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HOUSE OF REPRESENTATIVES

FLOOR AMENDMENT NO. _____ BY: J. Rodriguez of Bexar

1 Amend C.S.S.B. No. 1 (house committee report) in Article I of
2 the bill following the appropriations to the Secretary of State by
3 adding the following appropriately numbered rider and renumbering
4 subsequent riders accordingly:
5 _____. Report on Expenditures for Voter Education Programs.
6 (a) The Secretary of State, using funds appropriated by this Act,
7 shall prepare a report on the expenditures for voter education
8 programs for each general election including:
9 (1) the total amount spent for voter education;
10 (2) the name of and amount paid to each vendor under
11 all voter education programs;
12 (3) the amount spent on voter education advertising
13 programs itemized by the language used to communicate;
14 (4) an estimated number of voters that the voter
15 education programs reached;
16 (5) the primary and secondary demographics targeted
17 through each medium and in each media designated market area as
18 determined by Nielsen Media Research as of September 1, 2017;
19 (6) the media designated market areas where
20 television, radio, print, or outdoor advertisements were placed;
21 (7) the expenditures for each medium in each media
22 designated market area;
23 (8) the total amount expended on digital marketing
24 with an explanation of each form of digital marketing utilized and
25 how digital marketing was targeted by demographic, market, and
26 language;
27 (9) the total number of digital impressions achieved
28 in each form of digital marketing;
29 (10) the number of digital impressions in each form of

1 digital advertising that were viewed 100 percent;

2 (11) the saturation and cost per point of
3 advertisements in each media designated market area; and

4 (12) the name of each organization the secretary of
5 state collaborated with or distributed voter education material to.

6 (b) The Secretary of State, using funds appropriated by this
7 Act, may only enter into a contract with a vendor that agrees to
8 release the information required by Subsection (a).

9 (c) Not later than December 1, 2017, the Secretary of State
10 shall prepare a report on the expenditures of the 2016 general
11 election voter education programs, including all the information
12 required by Subsection (a), and deliver the report to the
13 committees of each house of the legislature with jurisdiction over
14 elections.

15 (d) Not later than January 31, 2019, the Secretary of State
16 shall deliver the report on the 2018 general election to the
17 committees of each house of the legislature with jurisdiction over
18 elections.