

From: [Barbie Rugen](#)
To: [Stephen Chang](#); [David Zapata](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Tita Sartorio](#)
Subject: FW: Voter Ed - Info Cards & Posters
Date: Friday, February 14, 2020 4:30:02 PM
Attachments: image001.jpg
image002.png
9436_SoS_VoterEd_11x17 Poster_v02[3].pdf
9436_SoS_VoterEd_InfoCard_v02[1].pdf
9440 VoterEd Disclaimer Copy 2-24-20.docx
Importance: High

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Hi Stephen & David!

Gonna pop in real quick to let you know that [REDACTED]
[REDACTED] I've attached a Word doc with both options so that you can review as copy only.

On these revised files, we have the adjusted copy. It's an easy switch in case you want to go with the website version.

When you get a chance, please review & let us know your thoughts. We'll wait to hear from y'all!

From: Melissa Getchell <mgetchell@gdc-co.com>
Date: Friday, February 14, 2020 at 4:19 PM
To: Stephen Chang <SChang@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

Hey Stephen and David,

Attached are the revised info cards and posters. [REDACTED]
[REDACTED] Please let me know if these are approved or you'd like us to make any changes before we send them on for production.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, February 14, 2020 at 11:25 AM
To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Info Cards & Posters

Sounds good. We'll be expecting on our side and will make approvals as they come in and we review.

Appreciate it!

Thanks!

- SC

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

Sent: Friday, February 14, 2020 11:19 AM

To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

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Good morning & Happy Valentine's Day!

[REDACTED] We'll revise our Spanish streaming video script & send to you as soon as it's ready. Just wanted to provide a quick status so that you knew it was in motion with us.

In the meantime, any questions, please let us know. Thank you!

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

Date: Thursday, February 13, 2020 at 6:33 PM

To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

Thanks all. Yes, let's hold temporarily until we see if we can incorporate DZ's edit.

- SC

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

Sent: Thursday, February 13, 2020 5:49:47 PM

To: David Zapata <DZapata@sos.texas.gov>; Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

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No need for an apology, David. We're happy to provide our thoughts on the question below. We'll hold off on our final order until your team is happy with the Spanish translations.

I'll ask Tita to provide clarification on this one. Might not be tonight, but we'll definitely have an answer first thing in the morning.

Y'all have a good night!

From: David Zapata <DZapata@sos.texas.gov>

Date: Thursday, February 13, 2020 at 5:42 PM

To: Stephen Chang <SChang@sos.texas.gov>, Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: RE: Voter Ed - Info Cards & Posters

Hi Everyone,

This is David Zapata. I looked at the Spanish translations and they looked great! Thank you for your updates to the Spanish messaging.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

If you have any questions or need further explanation about what I'm referring to please feel to contact me at your convenience.

Thank you,

David Zapata
Assistant Secretary of State for Mexican & Border Affairs
Office of the Texas Secretary of State
512-463-5770 Office
dzapata@sos.texas.gov



From: Stephen Chang <SChang@sos.texas.gov>
Sent: Thursday, February 13, 2020 5:04 PM
To: 'Barbie Rugen' <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Info Cards & Posters

We've also reviewed these and are also good to go here. Thank you!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Thursday, February 13, 2020 2:10 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>

Subject: SOS: Voter Ed - Info Cards & Posters

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Hi there Stephen!

Following is a DropBox link with the revised info card and poster, with minor Spanish copy changes based on our Tuesday call. Edits were minor, but we'd appreciate your eyes on them. Please take a peek & let us know your thoughts.

With your approvals, we'll move forward with printing (1,000) info cards, per your original approval of both the cards & quote. We'll take the info cards along with us for our press conference & grassroots tour.

We still owe you a quote for the posters. We've decided on a 24" x 36" size so that when displayed, it'll be noticed and call attention to our messaging. As we move along in our campaign, our goal will be to ship these posters to partners in Texas that are interested in displaying them (Eng or Span, or both if requested), along with the info cards and stickers. The goal would be to create a little kit for these folks. We'll start these partnership efforts & get a good gage before ordering our final quantities. We'll share all pieces again, plus partners and costs.

Once you review, please let us know if there are any questions. We'd like to get final print ready files to our vendor tomorrow, if possible. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

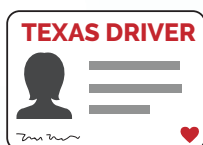
San Antonio, TX 78212

signature_780749588

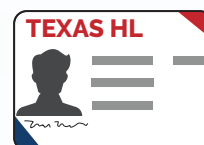


READY. CHECK. VOTE.

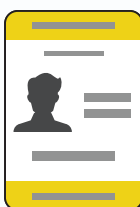
Take **1 of these 7** acceptable forms of ID to the ballot when you vote.



Texas Driver License*



Texas Handgun License*



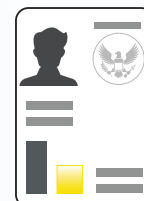
Texas Election ID Certificate*



U.S. Citizenship Certificate with Photo



Texas Personal ID Card*



U.S. Military ID Card with Photo*



U.S. Passport* (Book or Card)

Do not possess and cannot reasonably obtain one of these acceptable forms of ID?

You may qualify for a Reasonable Impediment Declaration by showing a copy or original of one of the following approved IDs:

- Certified Domestic Birth Certificate or Court Admissible Birth Document
- Current Utility Bill
- Bank Statement
- Government Check
- Paycheck
- Government document with your name and an address including your Voter Registration Certificate

Exemptions might apply. Find out more at:

VOTETEXAS.GOV
POWERED BY THE **TEXAS SECRETARY OF STATE**
or call **1-800-252-VOTE (8683)**

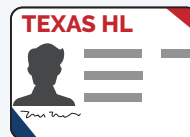
*For voters aged 18 – 69 years, photo ID can be expired for up to four years. For voters aged 70 and older, photo ID can be expired for any length of time if otherwise valid.
TX-SOS-20-0541-J-000006

¿LISTO? VERIFIQUE. I VOTE!

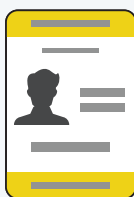
Lleve **1 de las 7** identificaciones
aprobadas a la casilla cuando
vaya a votar.



Licencia
de Conducir
de Texas*



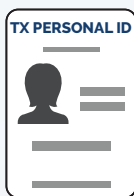
Licencia para Portar
Armas de Fuego en
Texas*



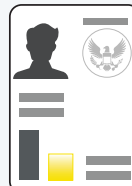
Certificado de
Identificación
Electoral de Texas*



Certificado de
Ciudadanía
de EE.UU. con
Fotografía



Tarjeta de
Identificación
Personal de Texas*



Cédula de
Identificación Militar
de los EE.UU. con
Fotografía*



Pasaporte de
EE.UU.*
(Libro o Tarjeta)

¿No posee y por motivos razonables no puede
obtener una de estas identificaciones aprobadas?

Usted podría calificar para llenar una Declaración de Impedimento Razonable
junto con la original o una copia de las siguientes identificaciones aprobadas:

- Acta de Nacimiento Nacional
Certificada o documento
admisible en un tribunal
de justicia que confirma su
identidad y nacimiento
- Estado de Cuenta Bancario
- Factura Reciente de
Servicios Públicos
- Cheque del Gobierno
- Cheque de Pago
- Documento del gobierno con su
nombre y domicilio, y su Certificado
de Registro de Votante

Podrán aplicar exenciones. Más información en:

VOTETEXAS.GOV

ACTIVADA POR **LA SECRETARÍA DEL ESTADO DE TEXAS**

o llame al 1-800-252-VOTE (8683)

*Para votantes entre 18 y 69 años, la identificación con foto puede tener un vencimiento
de hasta 4 años. Para los votantes de 70 años o más, su identificación con foto puede
haber vencido por cualquier período de tiempo si lo demás sigue vigente.

TX-SOS-20-0541-J-000007

**READY.
CHECK.
VOTE.**

**Take 1 of these 7 acceptable
forms of ID to the ballot when
you vote.**



Texas Driver
License*



Texas Handgun
License*



Texas Election
ID Certificate*



U.S. Citizenship
Certificate with
Photo



Texas Personal
ID Card*



U.S. Military
ID Card
with Photo*



U.S. Passport*
(Book or Card)

**Do not possess and cannot reasonably
obtain one of these acceptable forms of ID?**

You may qualify for a Reasonable Impediment Declaration by showing a copy or original of one of the following approved IDs:

- Certified Domestic Birth Certificate or Court Admissible Birth Document
- Current Utility Bill
- Bank Statement
- Government Check
- Paycheck
- Government document with your name and an address including your Voter Registration Certificate

Exemptions might apply. Find out more at:

VOTETEXAS.GOV
POWERED BY THE *TEXAS SECRETARY OF STATE*
or call 1-800-252-VOTE (8683)

*For voters aged 18 – 69 years, photo ID can be expired for up to four years. For voters aged 70 and older, photo ID can be expired for any length of time if otherwise valid.

TX-SOS-20-0541-J-000008

VOTETEXAS.GOV

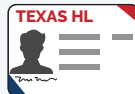
ACTIVADA POR LA SECRETARÍA DEL ESTADO DE TEXAS

**¿LISTO?
VERIFIQUE.
¡VOTE!**

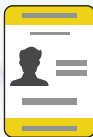
**Lleve 1 de las 7 identificaciones
aprobadas a la casilla cuando
vaya a votar.**



**Licencia
de Conducir
de Texas***



**Licencia para Portar
Armas de Fuego en
Texas***



**Certificado de
Identificación
Electoral de Texas***



**Certificado de
Ciudadanía
de EE.UU. con
Fotografía**



**Tarjeta de
Identificación
Personal de Texas***



**Cédula de
Identificación Militar
de los EE.UU. con
Fotografía***



**Pasaporte de
EE.UU.*
(Libro o Tarjeta)**

**¿No posee y por motivos razonables
no puede obtener una de estas
identificaciones aprobadas?**

Usted podría calificar para llenar una Declaración de Impedimento Razonable junto con la original o una copia de las siguientes identificaciones aprobadas:

- Acta de Nacimiento Nacional Certificada o documento admisible en un tribunal de justicia que confirma su identidad y nacimiento
- Factura Reciente de Servicios Públicos
- Estado de Cuenta Bancario
- Cheque del Gobierno
- Cheque de Pago
- Documento del gobierno con su nombre y domicilio, y su Certificado de Registro de Votante

Podrán aplicar exenciones. Más información en:

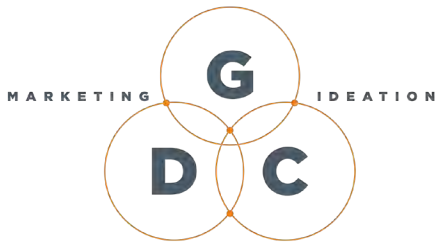
VOTETEXAS.GOV

ACTIVADA POR LA SECRETARÍA DEL ESTADO DE TEXAS

o llame al 1-800-252-VOTE (8683)

*Para votantes entre 18 y 69 años, la identificación con foto puede tener un vencimiento de hasta 4 años. Para los votantes de 70 años o más, su identificación con foto puede haber vencido por cualquier período de tiempo si lo demás sigue vigente.

TX-SOS-20-0541-J-000009



CREATIVE COPY

CLIENT:	SOS
PROJECT:	PH1: Primaries
JOB #:	9440
DATE:	2/14/20

APPROVED LAST YEAR (Now with “foto” in every instance)

*Para votantes entre 18 y 69 años, la identificación con foto puede tener un vencimiento de hasta 4 años. Para los votantes de 70 años o más, su identificación con foto puede haber vencido por cualquier período de tiempo si lo demás sigue vigente.

*For voters aged 18 – 69 years, photo ID can be expired for up to four years. For voters aged 70 and older, photo ID can be expired for any length of time if otherwise valid.

ON WEBSITE:

*Para los votantes entre 18 y 69 años, la identificación aprobada con fotografía no debe haber vencido más de 4 años antes de ser presentada para la calificación del votante en la casilla electoral. Para los votantes de 70 años de edad o más, la forma de identificación aprobada con fotografía puede estar vencida por cualquier período de tiempo si la identificación es por lo demás válida.

*For voters aged 18-69, the acceptable form of photo identification may be expired no more than four years before being presented for voter qualification at the polling place. For voters aged 70 or older, the acceptable form of photo identification may be expired for any length of time if the identification is otherwise valid.

From: [Melissa Getchell](#)
To: [Stephen Chang](#); [Barbie Rugen](#)
Cc: [Beth Wammack](#); [Victor Noriega](#); [Tita Sartorio](#); [Adam Bitter](#); [David Zapata](#)
Subject: Re: Voter Ed - Radio Record
Date: Thursday, February 13, 2020 9:25:59 AM
Attachments: All Texans 30 Spanish R1[2][1].mp3
All Texans 60 Spanish R1[2].mp3
Importance: High

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Good morning Stephen,

Attached is the revised :30 Spanish radio spot. Since the :60 had the same take, we revised that as well. Please let us know if these are approved and we'll traffic to the vendor.

Thanks!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Wednesday, February 12, 2020 at 4:51 PM
To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Radio Record

Great. TY!

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Wednesday, February 12, 2020 4:50 PM
To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Subject: Re: Voter Ed - Radio Record

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Hey Stephen,

Wonderful! We'll ask the team to see what other takes we have for that line and circle back.

Thanks,

Melissa

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

Date: Wednesday, February 12, 2020 at 4:48 PM

To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Radio Record

GDC Team:

Thanks for sending these over! We all had a chance to listen to them and thought they sounded great.

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>

Sent: Wednesday, February 12, 2020 12:30 PM

To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: Re: Voter Ed - Radio Record

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Hey Stephen,

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 11, 2020 at 4:14 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>
Subject: Re: Voter Ed - Radio Record

Hah! All good... I think I missed that. Been a long day already. I had a good laugh just now. Thanks again!

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From: Barbie Rugen <brugen@gdc-co.com>
Sent: Tuesday, February 11, 2020 4:11:23 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>
Subject: Re: Voter Ed - Radio Record

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Ha!

My (lack of) humor didn't come across in my email, Stephen. Apologies for that.

We'd never torture Secretary Hughs with recording an entire :60 radio spot. We'll leave that up to the folks that we can have record specific lines 60xs over, if needed. We also understand how precious her time is, especially after seeing her February schedule. We'll leave the :60s, :30s and :15s to the professionals and call it a day.

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 11, 2020 at 3:31 PM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>

[co.com](#)>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>
Subject: RE: SOS: Voter Ed - Radio Record

Also,

I think 60 second spots in Phase 2 are fine. As long as we hammer a date and time that works, I don't think she's opposed in any way.

We'll make that work.

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Tuesday, February 11, 2020 2:36 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>
Subject: SOS: Voter Ed - Radio Record

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Hi there Stephen!

I walked in right after the confusion about the radio record & the exact section that Secretary Hughs was set to record. For any confusion, we apologize.

We strived to keep our production as simple and easy for the Secretary as possible for Phase 1. We also planned for a quick turn around with this one, so we only deemed the closing for her.

BUT ...

Knowing that Secretary Hughs was ready to record a :60 spot ... I'm sure we might take her up on that for Phase 2, if she's open to it. You let us know.

Again, apologies for the confusion with today's session. We're still at the studio & working on the spots. Will likely have something for y'all to listen to tomorrow!

If you have any questions, please let us know. Thank you for all your help today!

