID: N/A

13415 E. Expressway 83
2470' E/O FM 875

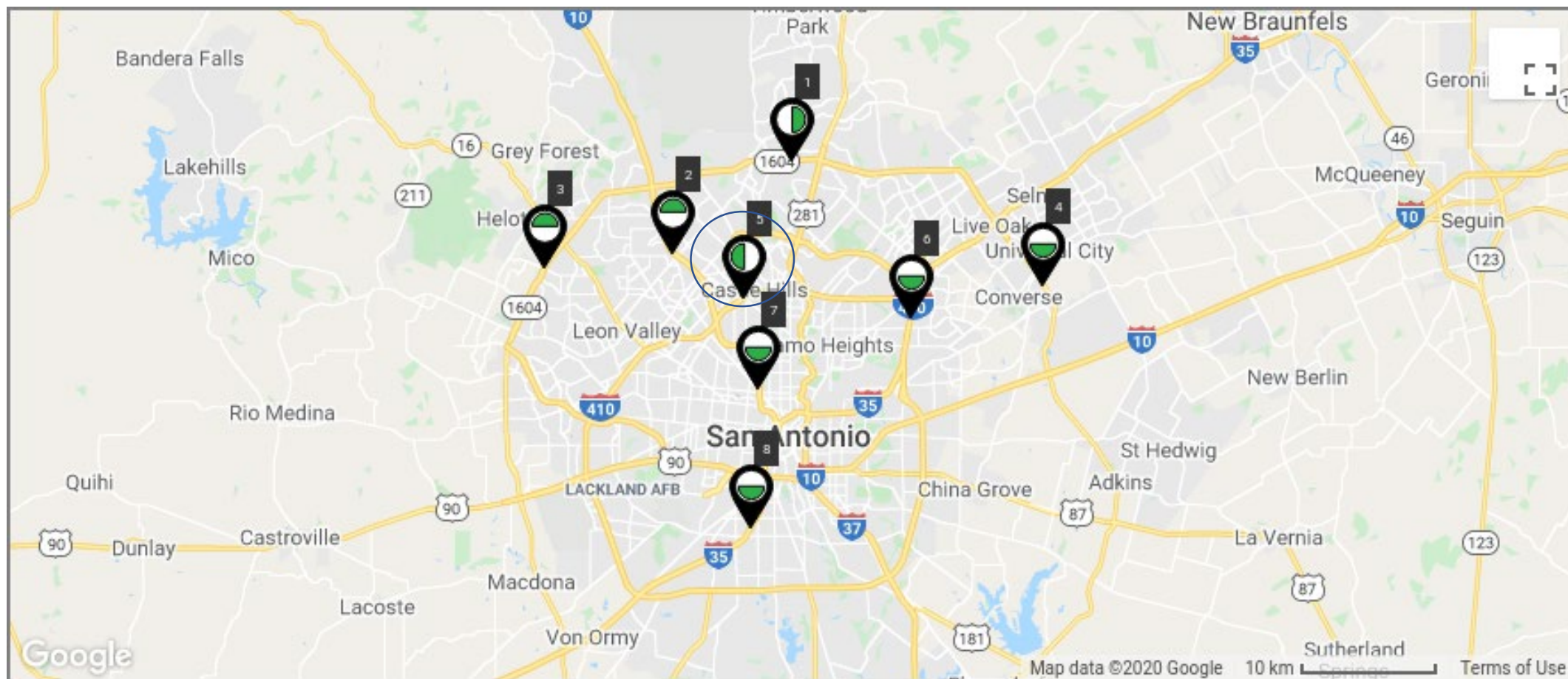
FACING W
IMPRESSIONS (WEEKLY 18+) 147,184

MEDIA TYPE Digital Bulletin
START DATE 02.17.2020
LAT/LONG 26.17151, -97.80744
SIZE 14' x 48'
ILLUMINATED Y



San Antonio, TX

Replacement boards are circled

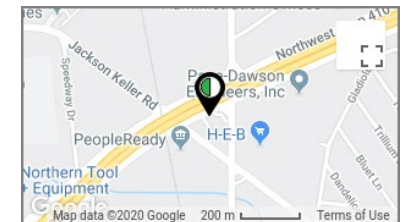


UNIT #: 010210
GEOPATH ID: 30760846

Loop 410 NS 1000ft W/O NW
Military F/E

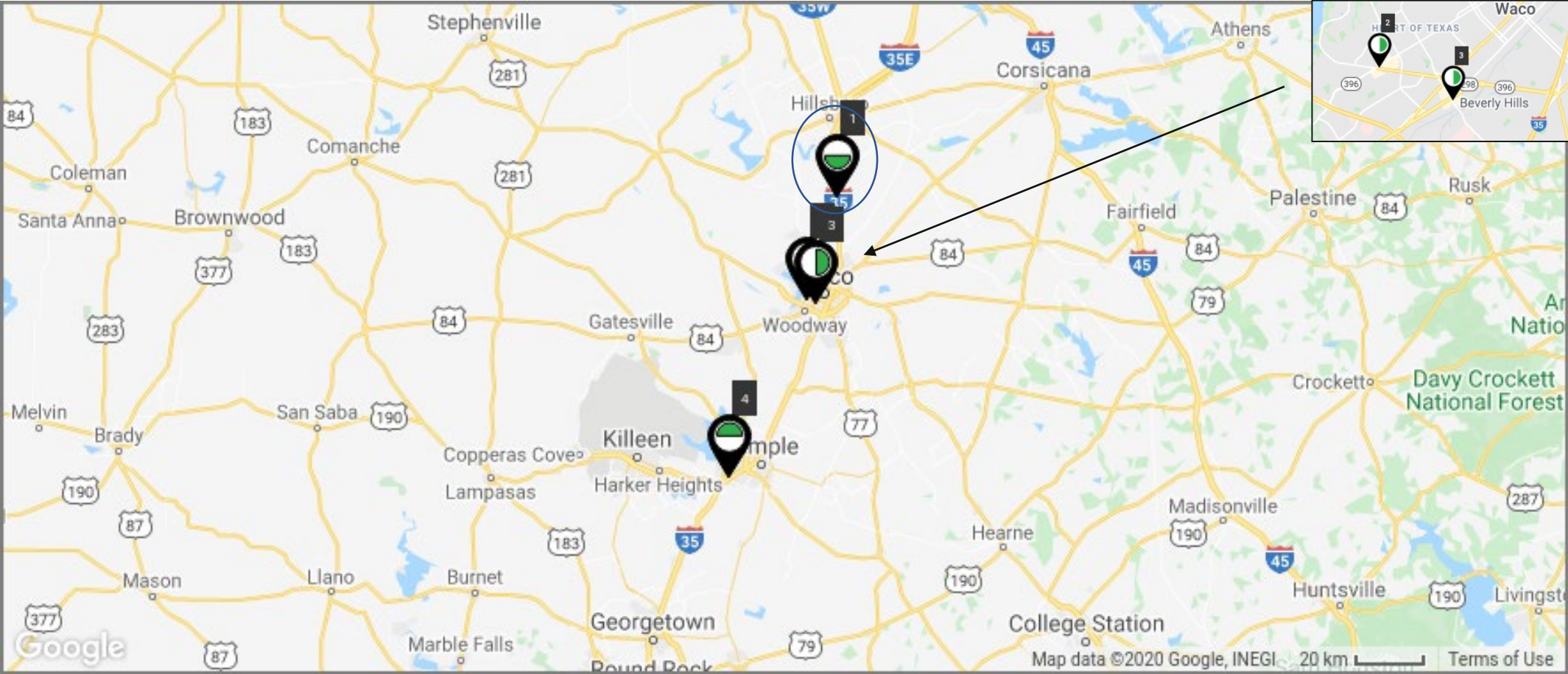
FACING E
IMPRESSIONS (WEEKLY 18+) 564,512

MEDIA TYPE Digital Bulletin
START DATE 02.17.2020
LAT/LONG 29.516461, -98.526667
SIZE 14' x 48'
ILLUMINATED Y



MARKET
Waco, TX

Replacement boards are circled

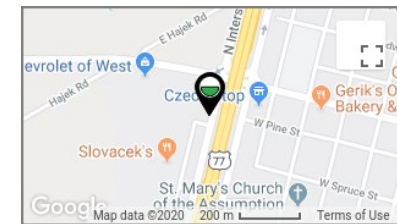
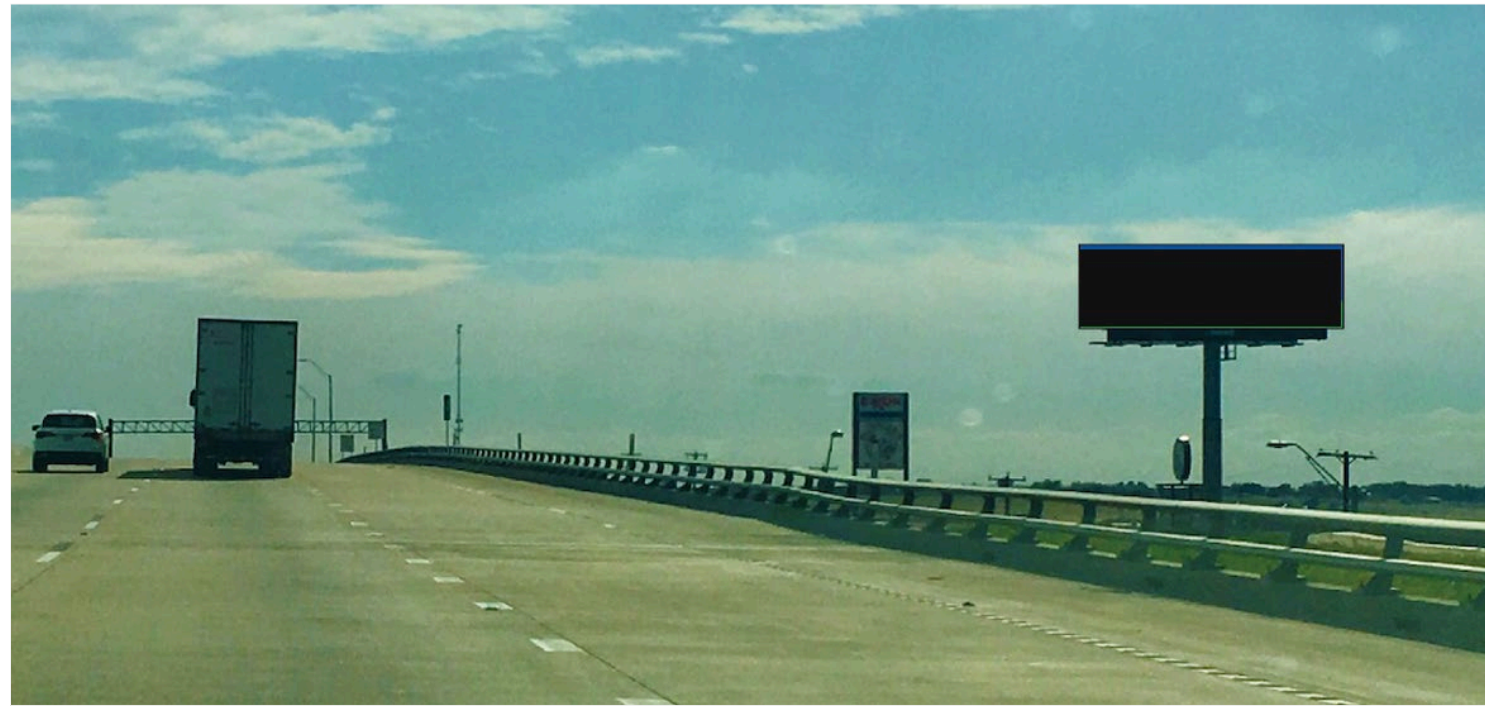


UNIT #: 701A
GEOPATH ID: N/A

I-35 adjacent to West Czech Stops, West, TX

FACING N
IMPRESSIONS (WEEKLY 18+) N/A

MEDIA TYPE Digital Bulletin
START DATE 02.17.2020
LAT/LONG 31.80317, -97.10113
SIZE 14' x 48'
ILLUMINATED Y



OOH Industry Standard Practices

Five-Day Posting Window

Applies to all standard posted OOH formats.

There is an industry standard five business days to post a campaign, beginning on the start date of the program. This five-day posting window is required to cover weather delays and market scheduling. All programs will receive the full contracted campaign.

Should weather or other unforeseen delays force the posting beyond the five-day window, Billups will advise Agency and/or Client on an agreed-upon make good will be arranged with the vendor.

If artwork deadlines are not met for materials Billups produces, or if finished materials are late to market (client produced), this five-day posting window may be affected.

Please note that non-standard, specialty media formats may require a longer posting window.

Inventory/Space Holds

Unless otherwise arranged in advance, it is Billups' policy to submit locations and plans without space holds. Once inventory is approved, space will be re-confirmed for the schedule and holds requested.

While each program varies depending upon the length of space holds that can be requested, industry standard is 3 business days.

If approved inventory is not available for the requested time period, Billups will submit replacements of equal or greater value, or an alternate schedule for the approved locations, subject to approval by Agency and/or Client.

Thank You

From: [Stephen Chang](#)
To: [Barbie Rugen](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Lisa Gomez](#); [Ashleigh Garza](#)
Subject: Re: Voter Ed - Outdoor Media Buy Recommendation
Date: Friday, January 31, 2020 2:06:35 PM
Attachments: image001.png

No problem. Thanks for sending for the homework on these spots!

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 2:30:46 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Lisa Gomez <lgomez@gdc-co.com>; Ashleigh Garza <agarza@gdc-co.com>
Subject: Re: Voter Ed - Outdoor Media Buy Recommendation

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Thank you, Stephen!

Huge appreciation for the quick approval.

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, January 31, 2020 at 1:18 PM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Lisa Gomez <lgomez@gdc-co.com>, Ashleigh Garza <agarza@gdc-co.com>
Subject: Re: Voter Ed - Outdoor Media Buy Recommendation

Good to proceed here. Thank you!

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 11:55:55 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Lisa

Gomez <lgomez@gdc-co.com>; Ashleigh Garza <agarza@gdc-co.com>

Subject: SOS: Voter Ed - Outdoor Media Buy Recommendation

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Good Morning Stephen!

Ash has provided the outdoor buy media recommendation. This recommendation includes the following:

- Markets: Abilene, Amarillo, Austin, Corpus Christi, Dallas, El Paso, Houston, Laredo, Lubbock, Odessa, RGV, San Antonio, Tyler, Waco
- We have the highest presence for Phase 1 in the following: Dallas, Houston, RGV, San Antonio
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Lisa & team have reviewed this proposal and feel good about all locations proposed. If you have any questions about any of the location options though, we're happy to get on the phone to discuss.

But if you're good with this recommendation, all we need is a green light from you. This will allow us to lock all of these locations down. There may be one or two locations that we get to too late, and if this is the case, we'll come back to you with a new option.

An approval today would be the ideal, but if additional time is needed, please do not hesitate to let us know.

If there are any questions, we're here. We'll wait to hear from you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212



From: [Stephen Chang](#)
To: [Barbie Rugen](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Lisa Gomez](#); [Ashleigh Garza](#)
Subject: Re: Voter Ed - Outdoor Media Buy Recommendation
Date: Friday, January 31, 2020 1:18:26 PM
Attachments: image001.png

Good to proceed here. Thank you!

