

Amend **HB 25** (house committee printing) by adding the following appropriately numbered SECTIONS to the bill and renumbering subsequent SECTIONS of the bill accordingly:

SECTION _____. Subchapter A, Chapter 31, Election Code, is amended by adding Section 31.013 to read as follows:

Sec. 31.013. REPORT ON EXPENDITURES FOR VOTER EDUCATION PROGRAMS. (a) The secretary of state shall prepare a report on the expenditures for its voter education programs for each general election including:

- (1) the total amount spent for voter education;
- (2) the name of and amount paid to each vendor under all voter education programs;
- (3) the amount spent on voter education advertising programs itemized by the language used to communicate;
- (4) an estimated number of voters that the voter education programs reached;
- (5) the primary and secondary demographics targeted through each medium and in each media designated market area as determined by Nielsen Media Research as of September 1, 2017;
- (6) the media designated market areas where television, radio, print, or outdoor advertisements were placed;
- (7) the expenditures for each medium in each media designated market area;
- (8) the total amount expended on digital marketing with an explanation of each form of digital marketing used and how digital marketing was targeted by demographic, market, and language;
- (9) the total number of digital impressions achieved in each form of digital marketing;
- (10) the number of digital impressions in each form of digital advertising that were viewed 100 percent;
- (11) the saturation and cost per point of advertisements in each media designated market area; and
- (12) the name of each organization the secretary of state collaborated with or distributed voter education material to.

(b) The secretary of state may only enter into a contract with a vendor that agrees to release the information required by

Subsection (a).

(c) Not later than January 31 of each odd-numbered year, the secretary of state shall deliver the report to the committees of each house of the legislature with jurisdiction over elections.

SECTION _____. Not later than December 1, 2017, the secretary of state shall prepare a report on the expenditures of the 2016 general election voter education programs, including all the information required by Section 31.013, Election Code, as added by this Act, and deliver the report to the committees of each house of the legislature with jurisdiction over elections.