From: [Melissa Getchell](#)
To: [Stephen Chang](#); [Barbie Rugen](#)
Cc: [Beth Wammack](#); [Victor Noriega](#); [Tita Sartorio](#); [Adam Bitter](#); [David Zapata](#)
Subject: Re: Voter Ed - Radio Record
Date: Thursday, February 13, 2020 9:43:05 AM

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Oh, we're happy to but thank you for the kind words, as well as another quick approval! We'll traffic all six approved spots to the vendor now.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Thursday, February 13, 2020 at 9:40 AM
To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Radio Record

SOS has approved and we are ready to proceed with these.

Additionally, she wanted me to thank you all for accommodating that change.

Appreciate it!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Thursday, February 13, 2020 9:25 AM
To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Subject: Re: Voter Ed - Radio Record
Importance: High

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informationsecurity@sos.texas.gov.

Good morning Stephen,

Attached is the revised :30 Spanish radio spot. Since the :60 had the same take, we revised that as well. Please let us know if these are approved and we'll traffic to the vendor.

Thanks!

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

Date: Wednesday, February 12, 2020 at 4:51 PM

To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Radio Record

Great. TY!

From: Melissa Getchell <mgetchell@gdc-co.com>

Sent: Wednesday, February 12, 2020 4:50 PM

To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>

Subject: Re: Voter Ed - Radio Record

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Hey Stephen,

Wonderful! We'll ask the team to see what other takes we have for that line and circle back.

Thanks,

Melissa

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

Date: Wednesday, February 12, 2020 at 4:48 PM

To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata

<DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Radio Record

GDC Team:

Thanks for sending these over! We all had a chance to listen to them and thought they sounded great.

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>

Sent: Wednesday, February 12, 2020 12:30 PM

To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: Re: Voter Ed - Radio Record

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Hey Stephen,

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Thanks,

Melissa

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

Date: Tuesday, February 11, 2020 at 4:14 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>

Subject: Re: Voter Ed - Radio Record

Hah! All good... I think I missed that. Been a long day already. I had a good laugh just now. Thanks again!

Get [Outlook for iOS](#)

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

Sent: Tuesday, February 11, 2020 4:11:23 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>

Subject: Re: Voter Ed - Radio Record

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Ha!

My (lack of) humor didn't come across in my email, Stephen. Apologies for that.

We'd never torture Secretary Hughs with recording an entire :60 radio spot. We'll leave that up to the folks that we can have record specific lines 60xs over, if needed. We also understand how precious her time is, especially after seeing her February schedule. We'll leave the :60s, :30s and :15s to the professionals and call it a day.

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

Date: Tuesday, February 11, 2020 at 3:31 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>

Subject: RE: SOS: Voter Ed - Radio Record

Also,

I think 60 second spots in Phase 2 are fine. As long as we hammer a date and time that works, I don't think she's opposed in any way.

We'll make that work.

- SC

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

Sent: Tuesday, February 11, 2020 2:36 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>

Subject: SOS: Voter Ed - Radio Record

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 there Stephen!

I walked in right after the confusion about the radio record & the exact section that Secretary Hughs was set to record. For any confusion, we apologize.

We strived to keep our production as simple and easy for the Secretary as possible for Phase 1. We also planned for a quick turn around with this one, so we only deemed the closing for her.

BUT ...

Knowing that Secretary Hughs was ready to record a :60 spot ... I'm sure we might take her up on that for Phase 2, if she's open to it. You let us know.

Again, apologies for the confusion with today's session. We're still at the studio & working on the spots. Will likely have something for y'all to listen to tomorrow!

If you have any questions, please let us know. Thank you for all your help today!

From: [Melissa Getchell](#)
To: [Stephen Chang](#)
Cc: [Barbie Rugen](#); [Paola Herrera](#)
Subject: Re: Reminder - Revised Tweets
Date: Wednesday, February 26, 2020 11:23:04 AM
Attachments: image001.jpg

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Hey Stephen,

Thank you again for your patience! The Hidalgo and Brownsville social media posts have been revised to include reasonable impediment verbiage and a link to VoteTexas.gov. You can access the posts via the same link, [REDACTED]

Please let me know if you have any questions or concerns.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 25, 2020 at 7:36 PM
To: Melissa Getchell <mgetchell@gdc-co.com>
Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: RE: Reminder - Revised Tweets

No worries, all good. I'll look for it tomorrow. Appreciate it!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Tuesday, February 25, 2020 6:20 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Reminder - Revised Tweets

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Hey Stephen,

My sincerest apologies – I didn't realize that Tita was out sick when I promised you a revised link today. Rest assured, we will send you the revised link as early as possible tomorrow.

All the best,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 25, 2020 at 9:34 AM
To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: RE: Reminder - Revised Tweets

Thanks!

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Tuesday, February 25, 2020 9:34 AM
To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Reminder - Revised Tweets

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Good morning Stephen,

We'll send you a revised link today.

Thanks!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 25, 2020 at 9:24 AM
To: Barbie Rugen <brugen@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: Reminder - Revised Tweets

[REDACTED]

Thanks!

- SC

--

--
Stephen Chang
Director of Communications
Office of the Secretary of State
Capitol Building, Room 1E.8
Direct: (512) 463-6116
Cell: (512) 538-5293
SChang@sos.texas.gov



From: [Stephen Chang](#)
To: ["Melissa Getchell"](#)
Cc: [Barbie Rugen](#); [Paola Herrera](#)
Subject: RE: Reminder - Revised Tweets
Date: Wednesday, February 26, 2020 12:39:11 PM
Attachments: image001.jpg

Excellent. Thank you for making those changes!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Wednesday, February 26, 2020 11:23 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Reminder - Revised Tweets

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Hey Stephen,

Thank you again for your patience! The Hidalgo and Brownsville social media posts have been revised to include reasonable impediment verbiage and a link to VoteTexas.gov. You can access the posts via the same link, [REDACTED]

Please let me know if you have any questions or concerns.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 25, 2020 at 7:36 PM
To: Melissa Getchell <mgetchell@gdc-co.com>
Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: RE: Reminder - Revised Tweets

No worries, all good. I'll look for it tomorrow. Appreciate it!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Tuesday, February 25, 2020 6:20 PM

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

Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>

Subject: Re: Reminder - Revised Tweets

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Hey Stephen,

My sincerest apologies – I didn't realize that Tita was out sick when I promised you a revised link today. Rest assured, we will send you the revised link as early as possible tomorrow.

All the best,

Melissa

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

Date: Tuesday, February 25, 2020 at 9:34 AM

To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>

Subject: RE: Reminder - Revised Tweets

Thanks!

From: Melissa Getchell <mgetchell@gdc-co.com>

Sent: Tuesday, February 25, 2020 9:34 AM

To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>

Subject: Re: Reminder - Revised Tweets

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Good morning Stephen,

We'll send you a revised link today.

Thanks!

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

Date: Tuesday, February 25, 2020 at 9:24 AM

To: Barbie Rugen <brugen@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>

Subject: Reminder - Revised Tweets

[REDACTED]

Thanks!

- SC

--

[REDACTED]

--

Stephen Chang
Director of Communications
Office of the Secretary of State
Capitol Building, Room 1E.8
Direct: (512) 463-6116
Cell: (512) 538-5293
SChang@sos.texas.gov



From: [Stephen Chang](#)
To: ["Olivia Thomas"](#)
Cc: [Barbie Rugen](#); [Paola Herrera](#)
Subject: RE: Voter Ed: May Social - Website Video/Day in History
Date: Wednesday, May 27, 2020 1:54:54 PM
Attachments: image001.png
image002.png
image003.png
image004.png

Excellent. I approved the social for today.

Great!

- SC

From: Olivia Thomas <othomas@gdc-co.com>
Sent: Wednesday, May 27, 2020 1:54 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Voter Ed: May Social - Website Video/Day in History

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All of your requested changes have been made and the updated post is on Sprout for your approval.

Sounds good on the script, we'll wait to hear!

Thanks,

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_1737497627



From: Stephen Chang <SChang@sos.texas.gov>
Date: Wednesday, May 27, 2020 at 1:06 PM
To: Olivia Thomas <othomas@gdc-co.com>
Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: RE: Voter Ed: May Social - Website Video/Day in History

Thanks Olivia. New graphic looks great! [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]

--

Once these changes are made I'll approve and will post at 3. Thanks!

--

On the script, will review with Adam to confirm then circle back.

TY,

- SC

From: Olivia Thomas <othomas@gdc-co.com>

Sent: Wednesday, May 27, 2020 12:49 PM

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

Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>

Subject: Re: Voter Ed: May Social - Website Video/Day in History

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Hi Stephen,

You can find the updated post for today on Sprout with a new photo and we altered the copy just a

little bit. Let us know what you think of the photo, this one was free to use in the public domain.

For the copy change in the video, we're happy to correct the VO. Could you please confirm that the highlighted section of the attached document, which is the script for the video is correct before we record?

If there is anything else, please let me know. Thanks!

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_651043989



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

Date: Wednesday, May 27, 2020 at 8:12 AM

To: Olivia Thomas <othomas@gdc-co.com>

Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>

Subject: RE: Voter Ed: May Social - Website Video/Day in History

All:

Thanks again for your work on the social. If the post for today gets reworded and reimaged (if possible) by this afternoon, I'm still planning to put it up.

On the VoteTexas tutorial video post, [REDACTED]

[REDACTED]

[REDACTED]

We're fine with moving the post date for this video back, so no rush on this. We'd apply the same changes in Spanish of course.

Appreciate it!

- SC

From: Olivia Thomas <othomas@gdc-co.com>

Sent: Tuesday, May 26, 2020 10:28 AM

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

Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>

Subject: Re: Voter Ed: May Social - Website Video/Day in History

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Stephen,

Great! So happy you like them. Paola gets all of the credit for the voiceovers.

For the day in history post, I would be happy to have it reworded to the below. Let me check in with our team on the image and get back to you.

Thanks!

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_2016519587



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

Date: Friday, May 22, 2020 at 6:47 PM

To: Olivia Thomas <othomas@gdc-co.com>

Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>

Subject: RE: Voter Ed: May Social - Website Video/Day in History

Olivia,

I think the videos are great! Very informative, and the voiceover work is stellar! I'll be checking with David Zapata (for Spanish) on our end and working on approving these as soon as I can.

I agree with Paola on pushing this back for that reason – shouldn't be a problem.

--

On the Day in History post,

[REDACTED]

[REDACTED]

--

[REDACTED]

[REDACTED]

[REDACTED]

From: Olivia Thomas <othomas@gdc-co.com>
Sent: Friday, May 22, 2020 3:16 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Voter Ed: May Social - Website Video/Day in History

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I wanted to update you on the status of our last two social post for May. We have both of the Website Tutorial videos up on Sprout ready for your approval, we apologize again for the delay. We had some technical setbacks with the Spanish voiceover, but now we think both sound great! Paola has pushed the posting date on this one back to 5/29 because we were thinking that we won't get much traffic over Memorial Day week.

The Day in History post is also up on Sprout and ready for your approval. We had that post scheduled for Wednesday the 27th, which is why we put the website videos after that. Please let us know if you have any revisions or feedback after you get the chance to review. Of course, we can also switch around the posting dates however you'd like!

Thanks Stephen, hope you have a nice long weekend!

Olivia Thomas | Account Executive
O: 210.446.0972 | **M:** 720.256.0544
221 W. Poplar
San Antonio, TX 78212

signature_1325563648



From: [Olivia Thomas](#)
To: [Stephen Chang](#)
Cc: [Barbie Rugen](#); [Paola Herrera](#)
Subject: Re: Voter Ed: May Social - Website Video/Day in History
Date: Wednesday, May 27, 2020 3:38:14 PM
Attachments: image001.png
image002.png
image003.png
image004.png

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Great! I'll let Paola and Tita know and we'll work on recording new VO for English and Spanish this week. I will update you as soon as the videos are ready for viewing and approval on Sprout.
No problem!

Thanks,

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_695776932



From: Stephen Chang <SChang@sos.texas.gov>
Date: Wednesday, May 27, 2020 at 3:33 PM
To: Olivia Thomas <othomas@gdc-co.com>
Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: RE: Voter Ed: May Social - Website Video/Day in History

GDC Team:

Adam, David and I reviewed the revised English and Spanish script and are good with proceeding with the rerecording. Thanks for accommodating that change!

- SC

From: Olivia Thomas <othomas@gdc-co.com>
Sent: Wednesday, May 27, 2020 12:49 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Voter Ed: May Social - Website Video/Day in History

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You can find the updated post for today on Sprout with a new photo and we altered the copy just a little bit. Let us know what you think of the photo, this one was free to use in the public domain.

For the copy change in the video, we're happy to correct the VO. Could you please confirm that the highlighted section of the attached document, which is the script for the video is correct before we record?

If there is anything else, please let me know. Thanks!

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

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signature_651043989



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

Date: Wednesday, May 27, 2020 at 8:12 AM

To: Olivia Thomas <othomas@gdc-co.com>

Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>

Subject: RE: Voter Ed: May Social - Website Video/Day in History

All:

Thanks again for your work on the social. If the post for today gets reworded and reimaged (if possible) by this afternoon, I'm still planning to put it up.

On the VoteTexas tutorial video post, [REDACTED]

[REDACTED]

[REDACTED]

We're fine with moving the post date for this video back, so no rush on this. We'd apply the same

changes in Spanish of course.

Appreciate it!

- SC

From: Olivia Thomas <othomas@gdc-co.com>
Sent: Tuesday, May 26, 2020 10:28 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Voter Ed: May Social - Website Video/Day in History

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Great! So happy you like them. Paola gets all of the credit for the voiceovers.

For the day in history post, I would be happy to have it reworded to the below. Let me check in with our team on the image and get back to you.

Thanks!

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_2016519587



From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, May 22, 2020 at 6:47 PM
To: Olivia Thomas <othomas@gdc-co.com>
Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: RE: Voter Ed: May Social - Website Video/Day in History

Olivia,

I think the videos are great! Very informative, and the voiceover work is stellar! I'll be checking with David Zapata (for Spanish) on our end and working on approving these as soon as I can.

I agree with Paola on pushing this back for that reason – shouldn't be a problem.

--

On the Day in History post,

[REDACTED]

[REDACTED]

--

[REDACTED]

[REDACTED]

[REDACTED]

From: Olivia Thomas <othomas@gdc-co.com>

Sent: Friday, May 22, 2020 3:16 PM

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

Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>

Subject: Voter Ed: May Social - Website Video/Day in History

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I wanted to update you on the status of our last two social post for May. We have both of the Website Tutorial videos up on Sprout ready for your approval, we apologize again for the delay. We had some technical setbacks with the Spanish voiceover, but now we think both sound great! Paola has pushed the posting date on this one back to 5/29 because we were thinking that we won't get much traffic over Memorial Day week.

The Day in History post is also up on Sprout and ready for your approval. We had that post scheduled for Wednesday the 27th, which is why we put the website videos after that. Please let us know if you have any revisions or feedback after you get the chance to review. Of course, we can also switch around the posting dates however you'd like!

Thanks Stephen, hope you have a nice long weekend!

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_1325563648



From: [Barbie Rugen](#)
To: [Stephen Chang](#); [David Zapata](#)
Cc: [Beth Wammack](#); [Tita Sartorio](#); [Melissa Getchell](#)
Subject: Re: Voter Ed - Info Cards & Posters
Date: Friday, February 14, 2020 5:47:22 PM
Attachments: image001.jpg
image002.png

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Yabba dabba doooo! Great way to end our Friday.

We'll consider the revised info cards & press conference posters approved. We'll create final files & get printing in motion asap on Monday.