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 11:55:55 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Lisa Gomez <lgomez@gdc-co.com>; Ashleigh Garza <agarza@gdc-co.com>
Subject: SOS: Voter Ed - Outdoor Media Buy Recommendation

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If there are any questions, we're here. We'll wait to hear from you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212



From: [Stephen Chang](#)
To: "Melissa Getchell"
Cc: [Beth Wammack](#); [Lisa Gomez](#); [Barbie Rugen](#); [Ashleigh Garza](#)
Subject: RE: Voter Ed - Outdoor Media Buy Recommendation
Date: Wednesday, February 5, 2020 4:44:57 PM
Attachments: image002.png

Thanks for the update on the need for the change. We can proceed with these new locations.
Appreciate you looking out on this!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Wednesday, February 5, 2020 2:17 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Lisa Gomez <lgomez@gdc-co.com>; Barbie Rugen <brugen@gdc-co.com>; Ashleigh Garza <agarza@gdc-co.com>
Subject: Re: Voter Ed - Outdoor Media Buy Recommendation
Importance: High

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.

Hey Stephen,

When we secured our digital billboard buy, the vendor informed us that a few of the locations we'd selected were no longer available. Attached are the boards that they are proposing as substitutes for those that are no longer available.

A few special cases where the boards are only temporarily available follow:

- In the Corpus Christi market, we originally proposed board #1501. This board is only available for 7 days during the time period we want to be live. For the remaining 9 days of our flight, they are offering us to be on the backside of the same board, #1502.
- In the Lubbock market, board #10985 was originally proposed. This board is also only available for 7 days during the time period we want to be live so for the remaining 9 days of our flight, they are offering us on board #6203.

All other unavailable boards are simply swapped out in the attached.

Please note that availability changes constantly, so the attached boards are only on hold until early tomorrow. Accordingly, we will need approval of the replacements back by **10am tomorrow** to secure.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, January 31, 2020 at 2:06 PM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Lisa Gomez <lgomez@gdc-co.com>, Ashleigh Garza <agarza@gdc-co.com>
Subject: Re: Voter Ed - Outdoor Media Buy Recommendation

No problem. Thanks for sending for the homework on these spots!

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, January 31, 2020 2:30:46 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Lisa Gomez <lgomez@gdc-co.com>; Ashleigh Garza <agarza@gdc-co.com>
Subject: Re: Voter Ed - Outdoor Media Buy Recommendation

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Thank you, Stephen!

Huge appreciation for the quick approval.

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, January 31, 2020 at 1:18 PM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Lisa Gomez <lgomez@gdc-co.com>, Ashleigh Garza <agarza@gdc-co.com>
Subject: Re: Voter Ed - Outdoor Media Buy Recommendation

Good to proceed here. Thank you!

Get [Outlook for iOS](#)

From: Barbie Rugen <brugen@gdc-co.com>

Sent: Friday, January 31, 2020 11:55:55 AM

To: Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Lisa Gomez <lgomez@gdc-co.com>; Ashleigh Garza <agarza@gdc-co.com>

Subject: SOS: Voter Ed - Outdoor Media Buy Recommendation

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Good Morning Stephen!

Ash has provided the outdoor buy media recommendation. This recommendation includes the following:

- Markets: Abilene, Amarillo, Austin, Corpus Christi, Dallas, El Paso, Houston, Laredo, Lubbock, Odessa, RGV, San Antonio, Tyler, Waco
- We have the highest presence for Phase 1 in the following: Dallas, Houston, RGV, San Antonio
- The media teams goal is always to propose boards that have as high of visibility as possible; we try to make sure that there are no boards in front of them, and that stand out nice & clear against their background.

I'm providing a DropBox link since it's a 32mb file:

<https://www.dropbox.com/scl/fi/ammv5t2br3o9eoxa37yla/FY20-SOS-Voter-Ed-Phase-1-Billups-Worldwide.pptx?dl=0&rlkey=28eidt5lvivuzy6kbjoiz4h6>

Lisa & team have reviewed this proposal and feel good about all locations proposed. If you have any questions about any of the location options though, we're happy to get on the phone to discuss.

But if you're good with this recommendation, all we need is a green light from you. This will allow us to lock all of these locations down. There may be one or two locations that we get to too late, and if this is the case, we'll come back to you with a new option.

An approval today would be the ideal, but if additional time is needed, please do not hesitate to let us know.

If there are any questions, we're here. We'll wait to hear from you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212



From: [Stephen Chang](#)
To: ["Barbie Rugen"](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Victor Noriega](#); [Tita Sartorio](#); [Tiffany Albrecht](#); [Adam Bitter](#)
Subject: RE: Voter Ed - Radio Status
Date: Friday, February 7, 2020 5:12:56 PM
Attachments: 9436-SOS-VoterEdRadio-CopySet-EN-SP_v1 (002) - FINAL SC 2_7_2020.docx
image001.png
image002.png
image003.png
image004.png

Barbie,

Attached is our final and approved radio script set, which we are proceeding with. Thanks!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, February 7, 2020 4:21 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Tiffany Albrecht <talbrecht@gdc-co.com>
Subject: Re: Voter Ed - Radio Status

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Well that's a nice way to end our day!!!

Can we get your approval of Yvonne, our VO talent, too?!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, February 7, 2020 at 4:19 PM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Tiffany Albrecht <talbrecht@gdc-co.com>
Subject: RE: Voter Ed - Radio Status

Hey all, great timing. We got the scripts approved by SOS this afternoon. I am working to make sure the document is finalized and prepped before I send it back to you.

Will have shortly. Tonight.

Thanks,

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, February 7, 2020 4:15 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Tiffany Albrecht <talbrecht@gdc-co.com>
Subject: SOS: Voter Ed - Radio Status

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Hi again!

We've just received confirmation that Yvonne is available for a Monday afternoon session, so we'd love to book her if y'all approve of her demo. This also means we'd need an approved script.

As always, we hate to nudge, but we'd like to start building our radio spot so that we can drop in the SOS once done, and start the final production & approval process. A Monday record will help tremendously.

Please let us know if we can move forward & we'll take it from there. Many thanks!

From: Barbie Rugen <brugen@gdc-co.com>
Date: Tuesday, February 4, 2020 at 4:47 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tiffany Albrecht <talbrecht@gdc-co.com>
Subject: SOS: Voter Ed - Radio Spots

Hi Stephen!

Attached you'll find the following radio elements:

- Radio Scripts - :60s, :30s & :15s in both English & Spanish
- Vendor quote
- Announcer Demo – we'd use Yvonne on all spots; the other talent will be studio talent

We've internally reviewed the Spanish scripts and while traditionally we like to try to perfectly transcreate from English to Spanish, sometimes the translation just doesn't flow as we need it. Case in point the :15 English to Spanish copy. Our translation starts off with info about the IDs which we feel is more effective. We also want to note that Spanish timing will always be something we need to conquer and we edited as needed in order to meet our timing parameters. We're still able to match the main communication structure of the English scripts.

We're proposing the following location for the recording:
The Sound Lab
3355 Bee Cave Road
Building 7 – Suite 705

Based on the Secretary's schedule, is there a way we could book her this Friday, Feb. 7 from between maybe 1:00 – 3:00 for a 1.5 hour window (at most)?! Seems like a tight squeeze, but since Monday is out an option, just thought we'd ask.

- If this date doesn't work, how about Tuesday, Feb. 11 after her 11:00 am meeting wraps?!

Once you've had a chance to review all attached, as well as the Secretary's schedule, please let us know if there are any questions. If not, the most pressing thing we need is to book her for her record & approval. We'll manage the rest of it on our own schedule.

As always, a huge apology for the rush on this one. If any time is needed, don't hesitate to ask. We'll make it work!

Barbie Rugen | Project Manager

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



From: Victor Noriega <vnoriega@gdc-co.com>

Date: Tuesday, February 4, 2020 at 3:50 PM

To: Barbie Rugen <brugen@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, "advantage@gdcmarketing.us" <advantage@gdcmarketing.us>

Cc: Leonard Guerra <lguerra@gdc-co.com>, Rachel Dvorak <rdvorak@gdc-co.com>, Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>

Subject: Re: [Assignment Updated] 009436 - 001 Voter Ed: Phase 1 Creative | SOS: Voter Ed - Phase 1 Radio Scripts 1.27

It's on her availability ofc, but I would say this Thursday or Friday.

The afternoons work for the vendor:

The Sound Lab
3355 Bee Cave Road
Building 7, Suite 705

(Digital Domain won't have time available to book)

Also attached are the vendor estimate at 4,975 and the talent demos in English and Spanish in

a Zip file so we can get those approved and schedule her production, too.

Victor Noriega | Creative Director

O: 210.236.5000 x137

221 W. Poplar

San Antonio, TX 78212

signature_662596058


From: Barbie Rugen <brugen@gdc-co.com>

Sent: Tuesday, February 4, 2020 3:38 PM

To: Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>;
advantage@gdcmarketing.us <advantage@gdcmarketing.us>

Cc: Leonard Guerra <lguerra@gdc-co.com>; Rachel Dvorak <rdvorak@gdc-co.com>; Beth Wammack
<bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>

Subject: Re: [Assignment Updated] 009436 - 001 Voter Ed: Phase 1 Creative | SOS: Voter Ed - Phase 1 Radio Scripts 1.27

What are the proposed dates/times for the SOS to record?!

What is the physical location?!

Where the vendor quote be?!

Please provide all & then I'll send it ovah. Thanks Vic!

From: Victor Noriega <vnoriega@gdc-co.com>

Date: Tuesday, February 4, 2020 at 3:04 PM

To: Barbie Rugen <brugen@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>,
"advantage@gdcmarketing.us" <advantage@gdcmarketing.us>

Cc: Leonard Guerra <lguerra@gdc-co.com>, Rachel Dvorak <rdvorak@gdc-co.com>, Beth
Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>

Subject: Re: [Assignment Updated] 009436 - 001 Voter Ed: Phase 1 Creative | SOS: Voter Ed - Phase 1 Radio Scripts 1.27

Sorry, didn't attach.

From: Victor Noriega <vnoriega@gdc-co.com>

Sent: Tuesday, February 4, 2020 3:03 PM

To: Barbie Rugen <brugen@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; advantage@gdcmarketing.us <advantage@gdcmarketing.us>

Cc: Leonard Guerra <lguerra@gdc-co.com>; Rachel Dvorak <rdvorak@gdc-co.com>; Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>

Subject: Re: [Assignment Updated] 009436 - 001 Voter Ed: Phase 1 Creative | SOS: Voter Ed - Phase 1 Radio Scripts 1.27

New version of 15/30/60 copy set, with alterations based on Barbie's notes and edits. Tita has shared rationale for the Spanish, but here is the latest, labeled V1 (No longer DRAFT).

Victor Noriega | Creative Director

O: 210.236.5000 x137

221 W. Poplar

San Antonio, TX 78212

signature_662596058



From: Barbie Rugen <brugen@gdc-co.com>

Sent: Monday, February 3, 2020 9:47 PM

To: Tita Sartorio <tsartorio@gdc-co.com>; advantage@gdcmarketing.us <advantage@gdcmarketing.us>

Cc: Leonard Guerra <lguerra@gdc-co.com>; Rachel Dvorak <rdvorak@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>

Subject: Re: [Assignment Updated] 009436 - 001 Voter Ed: Phase 1 Creative | SOS: Voter Ed - Phase 1 Radio Scripts 1.27

Attached are my proofing notes. As always, y'all make the final call on them.

Hoping to get final scripts tomorrow, the final quote and 2-3 date/time options to forward along to Stephen & the SOS. Let me know if there is anything I can do to help get the above done.

Thanks y'all!

p.s. Thanks Tita for the note about the Spanish. Once we're ready to send the final Spanish over to the client, we'll set up where & why the Spanish differs.

From: Tita Sartorio <tsartorio@gdc-co.com>

Date: Friday, January 31, 2020 at 5:36 PM

To: "advantage@gdcmarketing.us" <advantage@gdcmarketing.us>

Cc: Barbie Rugen <brugen@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Rachel Dvorak <rdvorak@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>

Subject: Re: [Assignment Updated] 009436 - 001 Voter Ed: Phase 1 Creative | SOS: Voter Ed - Phase 1 Radio Scripts 1.27

It's not letting me upload the doc so here it is as an attachment.

:60, :30 and :15 radios for Ph1 attached. These are the first draft. We can chat next week about the specific adjustments made to the Spanish. Time constraints is the rationale of why they're not exactly the same.

Tita Sartorio | Associate Creative Director

O: 210.236.5000 | **M:** 210.237.9746

221 W. Poplar

San Antonio, TX 78212

signature_662596058



From: "advantage@gdcmarketing.us" <advantage@gdcmarketing.us>

Reply-To: "advantage@gdcmarketing.us" <advantage@gdcmarketing.us>

Date: Friday, January 31, 2020 at 5:35 PM

To: Tita Sartorio <tsartorio@gdc-co.com>

Cc: Barbie Rugen <brugen@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Rachel Dvorak <rdvorak@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>

Subject: [Assignment Updated] 009436 - 001 Voter Ed: Phase 1 Creative | SOS: Voter Ed -

Phase 1 Radio Scripts 1.27

[Click here to view this assignment.](#)

Comments

:60, :30 and :15 radios for Ph1 attached. These are the first draft. We can chat next week about the specific adjustments made to the Spanish. Time constraints is the rationale of why they're not exactly the same.

- **Maria Antonietta Sartorio, 1/31/2020 6:35:00 PM**

COPYWRITING | Maria Antonietta Sartorio |

- **Victor C. Noriega, 1/31/2020 6:16:00 PM**

COPYWRITING | Rachel Dvorak |

- **Leonard O. Guerra, 1/28/2020 10:16:00 AM - 1/31/2020 6:16:00 PM**

[Assignment Updated]

Subject: SOS: Voter Ed - Phase 1 Radio Scripts 1.27

Description: Hi Rachel and Tita,

Please see request.

Thank you,

L

General Information

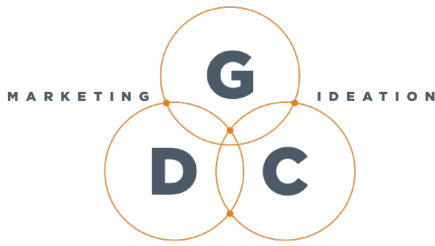
ID: 2
Generated: 1/28/2020 10:16:00 AM
Type: Action
Priority: Normal
Start Date: 1/28/2020
Due Date: 1/31/2020

Alert Details

Office: Guerra Group
Client: Office of the Secretary of State
Division: Voter Education
Product: Voter Education
Job: 009436 - Voter Ed: Phase 1 Creative
Component: 01 - Voter Ed: Phase 1 Creative

Attachments: 0

[Click here to view this assignment.](#)



CREATIVE COPY - FINAL

CLIENT: SOS
PROJECT: Voter Education
JOB #: 9436

SOS Voter Education Radio *Scripts for Voter Ed Campaign*

"ALL TEXANS" ENGLISH :15

*Background music with a driving Texas twang begins.
We hear voices distinctly calling out a phrase: "Ready. Check. Vote."*

SENIOR: Ready!

RANCHER: Check!

COL. STUDENT: Vote!

A voiceover begins.

VO: Visit Vote-Texas-dot-gov to learn what you'll need to bring with you to vote!

VO: Find out which forms of photo I-D are approved and what to do if you don't possess and can't reasonably obtain one.

VO: Visit Vote-Texas-dot-gov today!