Gentlemen, we hope y'all have a great weekend. If anything is needed, we're here. Thank you!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, February 14, 2020 at 5:38 PM
To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>
Subject: RE: Voter Ed - Info Cards & Posters

[For both English and Spanish – on the info cards and posters.](#)

From: Stephen Chang
Sent: Friday, February 14, 2020 5:38 PM
To: 'Melissa Getchell' <mgetchell@gdc-co.com>; Barbie Rugen <brugen@gdc-co.com>; David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>
Subject: RE: Voter Ed - Info Cards & Posters

I apologize on my end and place this solely on me. "Approved" for both. I should have caught this but David pointed this point.

Thanks,

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Friday, February 14, 2020 5:29 PM
To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>; David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: Re: Voter Ed - Info Cards & Posters

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Hey Stephen,

Would you like us to revise the copy in the info cards and posters that were sent, or were you just providing feedback to the copy proposed in the doc? Currently, the info cards and posters have the same copy as the large posters we're printing for the press conference so I just want to make sure we're all aligned.

Thanks,

Melissa

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

Date: Friday, February 14, 2020 at 4:48 PM

To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>

Subject: RE: Voter Ed - Info Cards & Posters

[REDACTED]

Thanks!

- SC

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

Sent: Friday, February 14, 2020 4:26 PM

To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: FW: Voter Ed - Info Cards & Posters

Importance: High

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informationsecurity@sos.texas.gov.

Hi Stephen & David!

Gonna pop in real quick to let you know that [REDACTED]
[REDACTED] I've attached a Word doc with both options so that you can review as copy only.

On these revised files, we have the adjusted copy. It's an easy switch in case you want to go with the website version.

When you get a chance, please review & let us know your thoughts. We'll wait to hear from y'all!

From: Melissa Getchell <mgetchell@gdc-co.com>

Date: Friday, February 14, 2020 at 4:19 PM

To: Stephen Chang <SChang@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

Hey Stephen and David,

Attached are the revised info cards and posters. [REDACTED]
[REDACTED] Please let me know if these are approved or you'd like us to make any changes before we send them on for production.

Thanks,

Melissa

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

Date: Friday, February 14, 2020 at 11:25 AM

To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Info Cards & Posters

Sounds good. We'll be expecting on our side and will make approvals as they come in and we review.

Appreciate it!

Thanks!

- SC

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

Sent: Friday, February 14, 2020 11:19 AM

To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

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Good morning & Happy Valentine's Day!

[REDACTED]. We'll revise our Spanish streaming video script & send to you as soon as it's ready. Just wanted to provide a quick status so that you knew it was in motion with us.

In the meantime, any questions, please let us know. Thank you!

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

Date: Thursday, February 13, 2020 at 6:33 PM

To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

Thanks all. Yes, let's hold temporarily until we see if we can incorporate DZ's edit.

- SC

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

Sent: Thursday, February 13, 2020 5:49:47 PM

To: David Zapata <DZapata@sos.texas.gov>; Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

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No need for an apology, David. We're happy to provide our thoughts on the question below. We'll hold off on our final order until your team is happy with the Spanish translations.

I'll ask Tita to provide clarification on this one. Might not be tonight, but we'll definitely have an answer first thing in the morning.

Y'all have a good night!

From: David Zapata <DZapata@sos.texas.gov>

Date: Thursday, February 13, 2020 at 5:42 PM

To: Stephen Chang <SChang@sos.texas.gov>, Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: RE: Voter Ed - Info Cards & Posters

Hi Everyone,

This is David Zapata. I looked at the Spanish translations and they looked great! Thank you for your updates to the Spanish messaging.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

If you have any questions or need further explanation about what I'm referring to please feel to

contact me at your convenience.

Thank you,

David Zapata
Assistant Secretary of State for Mexican & Border Affairs
Office of the Texas Secretary of State
512-463-5770 Office
dzapata@sos.texas.gov



From: Stephen Chang <SChang@sos.texas.gov>
Sent: Thursday, February 13, 2020 5:04 PM
To: 'Barbie Rugen' <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Info Cards & Posters

We've also reviewed these and are also good to go here. Thank you!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Thursday, February 13, 2020 2:10 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>
Subject: SOS: Voter Ed - Info Cards & Posters

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Hi there Stephen!

Following is a DropBox link with the revised info card and poster, with minor Spanish copy changes based on our Tuesday call. Edits were minor, but we'd appreciate your eyes on them. Please take a peek & let us know your thoughts.

[REDACTED]

With your approvals, we'll move forward with printing (1,000) info cards, per your original approval of both the cards & quote. We'll take the info cards along with us for our press conference & grassroots tour.

We still owe you a quote for the posters. We've decided on a 24" x 36" size so that when displayed, it'll be noticed and call attention to our messaging. As we move along in our campaign, our goal will be to ship these posters to partners in Texas that are interested in displaying them (Eng or Span, or both if requested), along with the info cards and stickers. The goal would be to create a little kit for these folks. We'll start these partnership efforts & get a good gage before ordering our final quantities. We'll share all pieces again, plus partners and costs.

Once you review, please let us know if there are any questions. We'd like to get final print ready files to our vendor tomorrow, if possible. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_780749588



From: [Melissa Getchell](#)
To: [Stephen Chang](#); [David Zapata](#)
Cc: [Beth Wammack](#); [Tita Sartorio](#); [Barbie Rugen](#); [Leonard Guerra](#); [Adam Bitter](#)
Subject: Re: Voter Ed - Info Cards & Posters
Date: Friday, February 14, 2020 4:24:36 PM
Attachments: image001.jpg
image002.png
9436_SoS_VoterEd_11x17 Poster_v02[3].pdf
9436_SoS_VoterEd_InfoCard_v02[1].pdf
Importance: High

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Hey Stephen and David,

Attached are the revised info cards and posters. [REDACTED]

[REDACTED] Please let me know if these are approved or you'd like us to make any changes before we send them on for production.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, February 14, 2020 at 11:25 AM
To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Info Cards & Posters

Sounds good. We'll be expecting on our side and will make approvals as they come in and we review.

Appreciate it!

Thanks!

- SC

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Sent: Friday, February 14, 2020 11:19 AM
To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>

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[REDACTED]. We'll revise our Spanish streaming video script & send to you as soon as it's ready. Just wanted to provide a quick status so that you knew it was in motion with us.

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To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

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Subject: Re: Voter Ed - Info Cards & Posters

Thanks all. Yes, let's hold temporarily until we see if we can incorporate DZ's edit.

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To: David Zapata <DZapata@sos.texas.gov>; Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>

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I'll ask Tita to provide clarification on this one. Might not be tonight, but we'll definitely have an answer first thing in the morning.

Y'all have a good night!

From: David Zapata <DZapata@sos.texas.gov>
Date: Thursday, February 13, 2020 at 5:42 PM
To: Stephen Chang <SChang@sos.texas.gov>, Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
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Hi Everyone,

This is David Zapata. I looked at the Spanish translations and they looked great! Thank you for your updates to the Spanish messaging.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

If you have any questions or need further explanation about what I'm referring to please feel to contact me at your convenience.

Thank you,

David Zapata
Assistant Secretary of State for Mexican & Border Affairs
Office of the Texas Secretary of State
512-463-5770 Office

dzapata@sos.texas.gov



From: Stephen Chang <SChang@sos.texas.gov>
Sent: Thursday, February 13, 2020 5:04 PM
To: 'Barbie Rugen' <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Info Cards & Posters

We've also reviewed these and are also good to go here. Thank you!

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To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>
Subject: SOS: Voter Ed - Info Cards & Posters

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[REDACTED]

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(Eng or Span, or both if requested), along with the info cards and stickers. The goal would be to create a little kit for these folks. We'll start these partnership efforts & get a good gage before ordering our final quantities. We'll share all pieces again, plus partners and costs.

Once you review, please let us know if there are any questions. We'd like to get final print ready files to our vendor tomorrow, if possible. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

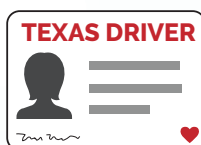
San Antonio, TX 78212

signature_780749588

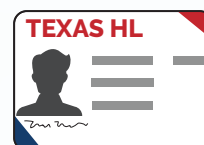


READY. CHECK. VOTE.

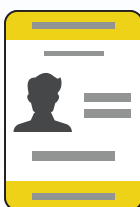
Take **1 of these 7** acceptable forms of ID to the ballot when you vote.



Texas Driver License*



Texas Handgun License*



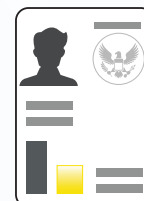
Texas Election ID Certificate*



U.S. Citizenship Certificate with Photo



Texas Personal ID Card*



U.S. Military ID Card with Photo*



U.S. Passport* (Book or Card)

Do not possess and cannot reasonably obtain one of these acceptable forms of ID?

You may qualify for a Reasonable Impediment Declaration by showing a copy or original of one of the following approved IDs:

- Certified Domestic Birth Certificate or Court Admissible Birth Document
- Current Utility Bill
- Bank Statement
- Government Check
- Paycheck
- Government document with your name and an address including your Voter Registration Certificate

Exemptions might apply. Find out more at:

VOTETEXAS.GOV
POWERED BY THE **TEXAS SECRETARY OF STATE**
or call **1-800-252-VOTE (8683)**

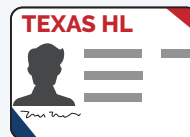
*For voters aged 18 – 69 years, photo ID can be expired for up to four years. For voters aged 70 and older, photo ID can be expired for any length of time if otherwise valid.
TX-SOS-20-0541-J-000049

¿LISTO? VERIFIQUE. ¡VOTE!

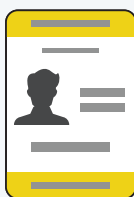
Lleve **1 de las 7** identificaciones aprobadas a la casilla cuando vaya a votar.



Licencia de Conducir de Texas*



Licencia para Portar Armas de Fuego en Texas*



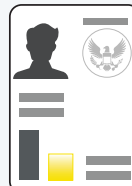
Certificado de Identificación Electoral de Texas*



Certificado de Ciudadanía de EE.UU. con Fotografía



Tarjeta de Identificación Personal de Texas*



Cédula de Identificación Militar de los EE.UU. con Fotografía*



Pasaporte de EE.UU.* (Libro o Tarjeta)

¿No posee y por motivos razonables no puede obtener una de estas identificaciones aprobadas?

Usted podría calificar para llenar una Declaración de Impedimento Razonable junto con la original o una copia de las siguientes identificaciones aprobadas:

- Acta de Nacimiento Nacional Certificada o documento admisible en un tribunal de justicia que confirma su identidad y nacimiento
- Factura Reciente de Servicios Públicos
- Estado de Cuenta Bancario
- Cheque del Gobierno
- Cheque de Pago
- Documento del gobierno con su nombre y domicilio, y su Certificado de Registro de Votante

Podrán aplicar exenciones. Más información en:

VOTETEXAS.GOV

ACTIVADA POR **LA SECRETARÍA DEL ESTADO DE TEXAS**

o llame al 1-800-252-VOTE (8683)

*Para votantes entre 18 y 69 años, la identificación con foto puede tener un vencimiento de hasta 4 años. Para los votantes de 70 años o más, su identificación con foto puede haber vencido por cualquier período de tiempo si lo demás sigue vigente.

TX-SOS-20-0541-J-000050

**READY.
CHECK.
VOTE.**

**Take 1 of these 7 acceptable
forms of ID to the ballot when
you vote.**



Texas Driver
License*



Texas Handgun
License*



Texas Election
ID Certificate*



U.S. Citizenship
Certificate with
Photo



Texas Personal
ID Card*



U.S. Military
ID Card
with Photo*



U.S. Passport*
(Book or Card)

**Do not possess and cannot reasonably
obtain one of these acceptable forms of ID?**

You may qualify for a Reasonable Impediment Declaration by showing a copy or original of one of the following approved IDs:

- Certified Domestic Birth Certificate or Court Admissible Birth Document
- Current Utility Bill
- Bank Statement
- Government Check
- Paycheck
- Government document with your name and an address including your Voter Registration Certificate

Exemptions might apply. Find out more at:

VOTETEXAS.GOV
POWERED BY THE *TEXAS SECRETARY OF STATE*
or call 1-800-252-VOTE (8683)

*For voters aged 18 – 69 years, photo ID can be expired for up to four years. For voters aged 70 and older, photo ID can be expired for any length of time if otherwise valid.

TX-SOS-20-0541-J-000051

VOTETEXAS.GOV

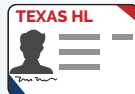
ACTIVADA POR LA SECRETARÍA DEL ESTADO DE TEXAS

**¿LISTO?
VERIFIQUE.
¡VOTE!**

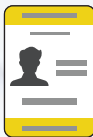
**Lleve 1 de las 7 identificaciones
aprobadas a la casilla cuando
vaya a votar.**



Licencia
de Conducir
de Texas*



Licencia para Portar
Armas de Fuego en
Texas*



Certificado de
Identificación
Electoral de Texas*



Certificado de
Ciudadanía
de EE.UU. con
Fotografía



Tarjeta de
Identificación
Personal de Texas*



Cédula de
Identificación Militar
de los EE.UU. con
Fotografía*



Pasaporte de
EE.UU.*
(Libro o Tarjeta)

**¿No posee y por motivos razonables
no puede obtener una de estas
identificaciones aprobadas?**

Usted podría calificar para llenar una Declaración de Impedimento Razonable junto con la original o una copia de las siguientes identificaciones aprobadas:

- Acta de Nacimiento Nacional Certificada o documento admisible en un tribunal de justicia que confirma su identidad y nacimiento
- Factura Reciente de Servicios Públicos
- Estado de Cuenta Bancario
- Cheque del Gobierno
- Cheque de Pago
- Documento del gobierno con su nombre y domicilio, y su Certificado de Registro de Votante

Podrán aplicar exenciones. Más información en:

VOTETEXAS.GOV

ACTIVADA POR LA SECRETARÍA DEL ESTADO DE TEXAS

o llame al 1-800-252-VOTE (8683)

*Para votantes entre 18 y 69 años, la identificación con foto puede tener un vencimiento de hasta 4 años. Para los votantes de 70 años o más, su identificación con foto puede haber vencido por cualquier período de tiempo si lo demás sigue vigente.

TX-SOS-20-0541-J-000052

From: [Melissa Getchell](#)
To: [Stephen Chang](#)
Subject: Re: Voter Ed - Info Cards & Posters
Date: Tuesday, February 18, 2020 9:03:51 AM
Attachments: image001.jpg
image002.png

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Perfect, thanks!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Monday, February 17, 2020 at 6:14 PM
To: Melissa Getchell <mgetchell@gdc-co.com>
Subject: Re: Voter Ed - Info Cards & Posters

The former. Thanks!

Get [Outlook for iOS](#)

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Monday, February 17, 2020 4:04:58 PM
To: Stephen Chang <SChang@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

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Hey Stephen,

I just wanted to circle back to make sure we're interpreting your email the same. Were you telling us that both materials were approved, or that we should be using the word "Approved" for both? I took it as the former but want to double check.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, February 14, 2020 at 5:38 PM
To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>

Subject: RE: Voter Ed - Info Cards & Posters

For both English and Spanish – on the info cards and posters.

From: Stephen Chang

Sent: Friday, February 14, 2020 5:38 PM

To: 'Melissa Getchell' <mgetchell@gdc-co.com>; Barbie Rugen <brugen@gdc-co.com>; David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: RE: Voter Ed - Info Cards & Posters

I apologize on my end and place this solely on me. "Approved" for both. I should have caught this but David pointed this point.