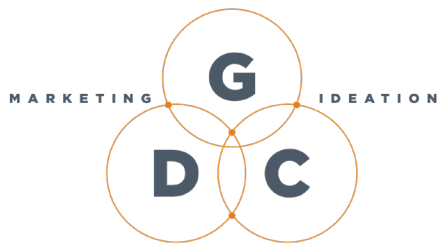
End.

SPANISH :15

VO: Visite vote-texas-punto-gov para conocer cuales son las identificaciones aprobadas con foto que puede presentar para votar.

VO: Ahí aprendera qué hacer si no puede razonablemente obtener una de ellas.

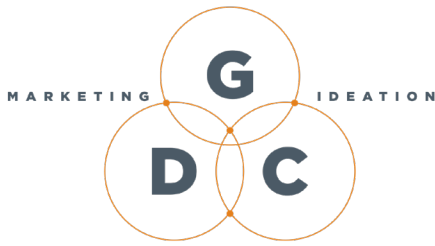
VO: Visite vote-texas-punto-gov



End.

CREATIVE COPY - FINAL

CLIENT: SOS
PROJECT: Voter Education
JOB #: 9436



CREATIVE COPY - FINAL

CLIENT: SOS
PROJECT: Voter Education
JOB #: 9436

SOS Voter Education Radio *Scripts for Voter Ed Campaign*

“ALL TEXANS” ENGLISH :30

*Background music with a driving Texas twang begins.
We hear voices distinctly calling out a phrase: “Ready. Check. Vote.”*

SENIOR: Ready!

RANCHER: Check!

COL. STUDENT: Vote!

A voiceover begins.

VO: There are all kinds of Texans, and we all need an approved form of ID to vote.

VO: So, visit Vote-Texas-dot-gov to get ready. Learn which forms of I-D are approved—like a Texas driver license or other approved photo I-D.

VO: Check to see if you already have one, *and* bring it with you when you vote!

VO: You’ll also find out what to do if you don’t possess and can’t reasonably obtain an approved photo I-D.

The Secretary of State ends the spot with a call to action.

Hughs: I’m Secretary of State Ruth Hughs, and I encourage all Texans to visit Vote-Texas-dot-gov.

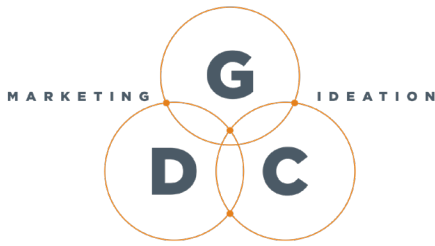
Ready. Check. Vote!

End.



CREATIVE COPY - FINAL

CLIENT: SOS
PROJECT: Voter Education
JOB #: 9436



CREATIVE COPY - FINAL

CLIENT: SOS
PROJECT: Voter Education
JOB #: 9436

SPANISH :30

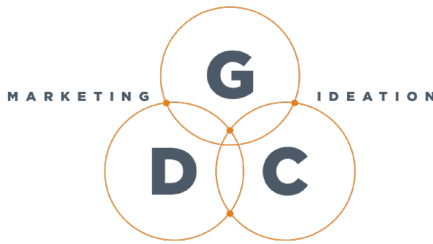
*Background music with a driving Texas twang begins.
A voiceover begins.*

- VO: Hay todo tipo de Texanos, y todos necesitamos una identificación aprobada para votar.
- VO: Así es que visite vote-texas-punto-gov para estar listo. Conozca cuales son las identificaciones aprobadas, como la licencia de conducir, u otras formas de identificaciones adicionales que puede presentar para votar.
- VO: Verifique si ya tiene una identificación aprobada, y llévela con usted cuando vaya a votar
- VO: También ahí podrá aprender qué hacer si no tiene y no puede razonablemente obtener una identificación con foto aprobada.

The Secretary of State ends the spot with a call to action.

Hughs: Les saluda Ruth R. Hughs, Secretaria de Estado. Invito a todos los Texanos a visitar Vote-Texas-punto-gov. ¿Listo? Verifique. ¡Vote!

End.



CREATIVE COPY - FINAL

CLIENT: SOS
PROJECT: Voter Education
JOB #: 9436

SOS Voter Education Radio *Scripts for Voter Ed Campaign*

“ALL TEXANS”

ENGLISH :60

Background music with a driving Texas twang begins.

We hear voices distinctly calling out a phrase: “Ready. Check. Vote.”

SENIOR: Ready!

RANCHER: Check!

COL. STUDENT: Vote!

A voiceover begins.

VO: There are all kinds of Texans, and we all need an approved form of ID to vote.

VO: So visit Vote-Texas-dot-gov to get ready. Learn which forms of photo I-D are approved at the polls.

VO: Check to see if you already have one of these: a Texas driver license, Texas handgun license, Texas personal Identification, or Texas Election ID Certificate.

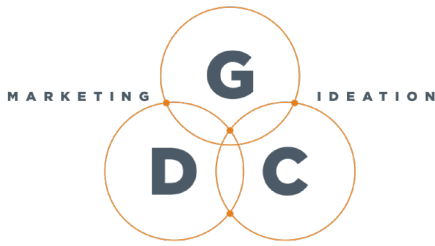
VO: You can also show a U.S. Citizenship Certificate with photo, U.S. military I-D card with photo, or a U.S. Passport —book or card.

VO: Make sure you bring it with you to vote!

VO: Visit Vote-Texas-dot-gov, for the list of approved photo I-Ds, and what to do if you don’t possess and can’t reasonably obtain one.

The Secretary of State ends the spot with a call to action.

Hughs: I’m Secretary of State Ruth Hughs, and I encourage all Texans to visit Vote-Texas-dot-gov and Ready. Check. Vote!



CREATIVE COPY - FINAL

CLIENT: SOS
PROJECT: Voter Education
JOB #: 9436

End.

SPANISH :60

*Background music with a driving Texas twang begins.
A voiceover begins.*

- VO: Hay todo tipo de Texanos, y todos necesitamos una identificación aprobada para votar.
- VO: Así es que visite vote-texas-punto-gov para estar listo. Ahí aprenderá cuáles son las formas de identificación aprobadas con foto para votar.
- VO: Verifique si ya cuenta con una de ellas: licencia de conducir de Texas, licencia para portar armas de fuego en Texas, Tarjeta de Identificación Personal de Texas o Certificado de Identificación Electoral de Texas.
- VO: También puede presentar su certificado de ciudadanía de Estados Unidos con foto, una cédula de identificación militar de los Estados Unidos con foto, o su pasaporte de los Estados Unidos (libro o tarjeta).
- VO: Asegúrese de tener su identificación aprobada con usted para votar
- Visite vote-texas-punto-gov para ver la lista de las formas de identificación aprobadas y qué hacer si no puede razonablemente obtener una de ellas.

The Secretary of State ends the spot with a call to action.

Hughs: Les saluda Ruth R. Hughs, Secretaria de Estado. Invito a todos los Texanos a visitar Vote-Texas-punto-gov. ¿Listo? Verifique. ¡Vote!

End.

From: Judy Foston [REDACTED]
Sent: Friday, April 3, 2020 3:27 PM
To: 'Barbie Rugen'
Cc: Stephen Chang; 'Beth Wammack'; 'Lisa Gomez'; 'Ashleigh Garza'
Subject: RE: African American Radio, Digital and Print Advertising for Texas

Categories: Blue category

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Hi Barbie,

Thank you for your quick response. We are glad to be a part of your family and look forward to working with you and your team. I will reach out to Lisa on Monday to further discuss our services.

Have a bless weekend!!

Judy Foston Stanford
Foston International Communications Inc.
1-832-595-2544 (Office)
1-832-595-2546 (Fax)
1-713-446-4391 (Cell)
1-866-922-2544 (Toll Free)
www.fostoninternational.com



This is a PRIVATE message. If you are not the intended recipient, please delete without copying and kindly advise us by e-mail of the mistake in delivery.

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, April 3, 2020 3:15 PM
To: Judy Foston [REDACTED] >
Cc: Stephen Chang <SChang@sos.texas.gov>; Beth Wammack <bwammack@gdc-co.com>; Lisa Gomez <lgomez@gdc-co.com>; Ashleigh Garza <agarza@gdc-co.com>
Subject: Re: African American Radio, Digital and Print Advertising for Texas

Thank you so much for reaching out. We're happy to add another friend to our media family!

I've copied Lisa & Ashleigh on this email. Lisa is our Media Director & the best person to discuss potential media advertising with. I've included your attachment so we'll all have for our files.

Again, thank you for reaching out. Hope you have a good weekend!

Barbie Rugen | Project Manager

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

221 W. Poplar

San Antonio, TX 78212



From: Judy Foston [REDACTED] >
Date: Friday, April 3, 2020 at 2:27 PM
To: Barbie Rugen <brugen@gdc-co.com>
Subject: African American Radio, Digital and Print Advertising for Texas

Dear Barbie,

My name is Judy Foston Stanford, I am writing you to introduce my company Foston International Communications Inc. as your vehicle to work with your company to plan and place your African American radio, digital, and print advertisement throughout Texas. We have a strong relationship with all of the stations and print newspapers publishers throughout Texas. In 2018, we planned and placed radio and print advertisement for Beto O'Rourke for over six months throughout Texas. We have all of the tools needed to be successful in reaching the African American community throughout Texas. When can we talk to further discuss? See attachment.

Best,

Judy Foston Stanford
Foston International Communications Inc.
1-832-595-2544 (Office)
1-832-595-2546 (Fax)
1-713-446-4391 (Cell)
1-866-922-2544 (Toll Free)
www.fostoninternational.com



This is a PRIVATE message. If you are not the intended recipient, please delete without copying and kindly advise us by e-mail of the mistake in delivery.

From: [Stephen Chang](#)
To: [Joe Esparza](#); [Adam Bitter](#); [Ruth Hughs](#)
Subject: Ready Check Vote -- Reminders are playing on radio
Date: Thursday, February 20, 2020 11:17:45 AM
Attachments: image001.jpg
Sensitivity: Personal

<https://mms.tveyes.com/Transcript.asp?>

[StationID=7700&DateTime=2%2F20%2F2020+9%3A34%3A23+AM&Term=%22Texas+Secretary+of+State%22&PlayClip=TRUE](https://mms.tveyes.com/Transcript.asp?StationID=7700&DateTime=2%2F20%2F2020+9%3A34%3A23+AM&Term=%22Texas+Secretary+of+State%22&PlayClip=TRUE)

--

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: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Leonard Guerra](#); [Marcie Casas](#)
Subject: SOS: Voter Ed - Grassroots Footprint
Date: Thursday, February 6, 2020 2:41:10 PM
Attachments: image001.png
GDC - SOS Voter Ed Grassroots Proposal - 2-6-20.pdf
9406_SoS_VoterEd_LowTechExp.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.

Hi Stephen!

Attached is our proposed SOS – Voter Ed low tech grassroots footprint & vendor quote. The footprint consists of the following pieces:

10x10' Vinyl Tent

The tent will have (2) blank navy half walls on the sides, with a branded back wall and tent top. Tent topper will be branded with SOS URL and phone number, as you see in the mock-up. The tent also comes with a carrying case. This tent will be used for Phase 1 of our grassroots tour, and will support those events in Phase 2 where our revised footprint might be too large.

Cost: \$1,263.71

Pull Up Banners

There are (3) cost options provided for pull up banners. We'll have (1) English banner & (1) Spanish banner, in line with our current Phase 1 creative. We'll use these banners at the Press Conferences to flank the stage or our area, as well as all opportunities both during our grassroots events & other opportunities.

Cost: 3 options to select from

Table Cloth

6' table cloth branded with the VoteTexas.gov URL. We'll use this table cloth during all grassroots events, both for Phase 1 and 2.

Cost: \$280.55

Stickers

3' round, full color stickers. We propose (500) Eng & (500) Span for both the Press Conference & our 3 events. This allows us to really be able to distribute our stickers to all we interact with. We will carry all unused surplus over into Phase 2 of our campaign.

Cost: \$1,930

Info Cards

The Z-fold info cards, both in Eng & Span. This was the little mock-up we shared during our kick-off presentation. For our Press Conference & our 3 grassroots events, we propose printing (1,000) total. This will definitely get us through this first phase.

Cost: \$610

Match Board Game

We propose printing (3) sets of the game, in Eng & Span. Our sets will be laminated so that they endure the entire campaign. Cards are 3.25" x 3.25" squares; there will be 8 variations, so 16 pieces per set.

Cost: \$508.14

Please note: Each piece that we get an approval to order will have shipping charges attached. These are all separate components, so they'll all be shipped once done, verse one big order & one shipment.

T-shirts have already been approved & ordered.

Once you've reviewed each component, please let us know if there are any questions. The sooner we can get our materials ordered, the better. If we can get all ordered on Monday, Feb. 10 that would be ideal.

We look forward to your reply. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212





Beehive Specialty

Kristin Evans
CEO

(512) 912-7940
kristin@specialbee.com

SOS Voter Ed Grassroots

GDC Marketing & Ideation
Leonard Guerra

Proposal
#1070234

Proposal valid until:
Mar/04/2020



TX-SOS-20-0541-F-000076



[1] 10ft x 10ft Tent Canopy Gold Package

Includes: 10' x 10' Tent Top, 10' Full Digital Back Wall, and a Pair of 10' Full Digital Skirts. We offer promotional tents with imprinted logo graphics as well as popup canopies. Pop Up Shelter, Festival Tent, Party Canopy Tent, Instant Shade Canopy, Portable Canopy Tent. Carrying case included.

Quantity 1

Price \$1213.71

Additional Information and Options Available

Colors:	Black; Gray; White; Blue; Purple; Red; Navy Blue; Orange; Yellow; Green; Maroon; Royal Blue; Teal
Sizes:	10 ' x 10 '
Decorating:	Four Color Process, Full Bleed on Canopy, Back Wall, 2 Half Walls
Production Time:	12-15 business days
Setup Charges:	\$50.00
Special Pricing:	Shipping charges not included



[2] 33.5" Stratus Retractor Kit (No-Curl Hybrid Media)

Low center of gravity for stability, eliminating the need for fold-out feet. Aluminum base features chrome end caps. Tritan no-curl hybrid media. Banner attaches with snap rail on top and banner tape on bottom. Shock cord pole. 200 RCAT rating. Two-year hardware warranty. Carry case included.

Quantity 2

Price \$225.12

Additional Information and Options Available

Colors:	As Pictured
Sizes:	34.25 " x 81.63 " x 7.13 "
Decorating:	Four Color Process; 1 Side of Banner
Production Time:	5-7 business days
Setup Charges:	\$50.00 per version (2 versions)
Special Pricing:	Shipping charges not included



[3] XChange Retractor Kit

Aluminum, footless base. A plastic rail on the banner slides in and out of the flip-open base for quick graphic changes. Titan no-curl hybrid media. Flip-lever telescoping pole makes setup and adjustment simple. 800 RCAT rating. Three-year hardware warranty. Carry case included.

Quantity	2
Price	\$264.60

Additional Information and Options Available

Colors:	As Pictured
Sizes:	35.37 " x 81.5 " x 8.75 "
Decorating:	Four Color Process; 1 Side of Banner
Production Time:	5-7 business days
Setup Charges:	\$50.00 per version (2 versions)
Special Pricing:	Shipping charges not included



[4] Superb Retractor Kit

Flip-open base for easy graphic changes, and its hardware is built to last a lifetime. Low-profile aluminum base is available with black or silver end caps. Titan no-curl hybrid media. Flip-lever telescoping pole. 800 RCAT rating. Lifetime warranty on hardware. Carry case included.