Thanks,

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>

Sent: Friday, February 14, 2020 5:29 PM

To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>; David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: Re: Voter Ed - Info Cards & Posters

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Hey Stephen,

Would you like us to revise the copy in the info cards and posters that were sent, or were you just providing feedback to the copy proposed in the doc? Currently, the info cards and posters have the same copy as the large posters we're printing for the press conference so I just want to make sure we're all aligned.

Thanks,

Melissa

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

Date: Friday, February 14, 2020 at 4:48 PM

To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>
Subject: RE: Voter Ed - Info Cards & Posters

[REDACTED]
[REDACTED]
[REDACTED].

Thanks!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, February 14, 2020 4:26 PM
To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>
Subject: FW: Voter Ed - Info Cards & Posters
Importance: High

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Hi Stephen & David!

Gonna pop in real quick to let you know that [REDACTED] I've attached a Word doc with both options so that you can review as copy only.

On these revised files, we have the adjusted copy. It's an easy switch in case you want to go with the website version.

When you get a chance, please review & let us know your thoughts. We'll wait to hear from y'all!

From: Melissa Getchell <mgetchell@gdc-co.com>
Date: Friday, February 14, 2020 at 4:19 PM
To: Stephen Chang <SChang@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

Hey Stephen and David,

Attached are the revised info cards and posters. [REDACTED]

[REDACTED] Please let me know if these are approved or you'd like us to make any changes before we send them on for production.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, February 14, 2020 at 11:25 AM
To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Info Cards & Posters

Sounds good. We'll be expecting on our side and will make approvals as they come in and we review.

Appreciate it!

Thanks!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, February 14, 2020 11:19 AM
To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

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Good morning & Happy Valentine's Day!

[REDACTED]. We'll revise our Spanish streaming video script & send to you as soon as it's ready. Just wanted to provide a quick status so that you knew it was in motion with us.

In the meantime, any questions, please let us know. Thank you!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Thursday, February 13, 2020 at 6:33 PM
To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

Thanks all. Yes, let's hold temporarily until we see if we can incorporate DZ's edit.

- SC

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From: Barbie Rugen <brugen@gdc-co.com>
Sent: Thursday, February 13, 2020 5:49:47 PM
To: David Zapata <DZapata@sos.texas.gov>; Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

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No need for an apology, David. We're happy to provide our thoughts on the question below. We'll hold off on our final order until your team is happy with the Spanish translations.

I'll ask Tita to provide clarification on this one. Might not be tonight, but we'll definitely have an answer first thing in the morning.

Y'all have a good night!

From: David Zapata <DZapata@sos.texas.gov>
Date: Thursday, February 13, 2020 at 5:42 PM
To: Stephen Chang <SChang@sos.texas.gov>, Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
Subject: RE: Voter Ed - Info Cards & Posters

Hi Everyone,

This is David Zapata. I looked at the Spanish translations and they looked great! Thank you for your updates to the Spanish messaging.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

If you have any questions or need further explanation about what I'm referring to please feel to contact me at your convenience.

Thank you,

David Zapata
Assistant Secretary of State for Mexican & Border Affairs
Office of the Texas Secretary of State
512-463-5770 Office
dzapata@sos.texas.gov



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

Sent: Thursday, February 13, 2020 5:04 PM

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

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita

Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Info Cards & Posters

We've also reviewed these and are also good to go here. Thank you!

- SC

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

Sent: Thursday, February 13, 2020 2:10 PM

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

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>

Subject: SOS: Voter Ed - Info Cards & Posters

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Hi there Stephen!

Following is a DropBox link with the revised info card and poster, with minor Spanish copy changes based on our Tuesday call. Edits were minor, but we'd appreciate your eyes on them. Please take a peek & let us know your thoughts.

[REDACTED]

With your approvals, we'll move forward with printing (1,000) info cards, per your original approval of both the cards & quote. We'll take the info cards along with us for our press conference & grassroots tour.

We still owe you a quote for the posters. We've decided on a 24" x 36" size so that when displayed, it'll be noticed and call attention to our messaging. As we move along in our campaign, our goal will be to ship these posters to partners in Texas that are interested in displaying them (Eng or Span, or both if requested), along with the info cards and stickers. The goal would be to create a little kit for these folks. We'll start these partnership efforts & get a good gage before ordering our final quantities. We'll share all pieces again, plus partners and costs.

Once you review, please let us know if there are any questions. We'd like to get final print ready files to our vendor tomorrow, if possible. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_780749588

From: [Barbie Rugen](#)
To: [Stephen Chang](#); [David Zapata](#); [Adam Bitter](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Tita Sartorio](#); [Tiffany Albrecht](#)
Subject: Re: Voter Ed - Streaming Video / REVD Spanish Script
Date: Tuesday, February 18, 2020 5:35:22 PM
Attachments: image001.png
9436_SoS_VoterEd_Pre_Roll_Storyboard_SPA_v03.pdf

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Here you go!

When you find a moment, please review & let us know if we're good to go. Thank you, Team SOS!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 18, 2020 at 3:37 PM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Tiffany Albrecht <talbrecht@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>, Adam Bitter <ABitter@sos.texas.gov>
Subject: RE: Voter Ed - Streaming Video / REVD Spanish Script

GDC Team:

Thanks for sending this revised copy over. We are good with it, with one change first:

[REDACTED]

Other than that it looks good.

Once you us back that revision we will plan to approve.

Thanks,

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Monday, February 17, 2020 4:40 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita

Sartorio <tsartorio@gdc-co.com>; Tiffany Albrecht <talbrecht@gdc-co.com>

Subject: SOS: Voter Ed - Streaming Video / REVD Spanish Script

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!

Attached is the revised Spanish script for review.

Tita & team have been proactive and reached out to our Spanish VO talent for an afternoon session tomorrow. We have Wednesday as our Plan B. If we could get your input whether 'likely will approve or needs more time/revisions' by 11:00 am on Tuesday, Feb. 18 that would help us plan accordingly. Not trying to rush you. Just want to either solidify our time or push appropriately.

Please review and let us know what your team thinks. Hope you got to enjoy a little time off today. We can touch base on this one tomorrow!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_1459254477



Video

IMAGE: LOGO LOCK-UP



IMAGE: CONOZCA LO QUE NECESITA PARA VOTAR



IMAGE: THE 7 APPROVED FORMS OF ID WILL TRANSITION IN A SLIDING MOTION IN AND OUT OF FRAME IN TWO GROUPS.

FIRST GROUP:

Licencia de Conducir de Texas
Certificado de Identificación Electoral de Texas
Tarjeta de Identificación Personal de Texas
Licencia para Portar Armas de Fuego en Texas



SECOND GROUP:

Certificado de Ciudadanía de EE.UU. con Foto
Cédula de Identificación Militar de los EE.UU. con Foto
Pasaporte de EE.UU. (Libro o Tarjeta)



IMAGE: PODRÍA CALIFICAR PARA UNA DECLARACIÓN DE IMPEDIMENTO RAZONABLE Y PRESENTAR OTRA FORMA DE IDENTIFICACIÓN APROBADA.



Audio

VO: ¿Listo? Verifique. ¡Vote!

VO: La oficina de la Secretaría de Estado le recuerda que lleve una de las...

VO: 7 identificaciones aprobadas con foto cuando vaya a votar. Si no puede

VO: razonablemente obtener una de estas identificaciones,

VO: usted podría calificar para llenar una Declaración de Impedimento Razonable y presentar otra forma de identificación aprobada.

Video

IMAGE: VOTETEXAS.GOV
1-800-252-VOTE



Audio

VO: Obtenga más información
en Vote-Texas-punto-gov o
1-800-252-V-O-T-E

From: [Barbie Rugen](#)
To: [Stephen Chang](#); [David Zapata](#); [Adam Bitter](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Tita Sartorio](#); [Tiffany Albrecht](#)
Subject: Re: Voter Ed - Streaming Video / REVD Spanish Script
Date: Tuesday, February 18, 2020 5:56:48 PM
Attachments: image001.png

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Excellent!

We'll move forward on our Spanish. Thank you!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 18, 2020 at 5:54 PM
To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>, Adam Bitter <ABitter@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Tiffany Albrecht <talbrecht@gdc-co.com>
Subject: RE: Voter Ed - Streaming Video / REVD Spanish Script

[Good to proceed here. Thanks!](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Tuesday, February 18, 2020 5:33 PM
To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>; Adam Bitter <ABitter@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Tiffany Albrecht <talbrecht@gdc-co.com>
Subject: Re: Voter Ed - Streaming Video / REVD Spanish Script

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Here you go!

When you find a moment, please review & let us know if we're good to go. Thank you, Team SOS!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 18, 2020 at 3:37 PM

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

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Tiffany Albrecht <talbrecht@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>, Adam Bitter <ABitter@sos.texas.gov>

Subject: RE: Voter Ed - Streaming Video / REVD Spanish Script

GDC Team:

Thanks for sending this revised copy over. We are good with it, with one change first:

[REDACTED]

Other than that it looks good.

Once you us back that revision we will plan to approve.

Thanks,

- SC

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

Sent: Monday, February 17, 2020 4:40 PM

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

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Tiffany Albrecht <talbrecht@gdc-co.com>

Subject: SOS: Voter Ed - Streaming Video / REVD Spanish Script

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!

Attached is the revised Spanish script for review.

Tita & team have been proactive and reached out to our Spanish VO talent for an afternoon session tomorrow. We have Wednesday as our Plan B. If we could get your input whether 'likely will approve or needs more time/revisions' by 11:00 am on Tuesday, Feb. 18 that would help us plan accordingly. Not trying to rush you. Just want to either solidify our time or push appropriately.

Please review and let us know what your team thinks. Hope you got to enjoy a little time off today. We can touch base on this one tomorrow!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_1459254477



From: [Stephen Chang](#)
To: ["Barbie Rugen"](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Tiffany Albrecht](#); [Tita Sartorio](#)
Subject: RE: Voter Ed - Streaming Video Scripts (REVD)
Date: Sunday, February 9, 2020 2:59:37 PM
Attachments: image001.png

GDC Team,

As an update on our end, we appreciate the English edits, and we have no further changes on that end. Those look good.

We're still waiting for the Spanish to be vetted by one of our folks here. Once both are done we will be ready to proceed. Thinking that'll be smooth as well but just letting you know what's going on over here.

We'll be back in touch on these soon! Thanks for waiting!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, February 7, 2020 4:03 PM
To: Stephen Chang <SChang@sos.texas.gov>; Adam Bitter <ABitter@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tiffany Albrecht <talbrecht@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>
Subject: SOS: Voter Ed - Streaming Video Scripts (REVD)

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OK!

We've got some revised streaming video storyboards, per the direction that you & your team provided. Upon review, we were in agreement with the requested copy changes.

When you get a chance, please take a peek & let us know if these are good to go. We'll wait to hear from y'all. Thanks!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Thursday, February 6, 2020 at 9:21 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>, Tiffany Albrecht <talbrecht@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
Subject: FW: Voter Ed - Steaming Video & Vendor Quote

For these, we require the following changes:

[REDACTED]

[REDACTED]

[REDACTED]

--

[REDACTED]

Thanks!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Wednesday, February 5, 2020 6:09 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 - Steaming Video & Vendor Quote

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Hi there Stephen!

Next up in line for approvals are the pre-roll streaming videos. Attached are storyboards, in English & Spanish, for :30 videos.

An example of how pre-roll is placed is if you were on the Texas Tribune website and wanted to view a polling location video that was available, when you clicked to watch that video, our pre-roll would play first and then lead into the polling location video. This was just an example so that you have a visual. Our media team is currently placing the final buy, with focus targeting our Voter Ed demo & audiences.

- *One additional note – the video will be either skippable or non-skippable. You’re likely familiar with this ... a video starts playing and you have the option to ‘skip’ it after a few seconds in order to view the option that you clicked on. This is a standard practice.*

Also attached to this email is our vendor quote. We’ve had Geo Media was a partner on the Voter – 2018 campaign and we’re happy to potentially be working with them again. On the attached quote, you’ll see that they used :15 in their description, but in fact we are doing :30s and we have confirmed the \$3,600 cost is for (2) :30 videos with them. I will have a revised quote description to you tomorrow.

Once you’ve had a chance to review these boards, please let us know if there are any questions. If not, we’d like to get these into production as soon as we can. Our live date is February 17th.

Apologies for our rushed timelines. We’re looking forward to providing y’all with some breathing room in Phase 2. Have a good night. Stay warm!

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](#); [Olivia Thomas](#); [Tita Sartorio](#)
Subject: RE: Voter Ed - TV Storyboards
Date: Thursday, May 28, 2020 10:23:00 AM
Attachments: image001.png

Barbie,

Adam, David and I have reviewed the revised English and Spanish story boards. We approve of the change to the English, and the Spanish looks good as well.

We are ready to move forward with these.

Thanks,

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Wednesday, May 20, 2020 4:24 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Olivia Thomas <othomas@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>
Subject: Re: Voter Ed - TV Storyboards

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Hi Stephen!

Attached are the REVD TV storyboards, taking the direction you & Adam provided. We have one recommendation as follows:

[REDACTED]

[REDACTED]

[REDACTED]

Once you've had a chance to review, please let us know if anything else is needed. We look forward to hearing from you!

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

Date: Wednesday, May 13, 2020 at 1:54 PM

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

Cc: Beth Wammack <bwammack@gdc-co.com>, Olivia Thomas <othomas@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Matt Buikema <mbuikema@gdc-co.com>, Morgan Davy <mdavy@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: RE: Voter Ed - TV Storyboards

Barbie,

Appreciate you sending these over last week. Adam and I had a chance to review the English and provide some edits and feedback.

Starting from the beginning and moving towards the end:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Thanks!

- SC

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

Sent: Thursday, May 7, 2020 9:41 AM

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

Cc: Beth Wammack <bwammack@gdc-co.com>; Olivia Thomas <othomas@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Matt Buikema <mbuikema@gdc-co.com>; Morgan Davy <mdavy@gdc-co.com>

Subject: SOS: Voter Ed - TV Storyboards

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Good Morning Stephen!

Attached are the items we'll be walking through for the Voter – TV production. We'll also review an animatic that Matt & Tita created so that you can see the TV spot kind of come alive. It's not the actual spot, or the talent that we'll use. It just represents a good sense of the final product that we'll end up with.



One note ... right now our focus is on getting these client approved so that David can use them to test in the focus groups. But we also want to make sure we getting as much of a head start on the actual coordination for the spot. Pushing the focus groups due to Covid-19 definitely impacted us a pinch, but Tita has put together a great timeline and if we stay on schedule, we'll manage just fine.

Our call this morning will be virtual. Tita will share her screen during this presentation. We'll talk to you in just a few!

Barbie Rugen | Project Manager

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

221 W. Poplar

San Antonio, TX 78212

signature_662596058



From: [Barbie Rugen](#)
To: [Stephen Chang](#); [David Zapata](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Tita Sartorio](#)
Subject: FW: Voter Ed - Info Cards & Posters
Date: Friday, February 14, 2020 4:30:02 PM
Attachments: image001.jpg
image002.png
9436_SoS_VoterEd_11x17 Poster_v02[3].pdf
9436_SoS_VoterEd_InfoCard_v02[1].pdf
9440 VoterEd Disclaimer Copy 2-24-20.docx
Importance: High

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Hi Stephen & David!

Gonna pop in real quick to let you know that [REDACTED]
[REDACTED] I've attached a Word doc with both options so that you can review as copy only.

On these revised files, we have the adjusted copy. It's an easy switch in case you want to go with the website version.

When you get a chance, please review & let us know your thoughts. We'll wait to hear from y'all!

From: Melissa Getchell <mgetchell@gdc-co.com>
Date: Friday, February 14, 2020 at 4:19 PM
To: Stephen Chang <SChang@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

Hey Stephen and David,

Attached are the revised info cards and posters. [REDACTED]
[REDACTED] Please let me know if these are approved or you'd like us to make any changes before we send them on for production.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, February 14, 2020 at 11:25 AM
To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Info Cards & Posters

Sounds good. We'll be expecting on our side and will make approvals as they come in and we review.

Appreciate it!

Thanks!

- SC

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

Sent: Friday, February 14, 2020 11:19 AM

To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

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Good morning & Happy Valentine's Day!

[REDACTED] We'll revise our Spanish streaming video script & send to you as soon as it's ready. Just wanted to provide a quick status so that you knew it was in motion with us.

In the meantime, any questions, please let us know. Thank you!

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

Date: Thursday, February 13, 2020 at 6:33 PM

To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

Thanks all. Yes, let's hold temporarily until we see if we can incorporate DZ's edit.

- SC

Get [Outlook for iOS](#)

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

Sent: Thursday, February 13, 2020 5:49:47 PM

To: David Zapata <DZapata@sos.texas.gov>; Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

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No need for an apology, David. We're happy to provide our thoughts on the question below. We'll hold off on our final order until your team is happy with the Spanish translations.

I'll ask Tita to provide clarification on this one. Might not be tonight, but we'll definitely have an answer first thing in the morning.

Y'all have a good night!

From: David Zapata <DZapata@sos.texas.gov>

Date: Thursday, February 13, 2020 at 5:42 PM

To: Stephen Chang <SChang@sos.texas.gov>, Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: RE: Voter Ed - Info Cards & Posters

Hi Everyone,

This is David Zapata. I looked at the Spanish translations and they looked great! Thank you for your updates to the Spanish messaging.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

If you have any questions or need further explanation about what I'm referring to please feel to contact me at your convenience.

Thank you,

David Zapata
Assistant Secretary of State for Mexican & Border Affairs
Office of the Texas Secretary of State
512-463-5770 Office
dzapata@sos.texas.gov



From: Stephen Chang <SChang@sos.texas.gov>
Sent: Thursday, February 13, 2020 5:04 PM
To: 'Barbie Rugen' <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Info Cards & Posters

We've also reviewed these and are also good to go here. Thank you!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Thursday, February 13, 2020 2:10 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>

Subject: SOS: Voter Ed - Info Cards & Posters

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Hi there Stephen!

Following is a DropBox link with the revised info card and poster, with minor Spanish copy changes based on our Tuesday call. Edits were minor, but we'd appreciate your eyes on them. Please take a peek & let us know your thoughts.

With your approvals, we'll move forward with printing (1,000) info cards, per your original approval of both the cards & quote. We'll take the info cards along with us for our press conference & grassroots tour.

We still owe you a quote for the posters. We've decided on a 24" x 36" size so that when displayed, it'll be noticed and call attention to our messaging. As we move along in our campaign, our goal will be to ship these posters to partners in Texas that are interested in displaying them (Eng or Span, or both if requested), along with the info cards and stickers. The goal would be to create a little kit for these folks. We'll start these partnership efforts & get a good gage before ordering our final quantities. We'll share all pieces again, plus partners and costs.

Once you review, please let us know if there are any questions. We'd like to get final print ready files to our vendor tomorrow, if possible. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

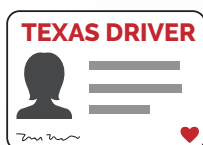
San Antonio, TX 78212

signature_780749588

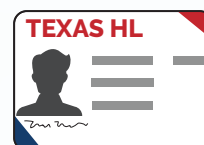


READY. CHECK. VOTE.

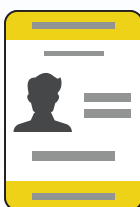
Take **1 of these 7** acceptable forms of ID to the ballot when you vote.



Texas Driver License*



Texas Handgun License*



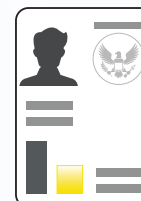
Texas Election ID Certificate*



U.S. Citizenship Certificate with Photo



Texas Personal ID Card*



U.S. Military ID Card with Photo*



U.S. Passport* (Book or Card)

Do not possess and cannot reasonably obtain one of these acceptable forms of ID?

You may qualify for a Reasonable Impediment Declaration by showing a copy or original of one of the following approved IDs:

- Certified Domestic Birth Certificate or Court Admissible Birth Document
- Current Utility Bill
- Bank Statement
- Government Check
- Paycheck
- Government document with your name and an address including your Voter Registration Certificate

Exemptions might apply. Find out more at:

VOTETEXAS.GOV
POWERED BY THE **TEXAS SECRETARY OF STATE**
or call **1-800-252-VOTE (8683)**

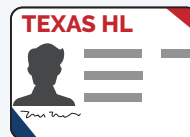
*For voters aged 18 – 69 years, photo ID can be expired for up to four years. For voters aged 70 and older, photo ID can be expired for any length of time if otherwise valid.
TX-SOS-20-0541-J-000079

¿LISTO? VERIFIQUE. ¡VOTE!

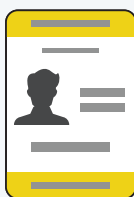
Lleve **1 de las 7** identificaciones aprobadas a la casilla cuando vaya a votar.



Licencia de Conducir de Texas*



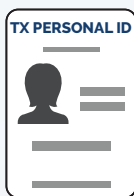
Licencia para Portar Armas de Fuego en Texas*



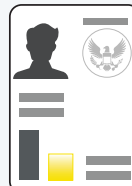
Certificado de Identificación Electoral de Texas*



Certificado de Ciudadanía de EE.UU. con Fotografía



Tarjeta de Identificación Personal de Texas*



Cédula de Identificación Militar de los EE.UU. con Fotografía*



Pasaporte de EE.UU.* (Libro o Tarjeta)

¿No posee y por motivos razonables no puede obtener una de estas identificaciones aprobadas?

Usted podría calificar para llenar una Declaración de Impedimento Razonable junto con la original o una copia de las siguientes identificaciones aprobadas:

- Acta de Nacimiento Nacional Certificada o documento admisible en un tribunal de justicia que confirma su identidad y nacimiento
- Factura Reciente de Servicios Públicos
- Estado de Cuenta Bancario
- Cheque del Gobierno
- Cheque de Pago
- Documento del gobierno con su nombre y domicilio, y su Certificado de Registro de Votante

Podrán aplicar exenciones. Más información en:

VOTETEXAS.GOV

ACTIVADA POR **LA SECRETARÍA DEL ESTADO DE TEXAS**

o llame al 1-800-252-VOTE (8683)

*Para votantes entre 18 y 69 años, la identificación con foto puede tener un vencimiento de hasta 4 años. Para los votantes de 70 años o más, su identificación con foto puede haber vencido por cualquier período de tiempo si lo demás sigue vigente.

TX-SOS-20-0541-J-000080

**READY.
CHECK.
VOTE.**

**Take 1 of these 7 acceptable
forms of ID to the ballot when
you vote.**



Texas Driver
License*



Texas Handgun
License*



Texas Election
ID Certificate*



U.S. Citizenship
Certificate with
Photo



Texas Personal
ID Card*



U.S. Military
ID Card
with Photo*



U.S. Passport*
(Book or Card)

**Do not possess and cannot reasonably
obtain one of these acceptable forms of ID?**

You may qualify for a Reasonable Impediment Declaration by showing a copy or original of one of the following approved IDs:

- Certified Domestic Birth Certificate or Court Admissible Birth Document
- Current Utility Bill
- Bank Statement
- Government Check
- Paycheck
- Government document with your name and an address including your Voter Registration Certificate

Exemptions might apply. Find out more at:

VOTETEXAS.GOV
POWERED BY THE *TEXAS SECRETARY OF STATE*
or call 1-800-252-VOTE (8683)

*For voters aged 18 – 69 years, photo ID can be expired for up to four years. For voters aged 70 and older, photo ID can be expired for any length of time if otherwise valid.

TX-SOS-20-0541-J-000081

VOTETEXAS.GOV

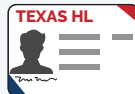
ACTIVADA POR LA SECRETARÍA DEL ESTADO DE TEXAS

**¿LISTO?
VERIFIQUE.
¡VOTE!**

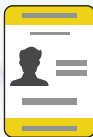
**Lleve 1 de las 7 identificaciones
aprobadas a la casilla cuando
vaya a votar.**



Licencia
de Conducir
de Texas*



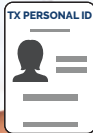
Licencia para Portar
Armas de Fuego en
Texas*



Certificado de
Identificación
Electoral de Texas*



Certificado de
Ciudadanía
de EE.UU. con
Fotografía



Tarjeta de
Identificación
Personal de Texas*



Cédula de
Identificación Militar
de los EE.UU. con
Fotografía*



Pasaporte de
EE.UU.*
(Libro o Tarjeta)

**¿No posee y por motivos razonables
no puede obtener una de estas
identificaciones aprobadas?**

Usted podría calificar para llenar una Declaración de Impedimento Razonable junto con la original o una copia de las siguientes identificaciones aprobadas:

- Acta de Nacimiento Nacional Certificada o documento admisible en un tribunal de justicia que confirma su identidad y nacimiento
- Factura Reciente de Servicios Públicos
- Estado de Cuenta Bancario
- Cheque del Gobierno
- Cheque de Pago
- Documento del gobierno con su nombre y domicilio, y su Certificado de Registro de Votante

Podrán aplicar exenciones. Más información en:

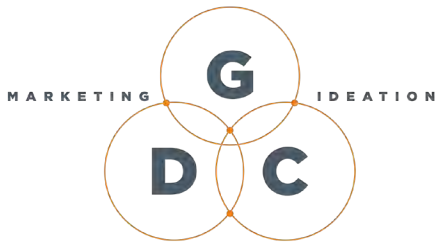
VOTETEXAS.GOV

ACTIVADA POR LA SECRETARÍA DEL ESTADO DE TEXAS

o llame al 1-800-252-VOTE (8683)

*Para votantes entre 18 y 69 años, la identificación con foto puede tener un vencimiento de hasta 4 años. Para los votantes de 70 años o más, su identificación con foto puede haber vencido por cualquier período de tiempo si lo demás sigue vigente.

TX-SOS-20-0541-J-000082



CREATIVE COPY

CLIENT:	SOS
PROJECT:	PH1: Primaries
JOB #:	9440
DATE:	2/14/20

APPROVED LAST YEAR (Now with “foto” in every instance)

*Para votantes entre 18 y 69 años, la identificación con foto puede tener un vencimiento de hasta 4 años. Para los votantes de 70 años o más, su identificación con foto puede haber vencido por cualquier período de tiempo si lo demás sigue vigente.

*For voters aged 18 – 69 years, photo ID can be expired for up to four years. For voters aged 70 and older, photo ID can be expired for any length of time if otherwise valid.

ON WEBSITE:

*Para los votantes entre 18 y 69 años, la identificación aprobada con fotografía no debe haber vencido más de 4 años antes de ser presentada para la calificación del votante en la casilla electoral. Para los votantes de 70 años de edad o más, la forma de identificación aprobada con fotografía puede estar vencida por cualquier período de tiempo si la identificación es por lo demás válida.

*For voters aged 18-69, the acceptable form of photo identification may be expired no more than four years before being presented for voter qualification at the polling place. For voters aged 70 or older, the acceptable form of photo identification may be expired for any length of time if the identification is otherwise valid.

From: [Melissa Getchell](#)
To: [Stephen Chang](#); [Barbie Rugen](#)
Cc: [Beth Wammack](#); [Victor Noriega](#); [Tita Sartorio](#); [Adam Bitter](#); [David Zapata](#)
Subject: Re: Voter Ed - Radio Record
Date: Thursday, February 13, 2020 9:25:59 AM
Attachments: All Texans 30 Spanish R1[2][1].mp3
All Texans 60 Spanish R1[2].mp3
Importance: High

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Good morning Stephen,

Attached is the revised :30 Spanish radio spot. Since the :60 had the same take, we revised that as well. Please let us know if these are approved and we'll traffic to the vendor.

Thanks!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Wednesday, February 12, 2020 at 4:51 PM
To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Radio Record

Great. TY!

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Wednesday, February 12, 2020 4:50 PM
To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Subject: Re: Voter Ed - Radio Record

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Hey Stephen,

Wonderful! We'll ask the team to see what other takes we have for that line and circle back.

Thanks,

Melissa

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

Date: Wednesday, February 12, 2020 at 4:48 PM

To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Radio Record

GDC Team:

Thanks for sending these over! We all had a chance to listen to them and thought they sounded great.

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>

Sent: Wednesday, February 12, 2020 12:30 PM

To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: Re: Voter Ed - Radio Record

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Hey Stephen,

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 11, 2020 at 4:14 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>
Subject: Re: Voter Ed - Radio Record

Hah! All good... I think I missed that. Been a long day already. I had a good laugh just now. Thanks again!

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From: Barbie Rugen <brugen@gdc-co.com>
Sent: Tuesday, February 11, 2020 4:11:23 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>
Subject: Re: Voter Ed - Radio Record

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Ha!

My (lack of) humor didn't come across in my email, Stephen. Apologies for that.

We'd never torture Secretary Hughs with recording an entire :60 radio spot. We'll leave that up to the folks that we can have record specific lines 60xs over, if needed. We also understand how precious her time is, especially after seeing her February schedule. We'll leave the :60s, :30s and :15s to the professionals and call it a day.

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 11, 2020 at 3:31 PM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>

[co.com](#)>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>
Subject: RE: SOS: Voter Ed - Radio Record

Also,

I think 60 second spots in Phase 2 are fine. As long as we hammer a date and time that works, I don't think she's opposed in any way.

We'll make that work.

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Tuesday, February 11, 2020 2:36 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>
Subject: SOS: Voter Ed - Radio Record

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Hi there Stephen!

I walked in right after the confusion about the radio record & the exact section that Secretary Hughs was set to record. For any confusion, we apologize.

We strived to keep our production as simple and easy for the Secretary as possible for Phase 1. We also planned for a quick turn around with this one, so we only deemed the closing for her.

BUT ...

Knowing that Secretary Hughs was ready to record a :60 spot ... I'm sure we might take her up on that for Phase 2, if she's open to it. You let us know.

Again, apologies for the confusion with today's session. We're still at the studio & working on the spots. Will likely have something for y'all to listen to tomorrow!

If you have any questions, please let us know. Thank you for all your help today!

From: [Melissa Getchell](#)
To: [Stephen Chang](#); [Barbie Rugen](#)
Cc: [Beth Wammack](#); [Victor Noriega](#); [Tita Sartorio](#); [Adam Bitter](#); [David Zapata](#)
Subject: Re: Voter Ed - Radio Record
Date: Thursday, February 13, 2020 9:43:05 AM

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Oh, we're happy to but thank you for the kind words, as well as another quick approval! We'll traffic all six approved spots to the vendor now.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Thursday, February 13, 2020 at 9:40 AM
To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Radio Record

SOS has approved and we are ready to proceed with these.

Additionally, she wanted me to thank you all for accommodating that change.