Quantity	2
Price	\$314.16

Additional Information and Options Available

Colors:	Black; Silver
Sizes:	33.5 " x 80.5 " x 7.75 "
Decorating:	Four Color Process; 1 Side of Banner
Production Time:	5-7 business days
Setup Charges:	\$50.00 per version (2 versions)
Special Pricing:	Shipping charges not included



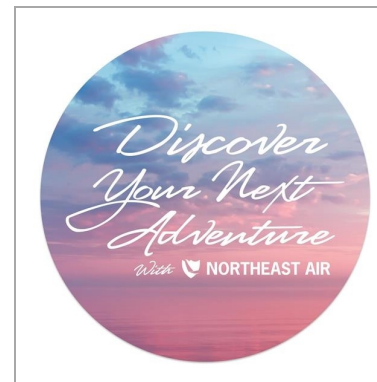
[5] 6' Fitted Table Throw (Full-Color Full Bleed)

Taut surfaces and sharp lines give it a tailored look that stands out. For use with tables 6' wide. Covers four sides of the table. Polyester poplin fabric. Flame retardant treated. Machine-washable and wrinkle-resistant; do not dry clean and do not iron. One-year product warranty.

Quantity	1
Price	\$230.55

Additional Information and Options Available

Colors:	As Pictured
Sizes:	72 " x 29 " x 30 "
Decorating:	Four Color Process; Full Bleed
Production Time:	5-7 business days
Setup Charges:	\$50.00
Special Pricing:	Shipping charges not included



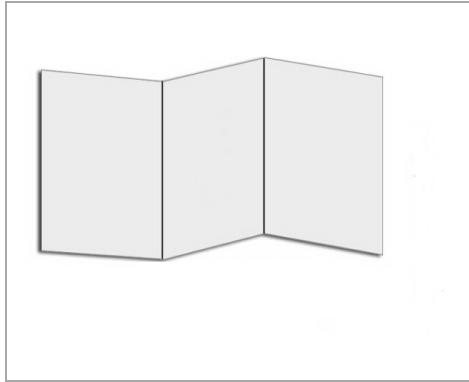
[6] 3" Circle Decal

White Vinyl (permanent adhesive back)

Quantity	500	1000	2000
Price	\$0.47	\$0.28	\$0.21

Additional Information and Options Available

Colors:	White
Sizes:	3 "
Decorating:	Four Color Process, Full Bleed; 1 Side
Production Time:	7-10 business days
Setup Charges:	\$50.00
Special Pricing:	Shipping charges not included



[7] Z-Folded Card

Flat size: 12" x 5.5"; Folded size: 4" x 5.5". 100# dull cover. Scored and folded.

Quantity	500	1000	2000
Price	\$0.79	\$0.56	\$0.45

Additional Information and Options Available

Colors:	White
Decorating:	Four Color Process; Front and Back; Full Bleed
Production Time:	10-12 business days
Setup Charges:	\$50.00
Special Pricing:	Shipping charges not included



[8] Custom Game Board Game Tiles

3.25" x 3.25" square with rounded corners. 100# dull cover with 10mil full lamination. Shrink-wrapped in sets of 16 pieces (by version). 30mil thickness. 3 sets in Spanish, 3 sets in English; 8 pairs (16 tiles) per set. All tiles will receive same art on 1 side. Total 96 tiles.

Quantity	1
Price	\$458.14

Additional Information and Options Available

Sizes:	3.25" x 3.25"
Decorating:	Four Color Process; Front and Back
Production Time:	10-12 business days
Setup Charges:	\$50.00 per version (2 versions)
Special Pricing:	Shipping charges not included

VOTETEXAS.GOV 1-800-252-VOTE

VOTETEXAS.GOV
POWERED BY THE TEXAS SECRETARY OF STATE

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**

**READY.
CHECK.
VOTE.**

VOTETEXAS.GOV
ACTIVADA POR LA SECRETARÍA DEL ESTADO DE TEXAS

**¿LISTO?
VERIFIQUE.
¡VOTE!**

VOTETEXAS.GOV
POWERED BY THE TEXAS SECRETARY OF STATE

**READY.
CHECK.
VOTE.**

VOTETEXAS.GOV
POWERED BY THE TEXAS SECRETARY OF STATE

Note: Documents from Dropbox have been attached after the Billing Worksheet

From: [Barbie Rugen](#)
To: [Stephen Chang](#)
Cc: [Beth Wammack](#); [Tom Lewis](#); [Selina Smith](#)
Subject: SOS: Voter Ed - March 2020 Billing
Date: Thursday, April 9, 2020 4:34:54 PM
Attachments: image001.png
SOS - Voter Ed - Phase 1 - Billing Worksheet March 2020.xlsx

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

Hi Stephen!

Following is a Dropbox link with our March billing & support:

Attached is our Budget Summary Tracking – which has the February 2020 budget (TAB 2) and the March 2020 budget (TAB 1). In February, I had the following budget line items:

- Line 7.2 – Media Placement - \$930,000
- Line 7.3 – Media Execution - \$40,000

In January, I billed \$3,532.50 of media time towards Line 7.2 – Media Placement. First time billing for Voter and I made a junior error of using this line item for this media agency time. I should have billed this amount towards Line 8.6 – Project Management.

For March, we have a media invoice for \$192,607.38. This amount is billed towards Line 7.2 – Media Placement. But it puts me \$3,150.81 over budget for this line. I discussed this with my team & the guidance I received was to create a revised budget summary, shifting monies from Line 7.3 – Media Execution to Line 7.2 – Media Placement. The monies are available, so I hope that this shift of dollars is okay.

For March, our REVISED Budget Summary Tracking would be:

- Line 7.2 – Media Placement - \$933,150.81
- Line 7.3 – Media Execution - \$36,849.19

Please review when you find some time & if you'd like to discuss, I'm available. If this budget revision has been updated from 2018 to 2020, please let us know, as well.

We'll wait to hear from you. Thank you!!

Barbie Rugen | Project Manager

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

221 W. Poplar

San Antonio, TX 78212

signature_662596058

SOS - Voter 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	\$ 75,000.00	\$ -
1.3 Tracking Poll					\$ -		\$ -
					\$ -		\$ -
2.1 Creative Development							
2.2 Develop Messaging Strategy	\$ 4,200.00	\$ 15,800.00			\$ 20,000.00	\$ 20,000.00	\$ -
2.3 Produce all creative assets in English/Spanish		\$ 47,162.62	\$ 42,837.38		\$ 90,000.00	\$ 90,000.00	\$ -
2.4 Billboard Production			\$8,116.37		\$ 8,116.37	\$ 10,000.00	\$ (1,883.63)
2.6 Radio Production		\$ 4,975.00			\$ 4,975.00	\$ 20,000.00	\$ (15,025.00)
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		\$ 775.00			\$ -	\$ 15,000.00	\$ (15,000.00)
							\$ -
4.1 Website Development							
4.2 On-going Reporting/Analytics		\$ 520.00			\$ 520.00	\$ 15,000.00	\$ (14,480.00)
					\$ -		\$ -
5.1 Special Events & Activities							
5.2 Press Conference	\$ 375.00	\$ 10,338.07	\$ 4,286.93		\$ 15,000.00	\$ 15,000.00	\$ -
5.3 Media Relations			\$ 3,000.00		\$ 3,000.00	\$ 3,000.00	\$ -
5.4 Grassroots Tour - Our Ready. Check. Vote.		\$ 10,033.98	\$ 2,538.88		\$ 12,572.86	\$ 30,000.00	\$ (17,427.14)
5.5 Television Lifestyle Segments						\$ 5,000.00	\$ (5,000.00)
					\$ -		\$ -
6.1 Social Media							
6.2 Content Calendar Development	\$ 3,595.00	\$ 4,315.00			\$ 7,910.00	\$ 10,000.00	\$ (2,090.00)
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	\$ 737,010.93	\$ 192,607.38		\$ 933,150.81	\$ 933,150.81	\$ -
7.3 Media Buy Execution		\$ 5,490.00	\$ 9,292.50		\$ 14,782.50	\$ 36,849.19	\$ (22,066.69)
7.4 Media Buy Reconciliation					\$ -	\$ 25,000.00	\$ (25,000.00)
					\$ -		\$ -
8.1 Reporting, Evaluation, Awareness Tracking							
8.2 Website					\$ -	\$ 5,000.00	\$ (5,000.00)
8.3 Social Media Evaluator			\$ 4,700.00		\$ 4,700.00	\$ 5,000.00	\$ (300.00)
8.4 Tracking Poll					\$ -	\$ -	\$ -
8.5 Digital Media					\$ -	\$ -	\$ -
8.6 Project Management	\$ 23,752.50	\$ 6,247.50			\$ 30,000.00	\$ 30,000.00	\$ -
					\$ -		\$ -
TOTALS	\$ 35,455.00	\$ 917,668.10	\$ 267,379.44		#####	\$ 1,401,000.00	\$ (180,497.46)



Rev. 10/16

This form must be completed and submitted to the contracting agency each month to document compliance with your HSP.

Contract/Requisition Number: 307-0-00187

Date of Award: 14 Jan 2020

Object Code:

Contracting Agency/University Name:

Secretary of State - Voter Ed

Contractor (Company) Name: Guerra DeBerry Coody (dba GDC Marketing & Ideation)

State of Texas VID #: 17429402781

Point of Contact: Tom Lewis (Voter Education - FY2020)

Phone #: 210-236-5000

Reporting (Month) Period: Mar 2020

Total Amount Paid this Reporting Period to Contractor: \$

Report HUB and Non-HUB subcontractor information

When verifying subcontractors' HUB status, ensure that you use the State of Texas' Centralized Master Bidders List (CMBL) - Historically Underutilized (HUB)

Directory Search located at: <http://mycpa.cpa.state.tx.us/passcmlsearch/index.jsp>

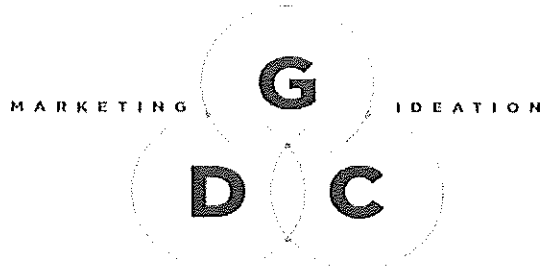
HUB status code "A" signifies that the company is a Texas certified HUB.

[illegible]

Signature: Thomas F. Lee

Title: CFO GDC Marketing

Date: 3/4/2020



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

Invoice #: **37270**
Date: **4/9/2020**

PO#: 307-0-00187

Job: Voter Education - Phase 1

INVOICE

Current: \$267,379.44
Inv. To Date: \$1,220,502.54
Balance: \$180,497.46
Total Grand Budget \$1,401,000.00

Reporting Period: 03/01/20 - 03/31/20

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

Agency Services:	\$74,772.06
-------------------------	--------------------

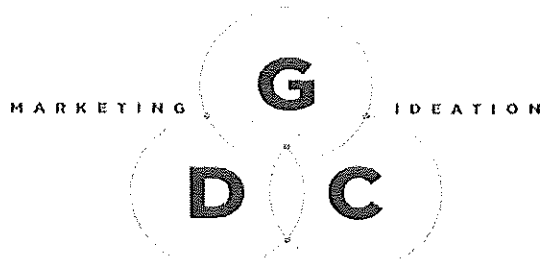
Line Item	Hours	
2.3 Produce All Creative Assets In English/Spanish	387.75	\$42,837.38
2.4 Billboard Production	23.00	\$8,116.37
5.2 Press Conference	41.75	\$4,286.93
5.3 Media Relations	20.00	\$3,000.00
5.4 Grassroots Tour - Our Ready. Check. Vote.	12.00	\$2,538.88
7.3 Media Buy Reconciliation	103.25	\$9,292.50
8.3 Social Media Evaluator	38.00	\$4,700.00

\$192,607.38

Media:

Radio	\$192,607.38
-------	--------------

INVOICE TOTAL: \$267,379.44



SECRETARY OF STATE: VOTER EDUCATION MARCH 1-31, 2020				
Employee	Title	Rate	FY 2020 Hours	Total
Ashleigh Garza	Media/Event Coordinator	90	23.75	\$2,137.50
Barbie Rugen	Project Manager	130	81.00	\$10,530.00
Beth Wammack	Chief Executive Officer	175	71.25	\$12,468.75
Carey Quackenbush	Chief Ideation Officer	175	10.00	\$1,750.00
David Ocamb	Research	150	5.50	\$825.00
Emily Price	Social Media Specialist	130	2.25	\$292.50
Gabriela McLain	Senior Media Planner/ Buyer	90	0.50	\$45.00
Greg Cress	Diversity Outreach Coordinator	95	15.50	\$1,472.50
Jennifer Gomez	Diversity Outreach Coordinator	95	7.00	\$665.00
Lannete Espino	Accounting Assistant	90	4.75	\$427.50
Leonard Guerra	Traffic Manager	90	30.00	\$2,700.00
Lisa Gomez	Media Director	90	29.25	\$2,632.50
Marcie Casas	Public Relations Director	150	25.25	\$3,787.50
Mario Gamez	Diversity Outreach Coordinator	95	13.75	\$1,306.25
Matt Bulkema	Video Service Director	150	0.75	\$112.50
Melissa Getchell	Account Executive	90	42.50	\$3,825.00
Morgan Davy	Art Director	90	42.00	\$3,780.00
Olivia Thomas	Administrative Assistant	90	35.25	\$3,172.50



Employee	Title	Rate	FY 2020 Hours	Total
Paola Herrera	Social Media Specialist	130	29.75	\$3,867.50
Rachel Dvorak	Copywriter	90	11.50	\$1,035.00
Selina Smith	Accounting Assistant	90	22.75	\$2,047.50
Tiffany Albrecht	Traffic/Production Manager	90	22.25	\$2,002.50
Tita Sartorio	Associate Creative Director	90	31.00	\$2,790.00
Tom Lewis	Controller	130	31.50	\$4,095.00
Victor Noriega	Creative Director	150	36.75	\$5,512.50
TIME TOTAL				\$73,280.00



3182 Momentum Place
Chicago, IL 60689-5331
Phone: (815) 625-0980

Tax ID: 03-0509520

INVOICE

Invoice #	Date	Page #
4435721	03/10/20	1

Sold To #: [REDACTED]

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

Bill To #: [REDACTED]

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

Ship Via: PICK UP
Ship To: TERRI L. MILLMEYER (DROP SHIP)
TERRI L. MILLMEYER (DROP SHIP)
** ORDER TO BE PICKED UP **
** DO NOT SHIP **
SAN ANTONIO, TX 78216

FOB: SHIPPING POINT

Customer P.O. Number			Ship Date	Terms	Sales Representative		
			02/20/20	NET 30 DAYS	1228 MILLMEYER, TERRI		
Ordered	Shipped	Back Order	Item Description / Comments		UM	Unit Price	Extended Price
2	2	0	POSTERS - 24" X 36" POSTERS MOUNTED TO GATOR BOARD (TO BE DISPLAYED ON EASELS) >ITEM COLOR: WHITE >IMPRINT COLOR: FULL COLOR- SEE ART		EA	33.000	66.00

Subtotal: 66.00
Freight/Handling: 0.00
Tax: 0.00
Total: 66.00

Balance: 66.00

RECEIVED: 3/10/20
ENTERED: 3/10/20
VENDOR CODE: MULTITE
JOB/ORDER #: 9420
CHECK \$:
CHECK #:
CHECK DATE:
INITIALS: [Signature]

Since careful inspection at the factory often results in some imprinted pieces being discarded, it is understood and agreed that an underrun or overrun of not more than 10% be billed pro-rata. Purchaser agrees to pay any sales or use tax, and additional freight charges billed us due to audits per ICC regulations. In some cases, freight charges may be billed separately. Quoted prices often do not include shipping charges or any applicable taxes. No credit will be issued for returned merchandise without the consent/authorization of HALO. All claims must be made within 10 days of merchandise receipt. Shipping Liability: This merchandise becomes your property at the time it is accepted by the carrier. Purchaser agrees to pay all charges within the payment terms stated on this invoice. Payments not made within such terms are subject to a late payment fee of 1.5% per month until payment is made. Purchaser also agrees to pay all necessary collection and reasonable legal fees in the event of default or of failure to pay for goods sold and delivered.