Appreciate it!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Thursday, February 13, 2020 9:25 AM
To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Subject: Re: Voter Ed - Radio Record
Importance: High

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informationsecurity@sos.texas.gov.

Good morning Stephen,

Attached is the revised :30 Spanish radio spot. Since the :60 had the same take, we revised that as well. Please let us know if these are approved and we'll traffic to the vendor.

Thanks!

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

Date: Wednesday, February 12, 2020 at 4:51 PM

To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Radio Record

Great. TY!

From: Melissa Getchell <mgetchell@gdc-co.com>

Sent: Wednesday, February 12, 2020 4:50 PM

To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>

Subject: Re: Voter Ed - Radio Record

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Hey Stephen,

Wonderful! We'll ask the team to see what other takes we have for that line and circle back.

Thanks,

Melissa

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

Date: Wednesday, February 12, 2020 at 4:48 PM

To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Victor Noriega <vnoriega@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata

<DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Radio Record

GDC Team:

Thanks for sending these over! We all had a chance to listen to them and thought they sounded great.

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>

Sent: Wednesday, February 12, 2020 12:30 PM

To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>; Victor Noriega <vnoriega@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: Re: Voter Ed - Radio Record

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Hey Stephen,

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Thanks,

Melissa

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

Date: Tuesday, February 11, 2020 at 4:14 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>

Subject: Re: Voter Ed - Radio Record

Hah! All good... I think I missed that. Been a long day already. I had a good laugh just now. Thanks again!

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

Sent: Tuesday, February 11, 2020 4:11:23 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>

Subject: Re: Voter Ed - Radio Record

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Ha!

My (lack of) humor didn't come across in my email, Stephen. Apologies for that.

We'd never torture Secretary Hughs with recording an entire :60 radio spot. We'll leave that up to the folks that we can have record specific lines 60xs over, if needed. We also understand how precious her time is, especially after seeing her February schedule. We'll leave the :60s, :30s and :15s to the professionals and call it a day.

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

Date: Tuesday, February 11, 2020 at 3:31 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>

Subject: RE: SOS: Voter Ed - Radio Record

Also,

I think 60 second spots in Phase 2 are fine. As long as we hammer a date and time that works, I don't think she's opposed in any way.

We'll make that work.

- SC

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

Sent: Tuesday, February 11, 2020 2:36 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>

Subject: SOS: Voter Ed - Radio Record

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Hi there Stephen!

I walked in right after the confusion about the radio record & the exact section that Secretary Hughs was set to record. For any confusion, we apologize.

We strived to keep our production as simple and easy for the Secretary as possible for Phase 1. We also planned for a quick turn around with this one, so we only deemed the closing for her.

BUT ...

Knowing that Secretary Hughs was ready to record a :60 spot ... I'm sure we might take her up on that for Phase 2, if she's open to it. You let us know.

Again, apologies for the confusion with today's session. We're still at the studio & working on the spots. Will likely have something for y'all to listen to tomorrow!

If you have any questions, please let us know. Thank you for all your help today!

From: [Melissa Getchell](#)
To: [Stephen Chang](#)
Cc: [Barbie Rugen](#); [Paola Herrera](#)
Subject: Re: Reminder - Revised Tweets
Date: Wednesday, February 26, 2020 11:23:04 AM
Attachments: image001.jpg

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Hey Stephen,

Thank you again for your patience! The Hidalgo and Brownsville social media posts have been revised to include reasonable impediment verbiage and a link to VoteTexas.gov. You can access the posts via the same link, [REDACTED]

Please let me know if you have any questions or concerns.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 25, 2020 at 7:36 PM
To: Melissa Getchell <mgetchell@gdc-co.com>
Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: RE: Reminder - Revised Tweets

No worries, all good. I'll look for it tomorrow. Appreciate it!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Tuesday, February 25, 2020 6:20 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Reminder - Revised Tweets

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Hey Stephen,

My sincerest apologies – I didn't realize that Tita was out sick when I promised you a revised link today. Rest assured, we will send you the revised link as early as possible tomorrow.

All the best,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 25, 2020 at 9:34 AM
To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: RE: Reminder - Revised Tweets

Thanks!

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Tuesday, February 25, 2020 9:34 AM
To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Reminder - Revised Tweets

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Good morning Stephen,

We'll send you a revised link today.

Thanks!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 25, 2020 at 9:24 AM
To: Barbie Rugen <brugen@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: Reminder - Revised Tweets

[REDACTED]

Thanks!

- SC

--

--
Stephen Chang
Director of Communications
Office of the Secretary of State
Capitol Building, Room 1E.8
Direct: (512) 463-6116
Cell: (512) 538-5293
SChang@sos.texas.gov



From: [Stephen Chang](#)
To: ["Melissa Getchell"](#)
Cc: [Barbie Rugen](#); [Paola Herrera](#)
Subject: RE: Reminder - Revised Tweets
Date: Wednesday, February 26, 2020 12:39:11 PM
Attachments: image001.jpg

Excellent. Thank you for making those changes!

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Wednesday, February 26, 2020 11:23 AM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Reminder - Revised Tweets

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Sent: Tuesday, February 25, 2020 6:20 PM

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

Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>

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

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Subject: RE: Reminder - Revised Tweets

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Sent: Tuesday, February 25, 2020 9:34 AM

To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>

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Thanks!

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

Date: Tuesday, February 25, 2020 at 9:24 AM

To: Barbie Rugen <brugen@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>

Subject: Reminder - Revised Tweets

[REDACTED]

Thanks!

- SC

--

[REDACTED]

--

Stephen Chang
Director of Communications
Office of the Secretary of State
Capitol Building, Room 1E.8
Direct: (512) 463-6116
Cell: (512) 538-5293
SChang@sos.texas.gov



From: [Stephen Chang](#)
To: ["Olivia Thomas"](#)
Cc: [Barbie Rugen](#); [Paola Herrera](#)
Subject: RE: Voter Ed: May Social - Website Video/Day in History
Date: Wednesday, May 27, 2020 1:54:54 PM
Attachments: image001.png
image002.png
image003.png
image004.png

Excellent. I approved the social for today.

Great!

- SC

From: Olivia Thomas <othomas@gdc-co.com>
Sent: Wednesday, May 27, 2020 1:54 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Voter Ed: May Social - Website Video/Day in History

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All of your requested changes have been made and the updated post is on Sprout for your approval.

Sounds good on the script, we'll wait to hear!

Thanks,

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_1737497627



From: Stephen Chang <SChang@sos.texas.gov>
Date: Wednesday, May 27, 2020 at 1:06 PM
To: Olivia Thomas <othomas@gdc-co.com>
Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: RE: Voter Ed: May Social - Website Video/Day in History

Thanks Olivia. New graphic looks great! [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]

--

Once these changes are made I'll approve and will post at 3. Thanks!

--

On the script, will review with Adam to confirm then circle back.

TY,

- SC

From: Olivia Thomas <othomas@gdc-co.com>

Sent: Wednesday, May 27, 2020 12:49 PM

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

Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>

Subject: Re: Voter Ed: May Social - Website Video/Day in History

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Hi Stephen,

You can find the updated post for today on Sprout with a new photo and we altered the copy just a

little bit. Let us know what you think of the photo, this one was free to use in the public domain.

For the copy change in the video, we're happy to correct the VO. Could you please confirm that the highlighted section of the attached document, which is the script for the video is correct before we record?

If there is anything else, please let me know. Thanks!

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_651043989



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

Date: Wednesday, May 27, 2020 at 8:12 AM

To: Olivia Thomas <othomas@gdc-co.com>

Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>

Subject: RE: Voter Ed: May Social - Website Video/Day in History

All:

Thanks again for your work on the social. If the post for today gets reworded and reimaged (if possible) by this afternoon, I'm still planning to put it up.

On the VoteTexas tutorial video post, [REDACTED]

[REDACTED]

[REDACTED]

We're fine with moving the post date for this video back, so no rush on this. We'd apply the same changes in Spanish of course.

Appreciate it!

- SC

From: Olivia Thomas <othomas@gdc-co.com>

Sent: Tuesday, May 26, 2020 10:28 AM

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

Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>

Subject: Re: Voter Ed: May Social - Website Video/Day in History

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Stephen,

Great! So happy you like them. Paola gets all of the credit for the voiceovers.

For the day in history post, I would be happy to have it reworded to the below. Let me check in with our team on the image and get back to you.

Thanks!

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_2016519587



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

Date: Friday, May 22, 2020 at 6:47 PM

To: Olivia Thomas <othomas@gdc-co.com>

Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>

Subject: RE: Voter Ed: May Social - Website Video/Day in History

Olivia,

I think the videos are great! Very informative, and the voiceover work is stellar! I'll be checking with David Zapata (for Spanish) on our end and working on approving these as soon as I can.

I agree with Paola on pushing this back for that reason – shouldn't be a problem.

--

On the Day in History post,

[REDACTED]

[REDACTED]

--

[REDACTED]

[REDACTED]

[REDACTED]

From: Olivia Thomas <othomas@gdc-co.com>
Sent: Friday, May 22, 2020 3:16 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Voter Ed: May Social - Website Video/Day in History

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I wanted to update you on the status of our last two social post for May. We have both of the Website Tutorial videos up on Sprout ready for your approval, we apologize again for the delay. We had some technical setbacks with the Spanish voiceover, but now we think both sound great! Paola has pushed the posting date on this one back to 5/29 because we were thinking that we won't get much traffic over Memorial Day week.

The Day in History post is also up on Sprout and ready for your approval. We had that post scheduled for Wednesday the 27th, which is why we put the website videos after that. Please let us know if you have any revisions or feedback after you get the chance to review. Of course, we can also switch around the posting dates however you'd like!

Thanks Stephen, hope you have a nice long weekend!

Olivia Thomas | Account Executive
O: 210.446.0972 | **M:** 720.256.0544
221 W. Poplar
San Antonio, TX 78212

signature_1325563648



From: [Olivia Thomas](#)
To: [Stephen Chang](#)
Cc: [Barbie Rugen](#); [Paola Herrera](#)
Subject: Re: Voter Ed: May Social - Website Video/Day in History
Date: Wednesday, May 27, 2020 3:38:14 PM
Attachments: image001.png
image002.png
image003.png
image004.png

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Great! I'll let Paola and Tita know and we'll work on recording new VO for English and Spanish this week. I will update you as soon as the videos are ready for viewing and approval on Sprout.
No problem!

Thanks,

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_695776932



From: Stephen Chang <SChang@sos.texas.gov>
Date: Wednesday, May 27, 2020 at 3:33 PM
To: Olivia Thomas <othomas@gdc-co.com>
Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: RE: Voter Ed: May Social - Website Video/Day in History

GDC Team:

Adam, David and I reviewed the revised English and Spanish script and are good with proceeding with the rerecording. Thanks for accommodating that change!

- SC

From: Olivia Thomas <othomas@gdc-co.com>
Sent: Wednesday, May 27, 2020 12:49 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>
Subject: Re: Voter Ed: May Social - Website Video/Day in History

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You can find the updated post for today on Sprout with a new photo and we altered the copy just a little bit. Let us know what you think of the photo, this one was free to use in the public domain.

For the copy change in the video, we're happy to correct the VO. Could you please confirm that the highlighted section of the attached document, which is the script for the video is correct before we record?

If there is anything else, please let me know. Thanks!

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_651043989



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

Date: Wednesday, May 27, 2020 at 8:12 AM

To: Olivia Thomas <othomas@gdc-co.com>

Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>

Subject: RE: Voter Ed: May Social - Website Video/Day in History

All:

Thanks again for your work on the social. If the post for today gets reworded and reimaged (if possible) by this afternoon, I'm still planning to put it up.

On the VoteTexas tutorial video post, [REDACTED]

[REDACTED]

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We're fine with moving the post date for this video back, so no rush on this. We'd apply the same

changes in Spanish of course.

Appreciate it!

- SC

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To: Stephen Chang <SChang@sos.texas.gov>
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Subject: Re: Voter Ed: May Social - Website Video/Day in History

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Thanks!

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_2016519587



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To: Olivia Thomas <othomas@gdc-co.com>
Cc: Barbie Rugen <brugen@gdc-co.com>, Paola Herrera <pherrera@gdc-co.com>
Subject: RE: Voter Ed: May Social - Website Video/Day in History

Olivia,

I think the videos are great! Very informative, and the voiceover work is stellar! I'll be checking with David Zapata (for Spanish) on our end and working on approving these as soon as I can.

I agree with Paola on pushing this back for that reason – shouldn't be a problem.

--

On the Day in History post,

[REDACTED]

[REDACTED]

--

[REDACTED]

[REDACTED]

[REDACTED]

From: Olivia Thomas <othomas@gdc-co.com>

Sent: Friday, May 22, 2020 3:16 PM

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

Cc: Barbie Rugen <brugen@gdc-co.com>; Paola Herrera <pherrera@gdc-co.com>

Subject: Voter Ed: May Social - Website Video/Day in History

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Thanks Stephen, hope you have a nice long weekend!

Olivia Thomas | Account Executive

O: 210.446.0972 | **M:** 720.256.0544

221 W. Poplar

San Antonio, TX 78212

signature_1325563648



From: [Barbie Rugen](#)
To: [Stephen Chang](#); [David Zapata](#)
Cc: [Beth Wammack](#); [Tita Sartorio](#); [Melissa Getchell](#)
Subject: Re: Voter Ed - Info Cards & Posters
Date: Friday, February 14, 2020 5:47:22 PM
Attachments: image001.jpg
image002.png

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Yabba dabba doooo! Great way to end our Friday.

We'll consider the revised info cards & press conference posters approved. We'll create final files & get printing in motion asap on Monday.

Gentlemen, we hope y'all have a great weekend. If anything is needed, we're here. Thank you!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, February 14, 2020 at 5:38 PM
To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>
Subject: RE: Voter Ed - Info Cards & Posters

[For both English and Spanish – on the info cards and posters.](#)

From: Stephen Chang
Sent: Friday, February 14, 2020 5:38 PM
To: 'Melissa Getchell' <mgetchell@gdc-co.com>; Barbie Rugen <brugen@gdc-co.com>; David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>
Subject: RE: Voter Ed - Info Cards & Posters

I apologize on my end and place this solely on me. "Approved" for both. I should have caught this but David pointed this point.

Thanks,

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Friday, February 14, 2020 5:29 PM
To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>; David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: Re: Voter Ed - Info Cards & Posters

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Hey Stephen,

Would you like us to revise the copy in the info cards and posters that were sent, or were you just providing feedback to the copy proposed in the doc? Currently, the info cards and posters have the same copy as the large posters we're printing for the press conference so I just want to make sure we're all aligned.

Thanks,

Melissa

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

Date: Friday, February 14, 2020 at 4:48 PM

To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>

Subject: RE: Voter Ed - Info Cards & Posters

[REDACTED]

Thanks!

- SC

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

Sent: Friday, February 14, 2020 4:26 PM

To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: FW: Voter Ed - Info Cards & Posters

Importance: High

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informationsecurity@sos.texas.gov.

Hi Stephen & David!

Gonna pop in real quick to let you know that [REDACTED]
[REDACTED] I've attached a Word doc with both options so that you can review as copy only.

On these revised files, we have the adjusted copy. It's an easy switch in case you want to go with the website version.

When you get a chance, please review & let us know your thoughts. We'll wait to hear from y'all!

From: Melissa Getchell <mgetchell@gdc-co.com>

Date: Friday, February 14, 2020 at 4:19 PM

To: Stephen Chang <SChang@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

Hey Stephen and David,

Attached are the revised info cards and posters. [REDACTED]
[REDACTED] Please let me know if these are approved or you'd like us to make any changes before we send them on for production.

Thanks,

Melissa

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

Date: Friday, February 14, 2020 at 11:25 AM

To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Info Cards & Posters

Sounds good. We'll be expecting on our side and will make approvals as they come in and we review.

Appreciate it!

Thanks!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, February 14, 2020 11:19 AM
To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

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Good morning & Happy Valentine's Day!

[REDACTED]. We'll revise our Spanish streaming video script & send to you as soon as it's ready. Just wanted to provide a quick status so that you knew it was in motion with us.

In the meantime, any questions, please let us know. Thank you!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Thursday, February 13, 2020 at 6:33 PM
To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

Thanks all. Yes, let's hold temporarily until we see if we can incorporate DZ's edit.

- SC

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From: Barbie Rugen <brugen@gdc-co.com>
Sent: Thursday, February 13, 2020 5:49:47 PM
To: David Zapata <DZapata@sos.texas.gov>; Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>
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No need for an apology, David. We're happy to provide our thoughts on the question below. We'll hold off on our final order until your team is happy with the Spanish translations.

I'll ask Tita to provide clarification on this one. Might not be tonight, but we'll definitely have an answer first thing in the morning.

Y'all have a good night!

From: David Zapata <DZapata@sos.texas.gov>

Date: Thursday, February 13, 2020 at 5:42 PM

To: Stephen Chang <SChang@sos.texas.gov>, Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: RE: Voter Ed - Info Cards & Posters

Hi Everyone,

This is David Zapata. I looked at the Spanish translations and they looked great! Thank you for your updates to the Spanish messaging.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

If you have any questions or need further explanation about what I'm referring to please feel to

contact me at your convenience.

Thank you,

David Zapata
Assistant Secretary of State for Mexican & Border Affairs
Office of the Texas Secretary of State
512-463-5770 Office
dzapata@sos.texas.gov



From: Stephen Chang <SChang@sos.texas.gov>
Sent: Thursday, February 13, 2020 5:04 PM
To: 'Barbie Rugen' <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Info Cards & Posters

We've also reviewed these and are also good to go here. Thank you!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Thursday, February 13, 2020 2:10 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>
Subject: SOS: Voter Ed - Info Cards & Posters

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Hi there Stephen!

Following is a DropBox link with the revised info card and poster, with minor Spanish copy changes based on our Tuesday call. Edits were minor, but we'd appreciate your eyes on them. Please take a peek & let us know your thoughts.

[REDACTED]

With your approvals, we'll move forward with printing (1,000) info cards, per your original approval of both the cards & quote. We'll take the info cards along with us for our press conference & grassroots tour.

We still owe you a quote for the posters. We've decided on a 24" x 36" size so that when displayed, it'll be noticed and call attention to our messaging. As we move along in our campaign, our goal will be to ship these posters to partners in Texas that are interested in displaying them (Eng or Span, or both if requested), along with the info cards and stickers. The goal would be to create a little kit for these folks. We'll start these partnership efforts & get a good gage before ordering our final quantities. We'll share all pieces again, plus partners and costs.

Once you review, please let us know if there are any questions. We'd like to get final print ready files to our vendor tomorrow, if possible. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_780749588



From: [Melissa Getchell](#)
To: [Stephen Chang](#); [David Zapata](#)
Cc: [Beth Wammack](#); [Tita Sartorio](#); [Barbie Rugen](#); [Leonard Guerra](#); [Adam Bitter](#)
Subject: Re: Voter Ed - Info Cards & Posters
Date: Friday, February 14, 2020 4:24:36 PM
Attachments: image001.jpg
image002.png
9436_SoS_VoterEd_11x17 Poster_v02[3].pdf
9436_SoS_VoterEd_InfoCard_v02[1].pdf
Importance: High

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[REDACTED] Please let me know if these are approved or you'd like us to make any changes before we send them on for production.

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Subject: RE: Voter Ed - Info Cards & Posters

Sounds good. We'll be expecting on our side and will make approvals as they come in and we review.

Appreciate it!

Thanks!

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Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: Re: Voter Ed - Info Cards & Posters

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Sent: Thursday, February 13, 2020 5:49:47 PM

To: David Zapata <DZapata@sos.texas.gov>; Stephen Chang <SChang@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>

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I'll ask Tita to provide clarification on this one. Might not be tonight, but we'll definitely have an answer first thing in the morning.

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Date: Thursday, February 13, 2020 at 5:42 PM

To: Stephen Chang <SChang@sos.texas.gov>, Barbie Rugen <brugen@gdc-co.com>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: RE: Voter Ed - Info Cards & Posters

Hi Everyone,

This is David Zapata. I looked at the Spanish translations and they looked great! Thank you for your updates to the Spanish messaging.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

If you have any questions or need further explanation about what I'm referring to please feel to contact me at your convenience.

Thank you,

David Zapata
Assistant Secretary of State for Mexican & Border Affairs
Office of the Texas Secretary of State
512-463-5770 Office

dzapata@sos.texas.gov



From: Stephen Chang <SChang@sos.texas.gov>
Sent: Thursday, February 13, 2020 5:04 PM
To: 'Barbie Rugen' <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Info Cards & Posters

We've also reviewed these and are also good to go here. Thank you!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Thursday, February 13, 2020 2:10 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>
Subject: SOS: Voter Ed - Info Cards & Posters

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Hi there Stephen!

Following is a DropBox link with the revised info card and poster, with minor Spanish copy changes based on our Tuesday call. Edits were minor, but we'd appreciate your eyes on them. Please take a peek & let us know your thoughts.

[REDACTED]

With your approvals, we'll move forward with printing (1,000) info cards, per your original approval of both the cards & quote. We'll take the info cards along with us for our press conference & grassroots tour.

We still owe you a quote for the posters. We've decided on a 24" x 36" size so that when displayed, it'll be noticed and call attention to our messaging. As we move along in our campaign, our goal will be to ship these posters to partners in Texas that are interested in displaying them

(Eng or Span, or both if requested), along with the info cards and stickers. The goal would be to create a little kit for these folks. We'll start these partnership efforts & get a good gage before ordering our final quantities. We'll share all pieces again, plus partners and costs.

Once you review, please let us know if there are any questions. We'd like to get final print ready files to our vendor tomorrow, if possible. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

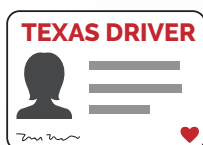
San Antonio, TX 78212

signature_780749588

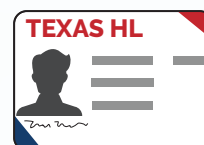


READY. CHECK. VOTE.

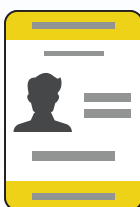
Take **1 of these 7** acceptable forms of ID to the ballot when you vote.



Texas Driver License*



Texas Handgun License*



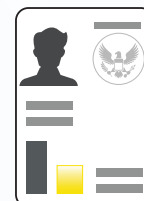
Texas Election ID Certificate*



U.S. Citizenship Certificate with Photo



Texas Personal ID Card*



U.S. Military ID Card with Photo*



U.S. Passport* (Book or Card)

Do not possess and cannot reasonably obtain one of these acceptable forms of ID?

You may qualify for a Reasonable Impediment Declaration by showing a copy or original of one of the following approved IDs:

- Certified Domestic Birth Certificate or Court Admissible Birth Document
- Current Utility Bill
- Bank Statement
- Government Check
- Paycheck
- Government document with your name and an address including your Voter Registration Certificate

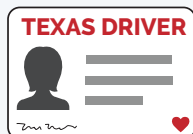
Exemptions might apply. Find out more at:

VOTETEXAS.GOV
POWERED BY THE **TEXAS SECRETARY OF STATE**
or call **1-800-252-VOTE (8683)**

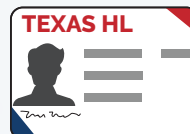
*For voters aged 18 – 69 years, photo ID can be expired for up to four years. For voters aged 70 and older, photo ID can be expired for any length of time if otherwise valid.
TX-SOS-20-0541-J-000122

¿LISTO? VERIFIQUE. ¡VOTE!

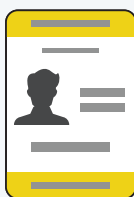
Lleve **1 de las 7** identificaciones aprobadas a la casilla cuando vaya a votar.



Licencia de Conducir de Texas*



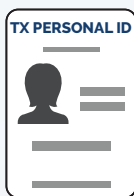
Licencia para Portar Armas de Fuego en Texas*



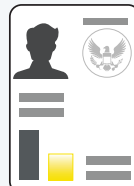
Certificado de Identificación Electoral de Texas*



Certificado de Ciudadanía de EE.UU. con Fotografía



Tarjeta de Identificación Personal de Texas*



Cédula de Identificación Militar de los EE.UU. con Fotografía*



Pasaporte de EE.UU.* (Libro o Tarjeta)

¿No posee y por motivos razonables no puede obtener una de estas identificaciones aprobadas?

Usted podría calificar para llenar una Declaración de Impedimento Razonable junto con la original o una copia de las siguientes identificaciones aprobadas:

- Acta de Nacimiento Nacional Certificada o documento admisible en un tribunal de justicia que confirma su identidad y nacimiento
- Factura Reciente de Servicios Públicos
- Estado de Cuenta Bancario
- Cheque del Gobierno
- Cheque de Pago
- Documento del gobierno con su nombre y domicilio, y su Certificado de Registro de Votante

Podrán aplicar exenciones. Más información en:

VOTETEXAS.GOV

ACTIVADA POR **LA SECRETARÍA DEL ESTADO DE TEXAS**

o llame al 1-800-252-VOTE (8683)

*Para votantes entre 18 y 69 años, la identificación con foto puede tener un vencimiento de hasta 4 años. Para los votantes de 70 años o más, su identificación con foto puede haber vencido por cualquier período de tiempo si lo demás sigue vigente.

TX-SOS-20-0541-J-000123

**READY.
CHECK.
VOTE.**

**Take 1 of these 7 acceptable
forms of ID to the ballot when
you vote.**



Texas Driver
License*



Texas Handgun
License*



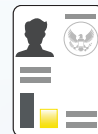
Texas Election
ID Certificate*



U.S. Citizenship
Certificate with
Photo



Texas Personal
ID Card*



U.S. Military
ID Card
with Photo*



U.S. Passport*
(Book or Card)

**Do not possess and cannot reasonably
obtain one of these acceptable forms of ID?**

You may qualify for a Reasonable Impediment Declaration by showing a copy or original of one of the following approved IDs:

- Certified Domestic Birth Certificate or Court Admissible Birth Document
- Current Utility Bill
- Bank Statement
- Government Check
- Paycheck
- Government document with your name and an address including your Voter Registration Certificate

Exemptions might apply. Find out more at:

VOTETEXAS.GOV
POWERED BY THE *TEXAS SECRETARY OF STATE*
or call 1-800-252-VOTE (8683)

*For voters aged 18 – 69 years, photo ID can be expired for up to four years. For voters aged 70 and older, photo ID can be expired for any length of time if otherwise valid.

TX-SOS-20-0541-J-000124

VOTETEXAS.GOV

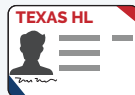
ACTIVADA POR LA SECRETARÍA DEL ESTADO DE TEXAS

**¿LISTO?
VERIFIQUE.
¡VOTE!**

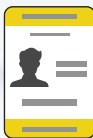
**Lleve 1 de las 7 identificaciones
aprobadas a la casilla cuando
vaya a votar.**



Licencia
de Conducir
de Texas*



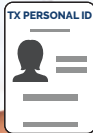
Licencia para Portar
Armas de Fuego en
Texas*



Certificado de
Identificación
Electoral de Texas*



Certificado de
Ciudadanía
de EE.UU. con
Fotografía



Tarjeta de
Identificación
Personal de Texas*



Cédula de
Identificación Militar
de los EE.UU. con
Fotografía*



Pasaporte de
EE.UU.*
(Libro o Tarjeta)

**¿No posee y por motivos razonables
no puede obtener una de estas
identificaciones aprobadas?**

Usted podría calificar para llenar una Declaración de Impedimento Razonable junto con la original o una copia de las siguientes identificaciones aprobadas:

- Acta de Nacimiento Nacional Certificada o documento admisible en un tribunal de justicia que confirma su identidad y nacimiento
- Factura Reciente de Servicios Públicos
- Estado de Cuenta Bancario
- Cheque del Gobierno
- Cheque de Pago
- Documento del gobierno con su nombre y domicilio, y su Certificado de Registro de Votante

Podrán aplicar exenciones. Más información en:

VOTETEXAS.GOV

ACTIVADA POR LA SECRETARÍA DEL ESTADO DE TEXAS

o llame al 1-800-252-VOTE (8683)

*Para votantes entre 18 y 69 años, la identificación con foto puede tener un vencimiento de hasta 4 años. Para los votantes de 70 años o más, su identificación con foto puede haber vencido por cualquier período de tiempo si lo demás sigue vigente.

TX-SOS-20-0541-J-000125

From: [Melissa Getchell](#)
To: [Stephen Chang](#)
Subject: Re: Voter Ed - Info Cards & Posters
Date: Tuesday, February 18, 2020 9:03:51 AM
Attachments: image001.jpg
image002.png

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Perfect, thanks!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Monday, February 17, 2020 at 6:14 PM
To: Melissa Getchell <mgetchell@gdc-co.com>
Subject: Re: Voter Ed - Info Cards & Posters

The former. Thanks!

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From: Melissa Getchell <mgetchell@gdc-co.com>
Sent: Monday, February 17, 2020 4:04:58 PM
To: Stephen Chang <SChang@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

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Hey Stephen,

I just wanted to circle back to make sure we're interpreting your email the same. Were you telling us that both materials were approved, or that we should be using the word "Approved" for both? I took it as the former but want to double check.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, February 14, 2020 at 5:38 PM
To: Melissa Getchell <mgetchell@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>

Subject: RE: Voter Ed - Info Cards & Posters

For both English and Spanish – on the info cards and posters.

From: Stephen Chang

Sent: Friday, February 14, 2020 5:38 PM

To: 'Melissa Getchell' <mgetchell@gdc-co.com>; Barbie Rugen <brugen@gdc-co.com>; David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: RE: Voter Ed - Info Cards & Posters

I apologize on my end and place this solely on me. "Approved" for both. I should have caught this but David pointed this point.

Thanks,

- SC

From: Melissa Getchell <mgetchell@gdc-co.com>

Sent: Friday, February 14, 2020 5:29 PM

To: Stephen Chang <SChang@sos.texas.gov>; Barbie Rugen <brugen@gdc-co.com>; David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>

Subject: Re: Voter Ed - Info Cards & Posters

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Hey Stephen,

Would you like us to revise the copy in the info cards and posters that were sent, or were you just providing feedback to the copy proposed in the doc? Currently, the info cards and posters have the same copy as the large posters we're printing for the press conference so I just want to make sure we're all aligned.

Thanks,

Melissa

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

Date: Friday, February 14, 2020 at 4:48 PM

To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>
Subject: RE: Voter Ed - Info Cards & Posters

[REDACTED]

Thanks!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, February 14, 2020 4:26 PM
To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>
Subject: FW: Voter Ed - Info Cards & Posters
Importance: High

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Hi Stephen & David!

Gonna pop in real quick to let you know that [REDACTED] I've attached a Word doc with both options so that you can review as copy only.

On these revised files, we have the adjusted copy. It's an easy switch in case you want to go with the website version.