To be PCI compliant and ensure the highest level of protection please call 815-548-9198 for all credit card payments

Invoice Number: 4435721
Invoice Date: 03/10/2020
Invoice Total: 66.00
Sales Order No.: 7794439
Bill To Customer No.: [REDACTED]

MAKE CHECKS PAYABLE TO:
HALO Branded Solutions, Inc.
3182 Momentum Place
Chicago, IL 60689-5331

IF SENDING WIRE TRANSFER:
HALO Branded Solutions, Inc.
Acct #: [REDACTED]
Bank Name: Fifth Third Bank
ABA: [REDACTED]
Swift Code: [REDACTED]

IF SENDING ACH:
HALO Branded Solutions, Inc.
Acct #: [REDACTED]
Bank Name: Fifth Third Bank
ABA: [REDACTED]

Please email your remittance to: remittances@halo.com

TX-SOS-20-0541-F-000089

AMERICAN
OVERSIGHT



Bill To

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

RECEIVED:	3/31/20
ENTERED:	3/31/20
VENDOR CODE:	TPCS
JOB ORDER #:	9420
CHECK \$:	
CHECK #:	
CHECK DATE:	
INITIALS:	ga

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

Account XXXXXXXXXX
Invoice 328491
Date 3/31/2020
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	3	1.45	4.35
Management Report			
Monthly Fee	1	15.00	15.00
Additional per clip	3	0.00	0.00

Invoice Total \$84.35

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!





EXPENSE REPORT

CLIENT: SOS: Voter Ed

SUB TOTAL	357.56
DUE TO COMPANY	
TOTAL DUE	357.56

EMPLOYEE SIGNATURE:

APPROVED BY:

~~TX-SOS-20-0541-F-000091~~



STORE 342
2645 S. Highway 37
Three Rivers, TX 78071
(361) 786-2523

06/06/2020 Tkt #3480645

Type: SALE (ORIGINAL)

Qty Name	Price	Total
2 HRSKY KITKT DUOS DC	2.19	4.38
1 Fountain 32z	1.69	1.69
Subtotal		6.07
Sales Tax		0.50
Total		6.57

Received:

[REDACTED] 6.57
INSERT

Auth No: 003678
INVOICE# 04545
AID: A0000000042203
APP: Debit
No CVM

and we'll send you a sweet offer.

Reg:3 Clerk:Chantel

McAllen
410 East Expressway 83
McAllen, TX 78503
956-971-9464

Check : 226
Date : 3/6/2020
Employee : Kassandra Juarez

***** AUTHORIZATION *****
APPROVED

Total: \$41.53

Card Type: [REDACTED]
Card Entry: CHIP
Acct #: [REDACTED]
Approval Code: 287886

***** EMV AUTHORIZATION *****

App Label: [REDACTED]
Mode: [REDACTED] Issuer
AID: A0000000041010
TVR: 0400001000
IAD: 01106010032200000000000000000000FF
TSI: E800
ARC: 00
AC: 628CDC2650EF1FC8
CVM: 1E0300

Amount 41.53

Tip 8.00

Total 49.53

I agree to pay the above Total Amount
according to the Card Issuer Agreement.

Signature [Signature]

CUSTOMER COPY
3/6/2020 9:37 PM



Check ID: 6467035465107

VOTER - Gues - Voucher
(Chris Amex)

Gues

IHOP Store #1374

1900 S. Tenth St.
McAllen, TX 78503
Phone: (956) 682-5913

172 ISABEL

Tbl 102/2 Chk 3775 Gst 1
Mar07'20 09:19AM

1 Pan Combo \$8.29
1 Iced Tea \$2.29

We Want Your Feedback!
ON YOUR NEXT VISIT
Receive one (1) Free
Short Stack of
Buttermilk Pancakes
when you complete our survey.

Follow these easy steps:

1) Call 1-800-852-9076 or visit
www.talktoihop.com
within 3 days

2) Enter the following code:
1374030737753

3) Complete the brief survey

4) Fill in the coupon code you
receive here: _____

5) Bring this receipt to IHOP
and Enjoy!

Limit one coupon per check.
Expires 30 days after visit.

Subtotal \$10.58
Tax \$0.87
10:10AM Total \$11.45

To receive the latest news and
offers right to your computer
go to www.IHOP.com and
click on "Receive our E-mails"

IHOP Store #1374

1900 S. Tenth St.
McAllen, TX 78503
Phone: (956) 682-5913

TABLE# 102.2
SERVER 172/ISABEL
CHECK# 3775
TYPE PRE AUTH
ACCOUNT TYPE [REDACTED]
CARD NUMBER [REDACTED]
DATE/TIME 03/07/2020 10:10
REC 081680
INV/CHK 3775
REFERENCE HP0661061652
SEQUENCE 401
AUTH. 826187
ENTRY METHOD CHIP
TOTAL \$11.45

TIP: 2.55

TOTAL: 14.00

APPROVED - THANK YOU
GOMEZ/JENNIFER J

MODE Issuer
APP [REDACTED]
AID A000000025010801
TVR 0000008000
TSI F800
ARC 00

IMPORTANT -- retain this copy for
your records.

CUSTOMER COPY

We Want Your Feedback!
ON YOUR NEXT VISIT
Receive one (1) Free
Short Stack of
Buttermilk Pancakes
when you complete our survey.

Follow these easy steps

Greg

McAllen
410 East Expressway 83
McAllen, TX 78503
956-971-9464

Check : 257
Date : 3/7/2020
Time : 10:06 PM
Employee : Christina Alaniz
Table : 34
Guests : 1

Seat	Item	Amount
1	Iced Tea	2.99
	Fried Pickles	7.79
	20 Pc Wings Breaded	21.99
	Curly Fries	4.39
Subtotal :		37.16
Sales Tax		3.06
Total :		40.22
		-40.22
Change Due		0.00
Balance :		0.00

Hooters makes you happy!

Total: 45.22

I hope Hooters made YOU Happy today!
If we did not make you happy.
Please tell a manager so we can fix it
Still not happy, then neither are we!
Thank you for being our loyal customer
and we hope to see you again very soon

McAllen
410 East Expressway 83
McAllen, TX 78503
Phone 956-971-9464
Fax (956) 971-0951

Additional Information
Guest : 1
Auto Gratuity : 0
Time Closed : 3/6/2020 9:39:59 PM
Closed

Check : 226
Date : 3/6/2020
Start Time : 9:37 PM
Server : Kassandra Juarez
Guest : 1
Table : 51

Seat	Item	Amount
1	Iced Tea	\$2.99
1	Hootertizer	\$8.99
1	Ranch	\$0.00
1	Breaded Wings	\$0.00
1	20 Pc Wings Breaded	\$21.99
1	20 Breaded Medium	\$0.00
1	Ranch	\$0.00
1	Curly Fries	\$4.39

Sub Total: \$38.36
Sales Tax: \$3.17
Total: \$41.53

Check Logs

Time	Employee
6:18 PM	Kassandra Juarez
6:29 PM	Kassandra Juarez
6:29 PM	Kassandra Juarez
6:42 PM	Kassandra Juarez
6:42 PM	Kassandra Juarez
6:42 PM	Kassandra Juarez
6:42 PM	Kassandra Juarez
6:42 PM	Kassandra Juarez
6:42 PM	Kassandra Juarez
6:57 PM	
6:57 PM	
6:57 PM	
6:57 PM	
6:57 PM	
6:19 PM	Kassandra Juarez
1:06 AM	Kassandra Juarez
6:57 PM	
1:06 AM	Kassandra Juarez
9:39 PM	Kassandra Juarez
6:38 PM	
6:38 PM	

Function	Item#	Item
Ring up Dine In-Chk	143 1	Iced Tea
Ring up Dine In-Chk	143 2	Hootertizer
Ring up Dine In-Chk	143 3	Ranch
Ring up Dine In-Chk	143 4	Breaded Wings
Ring up Dine In-Chk	143 5	20 Pc Wings Breaded
Ring up Dine In-Chk	143 6	20 Breaded Medium
Ring up Dine In-Chk	143 7	Ranch
Ring up Dine In-Chk	143 8	Curly Fries
Served	8	Curly Fries
Served	4	Breaded Wings
Served	6	20 Breaded Medium
Served	7	Ranch
Served	1	Iced Tea
Tip	4	Amount: 10.00 on Payment # 1
Served	5	20 Pc Wings Breaded
Tip Adjustment	7	Amount: 10.00 on Payment # 1
Payment	1	MasterCard 41.53
Served	2	Hootertizer
Served	3	Ranch

Approver

McAllen 3(00702)
200 W. Expressway 83, B1
d8 B
McAllen, TX 78501

Pump# 12 Unleaded
Gallons 20.124
Price/Gal \$1.869
Fuel Sale \$37.61

Credit \$37.61

Apprvl: 548976

03/08/20 12:04AM

I AGREE TO PAY THE TOTAL
AMOUNT ACCORDING TO THE
CARD ISSUER AGREEMENT

Long



STORE 342
2645 HWY 37
THREE RIVERS, TX 78071
(361)786-2523

03/08/2020 Tkt #4477361

Type: SALE (ORIGINAL)

Qty	Name	Price	Total
1	Lipton Sw w Lemon	1.49	1.49
1	Lipton Sw w Lemon	1.49	1.00
	Lipton Tea 1 Liter		-0.49
Subtotal			2.49
Sales Tax			0.21
Total			2.70

Received: [REDACTED] 2.70

***** [REDACTED] INSERT

Auth No: 159632
INVOICE# 12612
AID: A0000000042203
APP: Debit
No CVM

*** PROMO\COMBO SAVINGS: 0.49***

and we'll send you a sweet offer.

Reg:4 Clerk:David



STORE 284
8420 N. Expressway 281
Edinburg, TX 78541
(956) 316-1782

03/08/2020 Tkt #1084035

Type: SALE (ORIGINAL)

Qty Name	Price	Total
1 Medium Coffee	1.89	1.89
1 LD CHOC DONUT	1.49	1.49
Subtotal		3.38
Sales Tax		0.16
Total		3.54

Received:

INSERT 3.54

Auth No: 078367
INVOICE# 75164
AID: A0000000042203
APP: Debit
No CVM

Reg:1 Clerk:Melissa



DOUBLETREE SUITES MCALLEN
1800 SOUTH SECOND STREET
MCALLEN, TX 78503
United States of America
TELEPHONE 956-686-3000 • FAX 956-631-8362
Reservations
www.hilton.com or 1 800 HILTONS

CRESS, GREG

7408 YELLOW RIVER RD

FORT WAYNE IN 46818
UNITED STATES OF AMERICA

Room No: 213/NKS
Arrival Date: 3/6/2020 5:58:00 PM
Departure Date: 3/8/2020 12:36:00 PM
Adult/Child: 2/0
Cashier ID: GAGO
Room Rate: 93.02
AL: AA A95E204
HH # [REDACTED]
VAT #
Folio No/Che 230050 A

Confirmation Number: 86975181

DOUBLETREE SUITES MCALLEN 3/23/2020 8:44:00 AM

DATE	REF NO	DESCRIPTION	CHARGES
3/6/2020	941130	GUEST ROOM	\$93.02
3/6/2020	941130	RM - STATE TAX	\$5.58
3/6/2020	941130	RM - CITY TAX	\$8.37
3/7/2020	941613	GUEST ROOM	\$93.02
3/7/2020	941613	RM - STATE TAX	\$5.58
3/7/2020	941613	RM - CITY TAX	\$8.37
3/8/2020	942058	AX *1312	(\$213.94)
BALANCE			\$0.00

CREDIT CARD DETAIL

APPR CODE 122258
CARD NUMBER [REDACTED]
TRANSACTION ID 942058

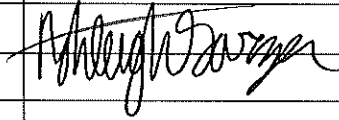
MERCHANT ID 185603
EXP DATE [REDACTED]
TRANS TYPE Sale



Activation Date: Saturday, March 7, 2020
Invoice #: 335
Advertiser/Product: Secretary of State Voter Education

Brand Ambassador – Secretary of State Voter Education
Border Fest

Pay to: Jessica Pedraza
Remit to Address: 204 E 4th St Apt 4 San Juan, Texas 78589

Date	Hours	Tour Manager Signature
3/7/2020	2:30pm – 9pm	

Total hours: 6hrs + 30min

Rate: \$20/hr

Total due: \$ 130

Tour Manager Signature: 

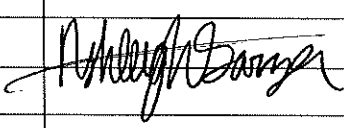
For questions regarding payment please contact:
apinvoices@gdc-co.com
(210) 236-5000



Activation Date: Saturday, March 7, 2020
Invoice #: 336
Advertiser/Product: Secretary of State Voter Education

Brand Ambassador – Secretary of State Voter Education
Border Fest

Pay to: Elizabeth Zambrano
Remit to Address: 622 Chapote Ave Harlingen, Texas 78552

Date	Hours	Tour Manager Signature
3/7/2020	2:30pm – 9pm	

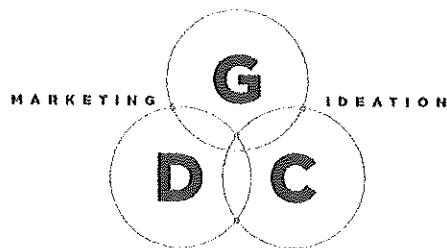
Total hours: 6 hrs + 30 min

Rate: \$20/hr

Total due: \$ 130

Tour Manager Signature: 

For questions regarding payment please contact:
apinvoices@gdc-co.com
(210) 236-5000



Office of the Secretary of State
Voter Education
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Current

Voter Ed: 2020 Campaign - iPad Rental

- Lease of (2) iPads / 7th Generation
- Tablet Data Plan (2 GB limited)
- Coverage based on our carrier's availability & speed in the planned area of use
- USB charging hub
- Accidental Damage Insurance
- Event Management Service

Total for Job/Component:	<u>525.00</u>
--------------------------	---------------

Total for Campaign:	525.00
---------------------	--------

Sub-Total	525.00
-----------	--------

Invoice Total	\$525.00
---------------	----------



3182 Momentum Place
Chicago, IL 60689-5331
Phone: (815) 625-0980

INVOICE

Tax ID: 03-0509520

Invoice #	Date	Page #
4428886	03/05/20	1

Sold To #: [REDACTED]

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

Bill To #: [REDACTED]