When you get a chance, please review & let us know your thoughts. We'll wait to hear from y'all!

From: Melissa Getchell <mgetchell@gdc-co.com>
Date: Friday, February 14, 2020 at 4:19 PM
To: Stephen Chang <SChang@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Barbie Rugen <brugen@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

Hey Stephen and David,

Attached are the revised info cards and posters. [REDACTED]

[REDACTED] Please let me know if these are approved or you'd like us to make any changes before we send them on for production.

Thanks,

Melissa

From: Stephen Chang <SChang@sos.texas.gov>
Date: Friday, February 14, 2020 at 11:25 AM
To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>, David Zapata <DZapata@sos.texas.gov>
Subject: RE: Voter Ed - Info Cards & Posters

Sounds good. We'll be expecting on our side and will make approvals as they come in and we review.

Appreciate it!

Thanks!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, February 14, 2020 11:19 AM
To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

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Good morning & Happy Valentine's Day!

[REDACTED]. We'll revise our Spanish streaming video script & send to you as soon as it's ready. Just wanted to provide a quick status so that you knew it was in motion with us.

In the meantime, any questions, please let us know. Thank you!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Thursday, February 13, 2020 at 6:33 PM
To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

Thanks all. Yes, let's hold temporarily until we see if we can incorporate DZ's edit.

- SC

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From: Barbie Rugen <brugen@gdc-co.com>
Sent: Thursday, February 13, 2020 5:49:47 PM
To: David Zapata <DZapata@sos.texas.gov>; Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>
Subject: Re: Voter Ed - Info Cards & Posters

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No need for an apology, David. We're happy to provide our thoughts on the question below. We'll hold off on our final order until your team is happy with the Spanish translations.

I'll ask Tita to provide clarification on this one. Might not be tonight, but we'll definitely have an answer first thing in the morning.

Y'all have a good night!

From: David Zapata <DZapata@sos.texas.gov>
Date: Thursday, February 13, 2020 at 5:42 PM
To: Stephen Chang <SChang@sos.texas.gov>, Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Leonard Guerra <lguerra@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
Subject: RE: Voter Ed - Info Cards & Posters

Hi Everyone,

This is David Zapata. I looked at the Spanish translations and they looked great! Thank you for your updates to the Spanish messaging.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

If you have any questions or need further explanation about what I'm referring to please feel to contact me at your convenience.

Thank you,

David Zapata
Assistant Secretary of State for Mexican & Border Affairs
Office of the Texas Secretary of State
512-463-5770 Office
dzapata@sos.texas.gov



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

Sent: Thursday, February 13, 2020 5:04 PM

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

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita

Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>; Adam Bitter <ABitter@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>

Subject: RE: Voter Ed - Info Cards & Posters

We've also reviewed these and are also good to go here. Thank you!

- SC

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

Sent: Thursday, February 13, 2020 2:10 PM

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

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Leonard Guerra <lguerra@gdc-co.com>

Subject: SOS: Voter Ed - Info Cards & Posters

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Hi there Stephen!

Following is a DropBox link with the revised info card and poster, with minor Spanish copy changes based on our Tuesday call. Edits were minor, but we'd appreciate your eyes on them. Please take a peek & let us know your thoughts.

[REDACTED]

With your approvals, we'll move forward with printing (1,000) info cards, per your original approval of both the cards & quote. We'll take the info cards along with us for our press conference & grassroots tour.

We still owe you a quote for the posters. We've decided on a 24" x 36" size so that when displayed, it'll be noticed and call attention to our messaging. As we move along in our campaign, our goal will be to ship these posters to partners in Texas that are interested in displaying them (Eng or Span, or both if requested), along with the info cards and stickers. The goal would be to create a little kit for these folks. We'll start these partnership efforts & get a good gage before ordering our final quantities. We'll share all pieces again, plus partners and costs.

Once you review, please let us know if there are any questions. We'd like to get final print ready files to our vendor tomorrow, if possible. Thank you!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_780749588

From: [Barbie Rugen](#)
To: [Stephen Chang](#); [David Zapata](#); [Adam Bitter](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Tita Sartorio](#); [Tiffany Albrecht](#)
Subject: Re: Voter Ed - Streaming Video / REVD Spanish Script
Date: Tuesday, February 18, 2020 5:35:22 PM
Attachments: image001.png
9436_SoS_VoterEd_Pre_Roll_Storyboard_SPA_v03.pdf

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Here you go!

When you find a moment, please review & let us know if we're good to go. Thank you, Team SOS!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 18, 2020 at 3:37 PM
To: Barbie Rugen <brugen@gdc-co.com>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Tiffany Albrecht <talbrecht@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>, Adam Bitter <ABitter@sos.texas.gov>
Subject: RE: Voter Ed - Streaming Video / REVD Spanish Script

GDC Team:

Thanks for sending this revised copy over. We are good with it, with one change first:

[REDACTED]

Other than that it looks good.

Once you us back that revision we will plan to approve.

Thanks,

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Monday, February 17, 2020 4:40 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita

Sartorio <tsartorio@gdc-co.com>; Tiffany Albrecht <talbrecht@gdc-co.com>

Subject: SOS: Voter Ed - Streaming Video / REVD Spanish Script

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!

Attached is the revised Spanish script for review.

Tita & team have been proactive and reached out to our Spanish VO talent for an afternoon session tomorrow. We have Wednesday as our Plan B. If we could get your input whether 'likely will approve or needs more time/revisions' by 11:00 am on Tuesday, Feb. 18 that would help us plan accordingly. Not trying to rush you. Just want to either solidify our time or push appropriately.

Please review and let us know what your team thinks. Hope you got to enjoy a little time off today. We can touch base on this one tomorrow!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_1459254477



Video

IMAGE: LOGO LOCK-UP



IMAGE: CONOZCA LO QUE NECESITA PARA VOTAR



IMAGE: THE 7 APPROVED FORMS OF ID WILL TRANSITION IN A SLIDING MOTION IN AND OUT OF FRAME IN TWO GROUPS.

FIRST GROUP:

Licencia de Conducir de Texas
Certificado de Identificación Electoral de Texas
Tarjeta de Identificación Personal de Texas
Licencia para Portar Armas de Fuego en Texas



SECOND GROUP:

Certificado de Ciudadanía de EE.UU. con Foto
Cédula de Identificación Militar de los EE.UU. con Foto
Pasaporte de EE.UU. (Libro o Tarjeta)



IMAGE: PODRÍA CALIFICAR PARA UNA DECLARACIÓN DE IMPEDIMENTO RAZONABLE Y PRESENTAR OTRA FORMA DE IDENTIFICACIÓN APROBADA.



Audio

VO: ¿Listo? Verifique. ¡Vote!

VO: La oficina de la Secretaría de Estado le recuerda que lleve una de las...

VO: 7 identificaciones aprobadas con foto cuando vaya a votar. Si no puede

VO: razonablemente obtener una de estas identificaciones,

VO: usted podría calificar para llenar una Declaración de Impedimento Razonable y presentar otra forma de identificación aprobada.

Video

IMAGE: VOTETEXAS.GOV
1-800-252-VOTE



Audio

VO: Obtenga más información
en Vote-Texas-punto-gov o
1-800-252-V-O-T-E

From: [Barbie Rugen](#)
To: [Stephen Chang](#); [David Zapata](#); [Adam Bitter](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Tita Sartorio](#); [Tiffany Albrecht](#)
Subject: Re: Voter Ed - Streaming Video / REVD Spanish Script
Date: Tuesday, February 18, 2020 5:56:48 PM
Attachments: image001.png

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Excellent!

We'll move forward on our Spanish. Thank you!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 18, 2020 at 5:54 PM
To: Barbie Rugen <brugen@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>, Adam Bitter <ABitter@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Tiffany Albrecht <talbrecht@gdc-co.com>
Subject: RE: Voter Ed - Streaming Video / REVD Spanish Script

[Good to proceed here. Thanks!](#)

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Tuesday, February 18, 2020 5:33 PM
To: Stephen Chang <SChang@sos.texas.gov>; David Zapata <DZapata@sos.texas.gov>; Adam Bitter <ABitter@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Tiffany Albrecht <talbrecht@gdc-co.com>
Subject: Re: Voter Ed - Streaming Video / REVD Spanish Script

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Here you go!

When you find a moment, please review & let us know if we're good to go. Thank you, Team SOS!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Tuesday, February 18, 2020 at 3:37 PM

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

Cc: Beth Wammack <bwammack@gdc-co.com>, Melissa Getchell <mgetchell@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Tiffany Albrecht <talbrecht@gdc-co.com>, David Zapata <DZapata@sos.texas.gov>, Adam Bitter <ABitter@sos.texas.gov>

Subject: RE: Voter Ed - Streaming Video / REVD Spanish Script

GDC Team:

Thanks for sending this revised copy over. We are good with it, with one change first:

[REDACTED]

Other than that it looks good.

Once you us back that revision we will plan to approve.

Thanks,

- SC

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

Sent: Monday, February 17, 2020 4:40 PM

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

Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Tiffany Albrecht <talbrecht@gdc-co.com>

Subject: SOS: Voter Ed - Streaming Video / REVD Spanish Script

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!

Attached is the revised Spanish script for review.

Tita & team have been proactive and reached out to our Spanish VO talent for an afternoon session tomorrow. We have Wednesday as our Plan B. If we could get your input whether 'likely will approve or needs more time/revisions' by 11:00 am on Tuesday, Feb. 18 that would help us plan accordingly. Not trying to rush you. Just want to either solidify our time or push appropriately.

Please review and let us know what your team thinks. Hope you got to enjoy a little time off today. We can touch base on this one tomorrow!

Barbie Rugen | Project Manager

O: 210.236.5000 x160 | M: 210.859.1765

221 W. Poplar

San Antonio, TX 78212

signature_1459254477



From: [Stephen Chang](#)
To: ["Barbie Rugen"](#)
Cc: [Beth Wammack](#); [Melissa Getchell](#); [Tiffany Albrecht](#); [Tita Sartorio](#)
Subject: RE: Voter Ed - Streaming Video Scripts (REVD)
Date: Sunday, February 9, 2020 2:59:37 PM
Attachments: image001.png

GDC Team,

As an update on our end, we appreciate the English edits, and we have no further changes on that end. Those look good.

We're still waiting for the Spanish to be vetted by one of our folks here. Once both are done we will be ready to proceed. Thinking that'll be smooth as well but just letting you know what's going on over here.

We'll be back in touch on these soon! Thanks for waiting!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Friday, February 7, 2020 4:03 PM
To: Stephen Chang <SChang@sos.texas.gov>; Adam Bitter <ABitter@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Melissa Getchell <mgetchell@gdc-co.com>; Tiffany Albrecht <talbrecht@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>
Subject: SOS: Voter Ed - Streaming Video Scripts (REVD)

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OK!

We've got some revised streaming video storyboards, per the direction that you & your team provided. Upon review, we were in agreement with the requested copy changes.

When you get a chance, please take a peek & let us know if these are good to go. We'll wait to hear from y'all. Thanks!

From: Stephen Chang <SChang@sos.texas.gov>
Date: Thursday, February 6, 2020 at 9:21 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>, Tiffany Albrecht <talbrecht@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>
Subject: FW: Voter Ed - Steaming Video & Vendor Quote

For these, we require the following changes:

[REDACTED]

[REDACTED]

[REDACTED]

--

[REDACTED]

Thanks!

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Wednesday, February 5, 2020 6:09 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 - Steaming Video & Vendor Quote

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Hi there Stephen!

Next up in line for approvals are the pre-roll streaming videos. Attached are storyboards, in English & Spanish, for :30 videos.

An example of how pre-roll is placed is if you were on the Texas Tribune website and wanted to view a polling location video that was available, when you clicked to watch that video, our pre-roll would play first and then lead into the polling location video. This was just an example so that you have a visual. Our media team is currently placing the final buy, with focus targeting our Voter Ed demo & audiences.

- *One additional note – the video will be either skippable or non-skippable. You’re likely familiar with this ... a video starts playing and you have the option to ‘skip’ it after a few seconds in order to view the option that you clicked on. This is a standard practice.*

Also attached to this email is our vendor quote. We’ve had Geo Media was a partner on the Voter – 2018 campaign and we’re happy to potentially be working with them again. On the attached quote, you’ll see that they used :15 in their description, but in fact we are doing :30s and we have confirmed the \$3,600 cost is for (2) :30 videos with them. I will have a revised quote description to you tomorrow.

Once you’ve had a chance to review these boards, please let us know if there are any questions. If not, we’d like to get these into production as soon as we can. Our live date is February 17th.

Apologies for our rushed timelines. We’re looking forward to providing y’all with some breathing room in Phase 2. Have a good night. Stay warm!

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](#); [Olivia Thomas](#); [Tita Sartorio](#)
Subject: RE: Voter Ed - TV Storyboards
Date: Thursday, May 28, 2020 10:23:00 AM
Attachments: image001.png

Barbie,

Adam, David and I have reviewed the revised English and Spanish story boards. We approve of the change to the English, and the Spanish looks good as well.

We are ready to move forward with these.

Thanks,

- SC

From: Barbie Rugen <brugen@gdc-co.com>
Sent: Wednesday, May 20, 2020 4:24 PM
To: Stephen Chang <SChang@sos.texas.gov>
Cc: Beth Wammack <bwammack@gdc-co.com>; Olivia Thomas <othomas@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>
Subject: Re: Voter Ed - TV Storyboards

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Hi Stephen!

Attached are the REVD TV storyboards, taking the direction you & Adam provided. We have one recommendation as follows:

[REDACTED]

[REDACTED]

[REDACTED]

Once you've had a chance to review, please let us know if anything else is needed. We look forward to hearing from you!

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

Date: Wednesday, May 13, 2020 at 1:54 PM

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

Cc: Beth Wammack <bwammack@gdc-co.com>, Olivia Thomas <othomas@gdc-co.com>, Tita Sartorio <tsartorio@gdc-co.com>, Matt Buikema <mbuikema@gdc-co.com>, Morgan Davy <mdavy@gdc-co.com>, Adam Bitter <ABitter@sos.texas.gov>

Subject: RE: Voter Ed - TV Storyboards

Barbie,

Appreciate you sending these over last week. Adam and I had a chance to review the English and provide some edits and feedback.

Starting from the beginning and moving towards the end:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Thanks!

- SC

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

Sent: Thursday, May 7, 2020 9:41 AM

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

Cc: Beth Wammack <bwammack@gdc-co.com>; Olivia Thomas <othomas@gdc-co.com>; Tita Sartorio <tsartorio@gdc-co.com>; Matt Buikema <mbuikema@gdc-co.com>; Morgan Davy <mdavy@gdc-co.com>

Subject: SOS: Voter Ed - TV Storyboards

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Good Morning Stephen!

Attached are the items we'll be walking through for the Voter – TV production. We'll also review an animatic that Matt & Tita created so that you can see the TV spot kind of come alive. It's not the actual spot, or the talent that we'll use. It just represents a good sense of the final product that we'll end up with.



One note ... right now our focus is on getting these client approved so that David can use them to test in the focus groups. But we also want to make sure we getting as much of a head start on the actual coordination for the spot. Pushing the focus groups due to Covid-19 definitely impacted us a pinch, but Tita has put together a great timeline and if we stay on schedule, we'll manage just fine.

Our call this morning will be virtual. Tita will share her screen during this presentation. We'll talk to you in just a few!

Barbie Rugen | Project Manager

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

221 W. Poplar

San Antonio, TX 78212

signature_662596058