Bill To: GDC
ACCOUNTS PAYABLE
221 W POPLAR ST
SAN ANTONIO, TX 78212-5549

Ship Via: COURIER
Ship To: GDC
LEONARD GUERRA
221 W POPLAR ST
SAN ANTONIO, TX 78212-5549

FOB: SHIPPING POINT

Customer P.O. Number			Ship Date	Terms	Sales Representative		
005459			02/21/20	NET 30 DAYS	1228 MILLMEYER, TERRI		
Ordered	Shipped	Back Order	Item Description / Comments		UM	Unit Price	Extended Price
5	5	0	G640 - GILDAN ADULT 4.5OZ SOFT STYLE T-SHIRT >ITEM COLOR: WHITE >SIZE EXT: 3XL		EA	23.450	117.25
5	5	0	IMPW - SCREEN PRINT- FRONT OF SHIRT 3XL SHIRTS >ITEM COLOR: WHITE SHIRTS >IMPRINT COLOR: 4 COLOR IMPRINT		EA	0.000	0.00
5	5	0	EXW - SPECIAL FABRIC/POLY BLEND UPCHARGE PER LOCATION >ITEM COLOR: WHITE SHIRTS >IMPRINT COLOR: 4 COLOR IMPRINT		EA	0.000	0.00
4	4	0	SUW - RE-SETUP FEES PER COLOR/PER LOCATION		EA	0.000	0.00
1	1	0	RUSHW - RUSH FEE- 3 DAY		EA	60.000	60.00
1	1	0	EPRW - EMAIL PROOF FOR APPROVAL		EA	0.000	0.00

RECEIVED:	3/5/20
ENTERED:	3/6/20
VENDOR CODE:	MILLTE
JOB/ORDER #:	9420
CHECK \$:	
CHECK #:	
CHECK DATE:	
INITIALS:	85

CONTINUED

TX-SOS-20-0541-F-000104



3182 Momentum Place
Chicago, IL 60689-5331
Phone: (815) 625-0980

INVOICE

Tax ID: 03-0509520

Invoice #	Date	Page #
4428886	03/05/20	2

Ordered	Shipped	Back Order	Item Description / Comments	UM	Unit Price	Extended Price
			Subtotal:			177.25
			Freight/Handling:			21.90
			Tax:			0.00
			Total:			199.15
			Balance:			199.15

Since careful inspection at the factory often results in some imprinted pieces being discarded, it is understood and agreed that an overrun or underrun of not more than 10% be billed pro-rata. Purchaser agrees to pay any sales or use tax, and additional freight charges billed us due to audits per ICC regulations. In some cases, freight charges may be billed separately. Quoted prices often do not include shipping charges or any applicable taxes. No credit will be issued for returned merchandise without the consent/authorization of HALO. All claims must be made within 10 days of merchandise receipt. **Shipping Liability:** This merchandise becomes your property at the time it is accepted by the carrier. Purchaser agrees to pay all charges within the payment terms stated on this invoice. Payments not made within such terms are subject to a late payment fee of 1.5% per month until payment is made. Purchaser also agrees to pay all necessary collection and reasonable legal fees in the event of default or of failure to pay for goods sold and delivered.

To be PCI compliant and ensure the highest level of protection please call 815-548-9198 for all credit card payments

Invoice Number: 4428886

Invoice Date: 03/05/2020

Invoice Total: 199.15

Sales Order No.: 7784740

Bill To Customer No.: [REDACTED]

MAKE CHECKS PAYABLE TO:

HALO Branded Solutions, Inc.
3182 Momentum Place
Chicago, IL 60689-5331

IF SENDING WIRE TRANSFER:

HALO Branded Solutions, Inc.
Acct # [REDACTED]
Bank Name: Fifth Third Bank
ABA: [REDACTED]
Swift Code: [REDACTED]

IF SENDING ACH:

HALO Branded Solutions, Inc.
Acct # [REDACTED]
Bank Name: Fifth Third Bank
ABA: [REDACTED]

Please email your remittance to: remittances@halo.com

TX-SOS-20-0541-F-000105

AMERICAN
OVERSIGHT



Program		Mar '20 Charges	Total Invoice	Media Total
VOTER EDUCATION				
Radio	Phase 1	192,607.38	192,607.38	192,607.38
Total Voter Education		192,607.38	192,607.38	192,607.38

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 1 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Order: 037025 - iKASE-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3163				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,098.85	0.00	1,098.85
Order: 037026 - iKBPA-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3163				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,383.74	0.00	1,383.74
Order: 037027 - KGSR-FM - iHeart Media Entertainment - F				
Client PO: 3163				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,343.04	0.00	1,343.04
Order: 037028 - iKHFI-FM iHeart Media - FY20 - SOS Voter				
Client PO: 3163				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,098.86	0.00	1,098.86
Order: 037029 - KLBj-FM - iHeart Media Entertainment - F				
Client PO: 3163				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,101.49	0.00	1,101.49
Order: 037030 - iKLZT-FM iHeart Media - FY20 - SOS Voter				
Client PO: 3163				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	854.66	0.00	854.66
Order: 037031 - iKPEZ-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3163				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,017.45	0.00	1,017.45
Order: 037032 - iKVET-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3163				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				

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Austin, Texas 78701-2413

Date : 4/3/2020
Page : 2 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
	Mar 20	1,383.74	0.00	1,383.74
Order: 037033 - iKMXR-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3164				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	463.60	0.00	463.60
Order: 037034 - iKRYF-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3164				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	347.70	0.00	347.70
Order: 037035 - iKSAB-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3164				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	602.93	0.00	602.93
Order: 037036 - iKDGE-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3165				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	5,286.91	0.00	5,286.91
Order: 037037 - iKDMX-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3165				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	3,289.63	0.00	3,289.63
Order: 037038 - iKEGL-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3165				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	3,759.59	0.00	3,759.59
Order: 037039 - iKHKS-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3165				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	2,467.21	0.00	2,467.21
Order: 037040 - iKLTY-FM - iHeart Media - FY20 - SOS Vo				

Office of the Secretary of State
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Austin, Texas 78701-2413

Date : 4/3/2020
Page : 3 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Client PO: 3165 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	6,109.34	0.00	6,109.34
Order: 037041 - iKZPS-FM - iHeart Media - FY20 - SOS Vot Client PO: 3165 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	5,405.96	0.00	5,405.96
Order: 037042 - KHEY-FM - iHeart Media Entertainment - F Client PO: 3166 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	440.42	0.00	440.42
Order: 037043 - iKPRR-FM - iHeart Media - FY20 - SOS Vot Client PO: 3166 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	370.88	0.00	370.88
Order: 037044 - KTSM-FM - iHeart Media Entertainment - F Client PO: 3166 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	579.75	0.00	579.75
Order: 037045 - KGLK-FM - iHeartMedia Entertainment - FY Client PO: 3167 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	5,490.68	0.00	5,490.68
Order: 037046 - KMJQ-FM - iHeart Media Entertainment - F Client PO: 3167 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	5,961.29	0.00	5,961.29
Order: 037047 - iKODA-FM - iHeart Media - FY20 - SOS Vot Client PO: 3167 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	5,333.80	0.00	5,333.80

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Austin, Texas 78701-2413

Date : 4/3/2020
Page : 4 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Order: 037048 - iKTBFZ-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3167				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	4,078.78	0.00	4,078.78
Order: 037049 - KTRH-AM - iHeart Media Entertainment - F				
Client PO: 3167				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	4,079.74	0.00	4,079.74
Order: 037050 - iKBFM-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3168				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,154.52	0.00	1,154.52
Order: 037051 - iKTEX-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3168				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,155.35	0.00	1,155.35
Order: 037052 - iKCYF-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3169				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,190.64	0.00	1,190.64
Order: 037053 - iKONO-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3169				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,461.24	0.00	1,461.24
Order: 037054 - iKQXT-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3169				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,623.60	0.00	1,623.60
Order: 037055 - iKSMG-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3169				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				

Office of the Secretary of State
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1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 5 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
	Mar 20	1,353.00	0.00	1,353.00
Order: 037056 - iWOAI-AM - iHeart Media - FY20 - SOS Vot				
Client PO: 3169				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,678.13	0.00	1,678.13
Order: 037057 - KCDD-FM - iHeart Media Entertainment - F				
Client PO: 3170				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	372.74	0.00	372.74
Order: 037058 - KEAN-FM - iHeart Media Entertainment - F				
Client PO: 3170				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	313.91	0.00	313.91
Order: 037059 - iKEYJ-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3170				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	294.28	0.00	294.28
Order: 037060 - KHXS-FM - iHeart Media Entertainment - F				
Client PO: 3170				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	236.04	0.00	236.04
Order: 037061 - KGNC-FM - iHeart Media Entertainment - F				
Client PO: 3171				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	476.96	0.00	476.96
Order: 037062 - KXGL-FM - iHeart Media Entertainment - F				
Client PO: 3171				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	494.17	0.00	494.17
Order: 037063 - iKXSS-FM - iHeart Media Entertainment -				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 6 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Client PO: 3171 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	493.42	0.00	493.42
Order: 037064 - KGLK-FM - iHeartMedia Entertainment - FY Client PO: 3172 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	256.77	0.00	256.77
Order: 037065 - KIOC-FM - iHeart Media Entertainment - F Client PO: 3172 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	183.41	0.00	183.41
Order: 037066 - KKMV-FM - iHeart Media Entertainment - F Client PO: 3172 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	293.44	0.00	293.44
Order: 037067 - iKTBB-FM - iHeart Media - FY20 - SOS Vot Client PO: 3172 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	190.74	0.00	190.74
Order: 037068 - KTRH-AM - iHeart Media Entertainment - F Client PO: 3172 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	190.73	0.00	190.73
Order: 037069 - KYKR-FM - iHeart Media Entertainment - F Client PO: 3172 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	192.52	0.00	192.52
Order: 037070 - iKAGG-FM - iHeart Media - FY20 - SOS Vot Client PO: 3173 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	351.70	0.00	351.70

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 7 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Order: 037071 - iKKYS-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3173				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	351.70	0.00	351.70
Order: 037072 - KNDE-FM - iHeart Media Entertainment - F				
Client PO: 3173				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	119.37	0.00	119.37
Order: 037073 - iKNFX-FM - iHeartMedia - FY20 - SOS Vote				
Client PO: 3173				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	351.69	0.00	351.69
Order: 037074 - iKVET-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3173				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	249.12	0.00	249.12
Order: 037075 - iKVJM-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3173				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	285.74	0.00	285.74
Order: 037076 - iWACO-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3173				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	227.13	0.00	227.13
Order: 037077 - iKASE-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3174				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	54.38	0.00	54.38
Order: 037078 - iKBGO-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3174				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 8 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
	Mar 20	82.59	0.00	82.59
Order: 037079 - iKBPA-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3174				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	68.50	0.00	68.50
Order: 037080 - iKBRQ-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3174				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	66.46	0.00	66.46
Order: 037081 - KGSR-FM - iHeart Media Entertainment - F				
Client PO: 3174				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	66.46	0.00	66.46
Order: 037082 - iKHFI-FM iHeart Media - FY20 - SOS Voter				
Client PO: 3174				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	54.39	0.00	54.39
Order: 037083 - KLBj-FM - iHeart Media Entertainment - F				
Client PO: 3174				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	54.37	0.00	54.37
Order: 037084 - KOOC-FM - iHeart Media Entertainment - F				
Client PO: 3174				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	38.26	0.00	38.26
Order: 037085 - KSSM-FM - iHeart Media Entertainment - F				
Client PO: 3174				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	64.28	0.00	64.28
Order: 037086 - iKVET-FM - iHeart Media - FY20 - SOS Vot				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 9 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Client PO: 3174 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	68.49	0.00	68.49
Order: 037087 - iWACO-FM - iHeart Media - FY20 - SOS Vot Client PO: 3174 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	62.42	0.00	62.42
Order: 037088 - iKNEX-FM - iHeart Media - FY20 - SOS Vot Client PO: 3175 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,056.92	0.00	1,056.92
Order: 037089 - KRRG-FM - iHeart Media Entertainment - F Client PO: 3175 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	744.74	0.00	744.74
Order: 037090 - iKBTE-FM - iHeart Media - FY20 - SOS Vot Client PO: 3176 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	557.90	0.00	557.90
Order: 037091 - iKFMX - iHeart Media - FY20 - SOS Voter Client PO: 3176 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	608.62	0.00	608.62
Order: 037092 - KLLL-FM - iHeart Media Entertainment - F Client PO: 3176 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	490.94	0.00	490.94
Order: 037093 - KAFX-FM - iHeart Media Entertainment - F Client PO: 3177 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	2,052.70	0.00	2,052.70

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 10 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Order: 037094 - KMCM-FM - iHeart Media Entertainment - F				
Client PO: 3178				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	910.70	0.00	910.70
Order: 037095 - KODM-FM - iHeart Media Entertainment - F				
Client PO: 3178				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	737.27	0.00	737.27
Order: 037096 - iKZBT-FM - iHeartMedia - FY20 - SOS Vote				
Client PO: 3178				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	672.17	0.00	672.17
Order: 037097 - KGKL-FM - iHeart Media Entertainment - F				
Client PO: 3179				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	364.11	0.00	364.11
Order: 037098 - KIXY-FM - iHeart Media Entertainment - F				
Client PO: 3179				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	434.91	0.00	434.91
Order: 037099 - KSJT-FM - iHeart Media Entertainment - F				
Client PO: 3179				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	354.85	0.00	354.85
Order: 037100 - KKYR-FM - iHeart Media Entertainment - F				
Client PO: 3180				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	531.01	0.00	531.01
Order: 037101 - KMJI-FM - iHeart Media Entertainment - F				
Client PO: 3180				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 11 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
	Mar 20	637.23	0.00	637.23
Order: 037102 - KYGL-FM - iHeart Media Entertainment - F				
Client PO: 3180				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	456.34	0.00	456.34
Order: 037103 - KISX-FM - iHeart Media Entertainment - F				
Client PO: 3181				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,032.00	0.00	1,032.00
Order: 037104 - KKTX-FM - iHeart Media Entertainment - F				
Client PO: 3181				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,001.65	0.00	1,001.65
Order: 037105 - KNUE-FM - iHeart Media Entertainment - F				
Client PO: 3181				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	940.96	0.00	940.96
Order: 037106 - KTYL-FM - iHeart Media Entertainment - F				
Client PO: 3181				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	972.17	0.00	972.17
Order: 037107 - iKBGO-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3182				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	784.11	0.00	784.11
Order: 037108 - iKBRQ-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3182				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	631.10	0.00	631.10
Order: 037109 - iWACO-FM - iHeart Media - FY20 - SOS Vot				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 12 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Client PO: 3182 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	592.84	0.00	592.84
Order: 037110 - KLUR-FM - iHeart Media Entertainment - F Client PO: 3183 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	429.46	0.00	429.46
Order: 037111 - KQXC-FM - iHeart Media Entertainment - F Client PO: 3183 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	415.61	0.00	415.61
Order: 037112 - KWFB-FM - iHeart Media Entertainment - F Client PO: 3183 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	554.85	0.00	554.85
Order: 037113 - iKASE-FM - iHeart Media - FY20 - SOS Vot Client PO: 3184 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	801.38	0.00	801.38
Order: 037114 - iKHFI-FM iHeart Media - FY20 - SOS Voter Client PO: 3184 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	364.53	0.00	364.53
Order: 037115 - iKLJA-FM - iHeart Media - FY20 - SOS Vot Client PO: 3184 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,092.80	0.00	1,092.80
Order: 037116 - iKLQB-FM - iHeart Media - FY20 - SOS Vot Client PO: 3184 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	509.97	0.00	509.97

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 13 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Order: 037117 - iKPEZ-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3184				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	728.53	0.00	728.53
Order: 037118 - iKVET-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3184				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,967.03	0.00	1,967.03
Order: 037119 - iKKTX-AM - iHeart Media - FY20 - SOS Vot				
Client PO: 3185				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	244.80	0.00	244.80
Order: 037120 - iKMXR-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3185				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	285.60	0.00	285.60
Order: 037121 - iKNCN-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3185				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	285.60	0.00	285.60
Order: 037122 - iKRYS-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3185				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	367.20	0.00	367.20
Order: 037123 - iKSAB-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3185				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	530.40	0.00	530.40
Order: 037124 - iKUNO-AM - iHeart Media - FY20 - SOS Vot				
Client PO: 3185				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 14 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
	Mar 20	326.40	0.00	326.40
Order: 037125 - iKBFB-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3186				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	561.00	0.00	561.00
Order: 037126 - iKDGE-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3186				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,122.00	0.00	1,122.00
Order: 037127 - iKDMX-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3186				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,122.00	0.00	1,122.00
Order: 037128 - iKDXX-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3186				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	561.00	0.00	561.00
Order: 037129 - iKEGL-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3186				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,122.00	0.00	1,122.00
Order: 037130 - iKESN-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3186				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	701.25	0.00	701.25
Order: 037131 - iKHKS-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3186				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	841.50	0.00	841.50
Order: 037132 - iKKDA-FM - iHeart Media - FY20 - SOS Vot				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 15 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Client PO: 3186 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	561.00	0.00	561.00
Order: 037133 - iKLIF-FM - iHeart Media - FY20 - SOS Vot Client PO: 3186 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	420.75	0.00	420.75
Order: 037134 - iKLNO-FM - iHeart Media - FY20 - SOS Vot Client PO: 3186 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	420.75	0.00	420.75
Order: 037135 - iKLTY- FM - iHeart Media - FY20 - SOS Vo Client PO: 3186 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	420.75	0.00	420.75
Order: 037136 - iKPLX-FM - iHeart Media - FY20 - SOS Vot Client PO: 3186 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,262.25	0.00	1,262.25
Order: 037137 - iKRNB-FM - iHeart Media - FY20 - SOS Vot Client PO: 3186 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,122.00	0.00	1,122.00
Order: 037138 - iKSCS-FM - iHeart Media - FY20 - SOS Vot Client PO: 3186 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	841.50	0.00	841.50
Order: 037139 - iKTCK-AM - iHeart Media - FY20 - SOS Vot Client PO: 3186 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	561.00	0.00	561.00

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 16 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Order: 037140 - iKZMJ-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3186				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	981.75	0.00	981.75
Order: 037141 - iKZPS-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3186				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	701.25	0.00	701.25
Order: 037142 - iWBAP-AM - iHeart Media - FY20 - SOS Vot				
Client PO: 3186				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	701.25	0.00	701.25
Order: 037143 - KHEY-FM - iHeart Media Entertainment - F				
Client PO: 3187				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	839.80	0.00	839.80
Order: 037144 - iKPRR-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3187				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	331.50	0.00	331.50
Order: 037145 - KTSM-FM - iHeart Media Entertainment - F				
Client PO: 3187				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	707.20	0.00	707.20
Order: 037146 - KAMA-FM - iHeart Media Entertainment - F				
Client PO: 3188				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,317.50	0.00	1,317.50
Order: 037147 - KBME-AM - iHeart Media Entertainment - F				
Client PO: 3188				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 17 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
	Mar 20	1,317.50	0.00	1,317.50
Order: 037148 - iKBXX-FM - iHeartMedia Entertainment - F				
Client PO: 3188				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	527.00	0.00	527.00
Order: 037149 - KLTN-FM - iHeart Media Entertainment - F				
Client PO: 3188				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	922.25	0.00	922.25
Order: 037150 - KMJQ-FM - iHeart Media Entertainment - F				
Client PO: 3188				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	790.50	0.00	790.50
Order: 037151 - iKODA-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3188				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,185.75	0.00	1,185.75
Order: 037152 - KOVE-FM - iHeart Media Entertainment - F				
Client PO: 3188				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,054.00	0.00	1,054.00
Order: 037153 - iKQBT-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3188				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,581.00	0.00	1,581.00
Order: 037154 - iKRBE-FM - iHeartMedia Entertainment - F				
Client PO: 3188				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	790.50	0.00	790.50
Order: 037155 - KROI-FM - iHeart Media Entertainment - F				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 18 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Client PO: 3188 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,317.50	0.00	1,317.50
Order: 037156 - iKTbz-FM - iHeart Media - FY20 - SOS Vot Client PO: 3188 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,054.00	0.00	1,054.00
Order: 037157 - KTRH-AM - iHeart Media Entertainment - F Client PO: 3188 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,317.50	0.00	1,317.50
Order: 037158 - iKBFM-FM - iHeart Media - FY20 - SOS Vot Client PO: 3189 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	432.47	0.00	432.47
Order: 037159 - iKHKZ-FM - iHeart Media - FY20 - SOS Vot Client PO: 3189 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	432.47	0.00	432.47
Order: 037160 - iKTEX-FM - iHeart Media - FY20 - SOS Vot Client PO: 3189 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	432.48	0.00	432.48
Order: 037161 - iKURV-AM - iHeart Media - FY20 - SOS Vot Client PO: 3189 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	115.33	0.00	115.33
Order: 037162 - iKVNS-AM - iHeart Media - FY20 - SOS Vot Client PO: 3189 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	202.23	0.00	202.23

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 19 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Order: 037163 - iKAJA-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	552.50	0.00	552.50
Order: 037164 - iKBBT-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	165.75	0.00	165.75
Order: 037165 - iKCYF-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	221.00	0.00	221.00
Order: 037166 - iKISS-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	165.75	0.00	165.75
Order: 037167 - iKKYX-AM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	221.00	0.00	221.00
Order: 037168 - iKMYO-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	331.50	0.00	331.50
Order: 037169 - iKONO-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	331.50	0.00	331.50
Order: 037170 - iKQXT-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 20 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
	Mar 20	552.50	0.00	552.50
Order: 037171 - iKROM-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	221.00	0.00	221.00
Order: 037172 - iKRPT-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	552.50	0.00	552.50
Order: 037173 - iKSMG-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	221.00	0.00	221.00
Order: 037174 - iKTKX-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	221.00	0.00	221.00
Order: 037175 - iKTSA-AM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	331.50	0.00	331.50
Order: 037176 - iKXXM-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	442.00	0.00	442.00
Order: 037177 - iKZEP-FM - iHeart Media - FY20 - SOS Vot				
Client PO: 3190				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	221.00	0.00	221.00
Order: 037178 - KQXT-F3 - iHeart Media Entertainment - F				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 21 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Client PO: 3190 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	442.00	0.00	442.00
Order: 037179 - iWOAI-AM - iHeart Media - FY20 - SOS Vot Client PO: 3190 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	331.50	0.00	331.50
Order: 037194 - KOYE-FM - Alpha Media LLC - FY20 - SOS V Client PO: 3211 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,666.00	0.00	1,666.00
Order: 037198 - KROM-FM - FY20 - SOS Voter Ed P1 - Univ Client PO: 3210 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	3,978.00	0.00	3,978.00
Order: 037199 - KSAH-FM - FY20 - SOS Voter Ed P1 - Univ Client PO: 3210 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,385.50	0.00	1,385.50
Order: 037200 - KXTN-AM - FY20 - SOS Voter Ed P1 - Univ Client PO: 3210 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,232.50	0.00	1,232.50
Order: 037202 - KBTQ-FM SP - FY20 - SOS Voter Ed P1 - Un Client PO: 3208 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	2,061.25	0.00	2,061.25
Order: 037203 - KBUC-FM - FY20 - SOS Voter Ed P1 - Univ Client PO: 3208 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	357.00	0.00	357.00

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 22 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Order: 037204 - KGBT-FM Sp - FY20 - SOS Voter Ed P1 - Un				
Client PO: 3208				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	2,061.25	0.00	2,061.25
Order: 037205 - KKPS-FM SP - FY20 - SOS Voter Ed P1 - Un				
Client PO: 3208				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	620.50	0.00	620.50
Order: 037206 - XAVO-FM - FY20 - SOS Voter Ed P1 - Univ				
Client PO: 3208				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	548.25	0.00	548.25
Order: 037207 - KBDR-FM (Spanish) - FY20 - SOS Voter Ed				
Client PO: 3207				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	344.25	0.00	344.25
Order: 037208 - KQUR-FM - FY20 - SOS Voter Ed P1 - Univ				
Client PO: 3207				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	259.25	0.00	259.25
Order: 037209 - KAMA-FM - FY20 - SOS Voter Ed P1 - Univ				
Client PO: 3206				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	3,276.75	0.00	3,276.75
Order: 037210 - KLTN - FY20 - SOS Voter Ed P1 - Univ RA				
Client PO: 3206				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	6,587.50	0.00	6,587.50
Order: 037211 - KOVE-FM - FY20 - SOS Voter Ed P1 - Univ				
Client PO: 3206				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				

Office of the Secretary of State
Attn: Shuford Scott
1019 Brazos, Suite 410
Austin, Texas 78701-2413

Date : 4/3/2020
Page : 23 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
	Mar 20	3,969.50	0.00	3,969.50
Order: 037212 - KBNA-FM Sp - FY20 - SOS Voter Ed P1 - U				
Client PO: 3205				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,491.75	0.00	1,491.75
Order: 037213 - KINTFM-Entravision Texas Limited Part -				
Client PO: 3205				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,462.00	0.00	1,462.00
Order: 037215 - KDX-FM - FY20 - SOS Voter Ed P1 - Univ				
Client PO: 3204				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	3,213.00	0.00	3,213.00
Order: 037218 - KTAM-AM - FY20 - SOS Voter Ed P1 - Univ				
Client PO: 3203				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,466.25	0.00	1,466.25
Order: 037219 - KLJA-FM - FY20 - SOS Voter Ed P1 - Univ				
Client PO: 3202				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	1,585.25	0.00	1,585.25
Order: 037220 - KLQB-FM - FY20 - SOS Voter Ed P1 - Univ				
Client PO: 3202				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	2,142.00	0.00	2,142.00
Order: 037221 - KLNO-FM - FY20 - SOS Voter Ed P1 - Univ				
Client PO: 3204				
Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20				
	Mar 20	7,539.50	0.00	7,539.50
Order: 037222 - KYSE-FM - FY20 - SOS Voter Ed P1 - Univ				

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Attn: Shuford Scott
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Date : 4/3/2020
Page : 24 of 24

	Order Months	Net Amount	Commission Amount	Bill Amount
Client PO: 3205 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,240.15	0.00	1,240.15
Order: 037223 - KMMZ-FM - FY20 - SOS Voter Ed P1 - Univ Client PO: 3209 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,520.65	0.00	1,520.65
Order: 037224 - KMYO-FM - FY20 - SOS Voter Ed P1 - Univ Client PO: 3210 Campaign: 20SSP1 - SOS Voter Ed - Phase 1 - FY20	Mar 20	1,338.75	0.00	1,338.75
Total		192,607.38	0.00	192,607.38
		Sub-Total		\$192,607.38
		Invoice Total		\$192,607.38



SOS – Voter Ed
GDC Evaluations and Recommendations
March 2020

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

Items/Activities	Status
None to report at this time	



SOS - Voter Ed - Phase I

Status Report

Week of March 2, 2020

Flight	Job Category	Job Description
	RESEARCH	Statewide Quantitative Research Poll
		* Research Results Presentation
		* Track Polling - English & Spanish
		* 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
		* Info Card PDF for website
	WEBSITE	Website Development
		* Reporting / Analytics / Questions / Recommendation
		* VoteTexas.gov Website Updates
	SOCIAL MEDIA	Social Posting
		* Evergreen Library - Social Posts
		* Social Media Evaluator
	GRASSROOTS	Grassroots Tour - Phase I
		* Grassroots Tour - Harlingen
		- Tour Report
		* Grassroots Tour - Brownsville
		Grassroots Tour - Phase 2
		* Internal Brainstorm
		* Tour Sub-Brand - Name Options
	ADMIN	January Billing
		February Billing

OOO / Holidays	Dates
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COMPLETED TASKS

	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
		Digital Animated Banners
		* Digital Animated Banners - English & Spanish; multiple sizes
		* Stickers - English & Spanish
		* Info Cards - English & Spanish
	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
	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

	April 26	
TBD		
February 17	March 29	
Week of March 19		
IN MOTION		

IN MOTION		
IN MOTION		
TBD		
IN MOTION		
TBD		
TBD		
Feb. 29		COMPLETED
Mar. 9		
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
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED
January 27	February 6	COMPLETED

February 26		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

Next Steps, Status & Notes
<i>Presentation results ... do we still owe you the results?!</i>
<i>Both polling surveys approved on Sat, Feb. 29</i>
<i>Webinar presentation scheduled for April 2 @ 2pm</i>
<i>Upon completion of Phase 1, 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>Will be shifted to Phase 2</i>
<i>Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2</i>
<i>APPROVED: GDC coordinating a recommendation for posters; Internal conversation about potentially kitting posters & other items for our partners</i>
<i>Work order for all website components to be submitted week of Feb. 24; due by March 9</i>

<i>Work order for all website components to be submitted week of Feb. 24; due by March 9</i>
<i>Work order for all website components to be submitted week of Feb. 24; due by March 9</i>
<i>GDC provided a website review & proposal on Feb. 14; pending next steps ...</i>
<i>Work order for all website components to be submitted week of Feb. 24; due by March 9</i>
<i>GDC having an internal meeting on Thursday, Feb. 27; recommendation will follow</i>
<i>Once we wrap up Phase 1, we'll put a POP report together & include all analytics.</i>
<i>Tour report in motion</i>
<i>First internal brainstorm completed; second brainstorm set for Thursday; GDC will explore new options and make a recommendation to SOS team in March 2020</i>
<i>January invoice & supporting documents submitted on Feb. 10</i>
<i>Due to SOS: March 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
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
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
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

wants the results ... talk to David to vet / remove

partnership - SOS - democracy at work ... worked w/Starbucks & Dunkin Donus to distribute info t

next week on the canvas / unofficial results for the primaries ...

now & phase 2 ... fun & creative content ...

|

to voters ... voter id ... grassroots to partner w/businesses & partnerships ... posters



SOS - Voter Ed - Phase I

Status Report

Week of March 9, 2020

Flight	Job Category	Job Description
	RESEARCH	Statewide Quantitative Research Poll
		* Research Results Presentation
		* Track Polling - English & Spanish
		* Results Presentation
	MEDIA	Media Plan - Phase I
		* Media Buy Reconciliation
	CREATIVE	Strategy Messaging
		* Strategy Messaging
		* Audience Profiles
		* Partnerships
		Digital Animated Banners
		* Monthly Digital Analytics
	COLLATERAL	Posters
		* Posters - English & Spanish
		* Poster PDF for website
		Stickers

		* <i>Stickers PDF for website</i>
		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>Evergreen Library - Social Posts</i>
		* <i>Social Media Evaluator</i>
	GRASSROOTS	Grassroots Tour - Phase I
		* <i>Grassroots Tour - Harlingen</i>
		- <i>Tour Report</i>
		* <i>Grassroots Tour - Brownsville</i>
		- <i>Tour Report</i>
		Grassroots Tour - Phase 2
		* <i>Internal Brainstorm</i>
		* <i>Tour Sub-Brand - Name Options</i>
	ADMIN	January Billing
		February Billing

OOO / Holidays	Dates
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	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
		* Stickers - English & Spanish
		* Info Cards - English & Spanish
	MEDIA RELATIONS	Media Relations (if SOS attends Grassroots Events)
		* Statewide News Release (English & Spanish)
		* Media Outlet Distribution List
	SOCIAL MEDIA	Content Calendar
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		* Early Voting Dates Post - February 14th
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		* 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
	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)
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		* Grassroots Tour
		* Grassroots Tour - Cost Estimate
		- REVD Cost Estimate
		* Grassroots Footprint & Components
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		- iPads
		- Pull Up Banners
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		* Brand Ambassador Guide
		* Grassroots T-shirts
		* Grassroots Odds -n- Ends
		* Brand Ambassador Guide
		* Grassroots Tour - San Antonio
		- Tour Report

	April 26	
February 17	March 29	
Week of March 19		
IN MOTION		

IN MOTION		
IN MOTION		
TBD		
IN MOTION		
TBD		
TBD		
Feb. 29		COMPLETED
Mar. 9		IN MOTION
Mar. 7		COMPLETED
Mar. 13		IN MOTION
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
TBD		
February 17		Completed
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED

<i>January 27</i>	<i>February 6</i>	<i>COMPLETED</i>
<i>February 26</i>		<i>COMPLETED</i>
		<i>COMPLETED</i>
		<i>COMPLETED</i>
<i>IN MOTION</i>		
<i>IN MOTION</i>		
<i>IN MOTION</i>		
<i>IN MOTION</i>		
<i>IN MOTION</i>		<i>COMPLETED</i>
		<i>CONFIRMED</i>
		<i>CONFIRMED</i>
<i>TBD</i>		
		<i>COMPLETED</i>
		<i>COMPLETED</i>
<i>IN MOTION</i>		<i>COMPLETED</i>
<i>IN MOTION</i>		<i>COMPLETED</i>
<i>IN MOTION</i>		<i>COMPLETED</i>
<i>IN MOTION</i>		
<i>TBD</i>		<i>COMPLETED</i>
		<i>COMPLETED</i>
<i>IN MOTION</i>		<i>COMPLETED</i>
<i>IN MOTION</i>		<i>COMPLETED</i>
		<i>COMPLETED</i>
		<i>COMPLETED</i>
		<i>COMPLETED</i>
		<i>COMPLETED</i>
<i>Feb. 28</i>		<i>COMPLETED</i>

Next Steps, Status & Notes
Presentation results ... pending per direction from Adam & Stephen
Both polling surveys approved on Sat, Feb. 29
Webinar presentation scheduled for April 2 @ 2pm
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
GDC & Voter Ed team will meet to discuss partnerships with Starbucks, Dunkin Donuts, etc. order to distribute voter materials; meeting date/time TBD.
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 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
GDC provided a website review & proposal on Feb. 14; once primaries wrap up, Stephen will meet w/Web team and provide next steps
Work order for all website components to be submitted week of Feb. 24; due by March 9
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.
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
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
Will be shifted to Phase 2
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
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
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

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SOS - Voter Ed - Phase I & 2

Status Report

Week of March 23, 2020

Flight	Job Category	Job Description
	RESEARCH	Statewide Quantitative Research Poll
		* Research Results Presentation
		* Track Polling - English & Spanish
		* Contingency Plan A & Plan B
		* Results Presentation
	MEDIA	Media Plan - Phase I
		* Media Buy Reconciliation
		* OOH POP
	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
		* <i>Media Planning and Placement</i>
		* <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>
	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>
		* <i>Grassroots Footprint Design & Layout, Write Up</i>
		* <i>ID Catch - Digital Game</i>
		* <i>Match - 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
		Annual Report

OOO / Holidays	Dates
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	April 26	
IN MOTION		
February 17	March 29	
IN MOTION		
TBD		
March 30		

TBD		
Friday - March 27		
TBD		
TBD		
April. 2020		
April. 2020		
TBD		
Week of April 6		
IN MOTION		
IN MOTION		
TBD		
TBD		
April 1		
TBD		

TBD		
TBD		
March . 2020		
IN MOTION		
IN MOTION		
IN MOTION		
TBD		
TBD		
TBD		
TBD		
		COMPLETED
		COMPLETED
TBD		

Next Steps, Status & Notes
<i>Presentation results ... pending per direction from Adam & Stephen</i>
<i>Both polling surveys approved on Sat, Feb. 29</i>
<i>GDC & Suma have discussed contingency plans of shifting the focus groups by a month, or possibly doing virtual focus groups.</i>
<i>Webinar presentation scheduled for April 2 @ 2pm</i>
<i>Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices</i>
<i>OOH POP provided, but photos are glitchy; pending revised file</i>
<i>Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2</i>
<i>Digital POP ... creative presentation ... SOS presentation ... coordination</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)

GDC will start to move forward with Phase 2 media recommendation & timeline; internal due date is Friday, March 27

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 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 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 will share initial social media ideas, 2018 SM videos & calendar w/the SOS team; Sproul introduction, as well

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

Upon approval of SM ideas, GDC will begin creative development.
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



SOS - Voter Ed - Phase I & 2

Status Report

Week of March 23, 2020

Flight	Job Category	Job Description
	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
	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

	WEBSITE	- Tour Report
		* Grassroots Tour - Brownsville
		- Tour Report
		Website Development
		* VoteTexas.gov Website Updates

		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
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED
January 27	February 6	COMPLETED
February 26		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

<i>Mar. 9</i>		<i>COMPLETED</i>
<i>Mar. 7</i>		<i>COMPLETED</i>
<i>Mar. 13</i>		<i>COMPLETED</i>
		<i>COMPLETED</i>

Next Steps, Status & Notes
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
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

<i>Work order for all website components to be submitted week of Feb. 24; due by March 9</i>

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SOS - Voter Ed - Phase I & 2

Status Report

Week of March 30, 2020

Flight	Job Category	Job Description
	RESEARCH	Statewide Quantitative Research Poll
		* Track Polling - English & Spanish
		* Contingency Plan A & Plan B
		* Research Results Presentation - P1 & P2
	MEDIA	Media Plan - Phase I
		* Media Buy Reconciliation
		* OOH POP
	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
		* <i>Media Planning and Placement</i>
		* <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>
	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>

		* Social Posting
	GRASSROOTS	Our Ready. Check. Vote. Grassroots Tour
		* Internal Brainstorm
		* 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
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	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
	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
	WEBSITE	* Grassroots Tour - Harlingen
		- Tour Report
		* Grassroots Tour - Brownsville
		- Tour Report
		Website Development
		* VoteTexas.gov Website Updates

		COMPLETE
April 26		
IN MOTION		
February 17	March 29	
IN MOTION		
TBD		
March 30		
TBD		

Friday - April 3		
TBD		
TBD		
April. 2020		
April. 2020		
TBD		
Week of April 6		
IN MOTION		
IN MOTION		
TBD		
IN MOTION		
April 1		
TBD		
TBD		

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
IN MOTION		COMPLETED
IN MOTION		COMPLETED
IN MOTION		COMPLETED
		COMPLETED

January 27	February 6	COMPLETED
February 26		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

Next Steps, Status & Notes
Both polling surveys approved on Sat, Feb. 29
GDC & Suma have discussed contingency plans of shifting the focus groups by a month, or possibly doing virtual focus groups.
Webinar presentation scheduled for April 2 @ 2pm; all results will be rolled into one report (confirmed this morning w/David & Matt/Baselice)
Upon completion of Phase 1, GDC will reconcile all media invoices and provide affidavits & invoices
OOH POP provided, but photos are glitchy; pending revised file
Monthly Analytics will be reviewed & provided to Voter Ed; GDC may include recommendations for adjustments for Phase 2
Digital POP ... creative presentation ... SOS presentation ... coordination
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 on Monday - March 30
Next Steps, Status & Notes
(Possibly a virtual presentation)

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 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 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 will share initial social media ideas, 2018 SM videos & calendar w/the SOS team; Sproul introduction, as well
Content calendar will be based on final approved ideas for April, May, June ...
Upon approval of SM ideas, GDC will begin creative development.

<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 designing grassroots footprint layout & gathering initial costs and timelines; internally due Friday, March 27</i>
<i>Design & write up completed; internal review & QC will begin next</i>
<i>Design & write up in motion</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 due to SOS by April 10</i>

<i>COMPLETED: GDC trafficked final files to Tiffany; digital OOH billboards go live Feb. 17</i>

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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
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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
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English roll up banner / fix
Truck reserved for RCV tour; door signage printing being coordinated
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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

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SOS - Voter Ed - Phase I & 2

Status Report

Week of March 16, 2020

Flight	Job Category	Job Description
	RESEARCH	Statewide Quantitative Research Poll
		* Research Results Presentation
		* Track Polling - English & Spanish
		* Contingency Plan A & Plan B
		* Results Presentation
	MEDIA	Media Plan - Phase I
		* Media Buy Reconciliation
	WEBSITE	Digital Animated Banners - Phase I
		* Monthly Digital Analytics
		Website Development - Phase I
		* Reporting / Analytics / Questions / Recommendation
	SOCIAL MEDIA	Social Posting - Phase I
		* Evergreen Library - Social Posts
		* Social Media Evaluator
Phase 2	Job Category	Job Description
	MEDIA	Media Plan - Phase 2

		* <i>Media Planning and Placement</i>
		* <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>
	COLLATERAL	Collateral & Printing
		* <i>Voter Partnership Kits</i>
		* <i>Posters - English & Spanish</i>
		* <i>Printing - Components TBD</i>
	SOCIAL MEDIA	Social Posting
		* <i>Content Calendar Development</i>
		* <i>Creative Development</i>
		* <i>Social Posting</i>
	GRASSROOTS	Our Ready. Check. Vote. Grassroots Tour
		* <i>Internal Brainstorm</i>
		* <i>Tour Sub-Brand - Name Options</i>
	SPECIAL EVENTS	Special Events & Press Conference
		* <i>Press Conference</i>
		* <i>Media Relations</i>

		* Community Relations & Corporate Partnerships
		* Video (B-roll packages)
	ADMIN	January Billing
		February Billing
		March Billing

OOO / Holidays	Dates
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	April 26	
February 17	March 29	
TBD		
TBD		
Tuesday - 3/24		

TBD		
<i>Week of March 19</i>		
<i>March . 2020</i>		

		COMPLETED
		COMPLETED

Next Steps, Status & Notes
<i>Presentation results ... pending per direction from Adam & Stephen</i>
<i>Both polling surveys approved on Sat, Feb. 29</i>
<i>GDC & Suma have discussed contingency plans of shifting the focus groups by a month, or possibly doing digital focus groups.</i>
<i>Webinar presentation scheduled for April 2 @ 2pm</i>
<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>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>GDC having an internal meeting on Thursday, March 19; recommendation will follow</i>
<i>Monthly Analytics will be gathered & shared internally on Monday - March 23rd; Analytics will be shared w/Stephen & team on Tuesday - March 24</i>
Next Steps, Status & Notes

GDC will start to move forward with Phase 2 media recommendation & timeline.
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
Internal meeting on March 19; recommendation to follow
APPROVED: GDC coordinating a recommendation for posters; Internal conversation about potentially kitting posters & other items for our partners
Internal meeting on March 19; recommendation to follow
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 & Voter Ed team will meet to discuss partnerships with Starbucks, Dunkin Donuts, etc. order to distribute voter materials; meeting date/time TBD. Internal meeting scheduled for March 23.

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



SOS - Voter Ed - Phase I & 2

Status Report

Week of March 16, 2020

	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
	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	- <i>Tour Report</i>
		Website Development
		* <i>VoteTexas.gov Website Updates</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
		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
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>

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

Client: SOS - Voter Education Campaign
Date: March 2020

Deliverables / Action Items	Status
Activity Report and Revised Phase 1 Budget	Complete
Weekly Status Reports	Complete and on-going
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
Media Plan – Execution	Final execution completed
Media Plan – Reconciliation	Reconciliation in motion
Media Plan – Phase 2 Scenarios	In motion
Strategy Messaging – Phase 2	In motion; research findings will apply
TV Production	Storyboards revisited; creative in motion
Digital Analytics	On-going
Digital – Reconciliation & POP	In motion; POP vendor reconciliation in motion
Website Development	In motion; proposal submitted for review
Website Components	On-going; components submitted to SOS
Social Media – Reconciliation & Evaluation	In motion
Social Media – Evergreen Library / Proposal	In motion
Social Media – Content Calendar	In motion
Voter Partnerships	In motion
Voter Ed Toolkit	Creative in motion
Grassroots – Brainstorming	Covid Impact & scenarios for budgets

2/10/20 6:00 PM

2/10/20 6:00 PM



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

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

Items/Activities	Status
None to report at this time	

From: [Melissa Getchell](#)
To: [Stephen Chang](#)
Cc: [Barbie Rugen](#); [Paola Herrera](#)
Subject: Voter Ed - Next week's social media
Date: Friday, February 28, 2020 5:42:22 PM
Attachments: image001.png
Voter_Ed_Social_March2020.xlsx
Importance: High

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.

Hey Stephen,

Apologies for the delay but I wanted to make sure the entire team had a chance to review again. Attached, please find the social media content and timing for next week. If you have any questions at all, let us know!

Have a great weekend!

Thanks,

Melissa Getchell | Account Executive

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

221 W. Poplar

San Antonio, TX 78212

signature_662596058



Channel	Date	Time	Post Copy	Dropbox Link
Twitter	2/29/2020	3:00:00 PM	Are you ready? Check if you have an approved form of photo ID and what to do if you can't reasonably obtain one at VoteTexas.gov. #VoteTexas #ReadyCheckVote	https://www.dropbox.com/s/ayuv6lr46chca3c/9440_SoS_Voter_Social-3days_ENG.jpg?dl=0
Instagram	2/29/2020	3:00:00 PM	Are you ready? Check if you have an approved form of photo ID and what to do if you can't reasonably obtain one at VoteTexas.gov. #VoteTexas #ReadyCheckVote	https://www.dropbox.com/s/ayuv6lr46chca3c/9440_SoS_Voter_Social-3days_ENG.jpg?dl=1
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Facebook - Spanish	2/29/2020	3:00:00 PM	¿Está listo? Verifique si ya cuenta con una de las identificaciones aprobadas con foto y qué hacer si no puede razonablemente obtener una de ellas en VoteTexas.gov. #VoteTexas #ListoVerifiqueVote	https://www.dropbox.com/s/1utpzvog6xjnfvw/9440_SoS_Voter_Social-3Days_SPA.jpg?dl=0
Twitter	3/1/2020	3:00:00 PM	Are you ready? Check if you have an approved form of photo ID and what to do if you can't reasonably obtain one at VoteTexas.gov. #VoteTexas #ReadyCheckVote	https://www.dropbox.com/s/q306nlpendp64u7/9440_SoS_Voter_Social-2Days_ENG.jpg?dl=0
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Facebook - Spanish	3/6/2020	3:00:00 PM	¡Qué tal Hidalgo! Vamos a estar en Borderfest el sábado. Pasen a visitar nuestro puesto y verifiquen si ya cuentan con una identificación con foto aprobada para cuando vayan a votar. Conozcan cuales son las identificaciones con foto aprobadas se aceptarán y qué hacer si no pueden por motivos razonables obtener una de ellas en VoteTexas.gov. #VoteTexas #ListoVerifiqueVote	https://www.dropbox.com/s/j8f1f5qyi27xevu/9440_SoS_Voter_Social-Tour-A5.jpg?dl=0