

## APPENDIX D: BUDGET

### Voter Education and Outreach Funding

The following table shows the advertising and voter outreach budgets for the 2020 elections as well as the estimated budget for the June 2022 election.

Elections	Advertising	Postcards	Outreach Events and Education Materials
<b>March 2020</b> Polling Place	\$0	\$0 (no non-required postcards mailed)	\$0
<b>November 2020</b> VCA-like voting model, under the pandemic	\$32,077.75	\$45,115.56	\$3,292.60
<b>Projected June 2022</b> Vote Center budget	\$27,500*	\$98,000**	\$20,000***
<b>Projected November 2022</b> Vote Center budget	\$27,500*	\$98,000**	\$20,000***

\*Figures are based on anticipated \$.08 per voter advertising and \$.32 per voter postcard costs.

\*\*EC4005 requires that 2 direct voter contacts be made per election, in addition to the sample ballots/VIG and delivery of vote by mail ballots

\*\*\*Based on anticipated \$.066 per voter outreach and education materials costs.

### 2020 Advertising Breakdown

The following table shows the advertisers for the November 2020 election.

Media Name	Type	Audience
<b>Press Democrat</b>	Print	English, Adults 25-54, subscription based, most widely distributed print news media in County
<b>Lazer Broadcasting</b>	Radio	Spanish radio, serving Santa Rosa area
<b>MetRosa Publishing dba North Bay Bohemian</b>	Print	English, distributed in Sonoma and Napa

		Counties, free weekly newspaper
<b>Redwood Empire Stereo Casters – KZST, KJZY, KBBL, KWVF, The BEAT and K256DA</b>	Radio	English, covers wide range of customers - “today’s hits”, jazz, country music
<b>Sinclair Telecable dba Wine Country Radio</b>	Radio	English, Adults
<b>Sonoma Media West dba Living Well Sonoma County Bilingual Resource Guide to Health &amp; Wellness</b>	Print and Digital	English & Spanish, free
<b>California Broadcasting Company – KZNB</b>	Radio	Spanish

### **2022 Advertising Breakdown**

The following table shows the estimated advertisers for the June and November 2022 elections. This is an extensive list of possible advertising partners to assist in widespread voter outreach.

<b>Media Name</b>	<b>Type</b>	<b>Audience</b>
<b>Press Democrat</b>	Print	English, Adults 25-54, subscription based, most widely distributed print news media in County
<b>MetRosa Publishing dba North Bay Bohemian</b>	Print	English, distributed in Sonoma and Napa Counties, free weekly newspaper
<b>Sonoma Media West dba Living Well Sonoma County Bilingual Resource Guide to Health &amp; Wellness</b>	Print and Digital	English & Spanish, free
<b>Sonoma County Gazette</b>	Print	English, free
<b>Kenwood Press</b>	Print	English, subscription based

<b>La Voz</b>	Online	Spanish/English, Serving North Bay
<b>Sonoma West</b>	Online	English, Serves Sebastopol and West County
<b>Sonoma Index-Tribune</b>	Print	English, Serves Sonoma and Napa Counties
<b>Independent Coast Observer</b>	Print	English, Serves Gualala, Sea Ranch
<b>Oakmont News</b>	Print and online	English, Semimonthly, serves Oakmont area
<b>Healdsburg Tribune</b>	Online (email newsletter)	English, serves Healdsburg
<b>Petaluma Argus Courier</b>	Print	English, serves Petaluma
<b>Sonoma Valley Sun</b>	Print	English, Free bi-weekly, serves Sonoma, Sonoma Valley
<b>Petaluma Patch</b>	Online	English, Serves Petaluma and Sonoma
<b>Petaluma Post (no longer exists)</b>	Online	English, monthly
<b>Community Voice</b>	Online	English, Serves Sebastopol
<b>Northbay Business Journal</b>	Print	English, Serves Sonoma, Marin, Napa
<b>Lazer Broadcasting</b>	Radio	Spanish radio, serving Santa Rosa area

<b>Redwood Empire Stereo Casters – KZST, KJZY, KBBL, KWVF, The BEAT and K256DA</b>	Radio	English, covers wide range of customers - “today’s hits”, jazz, country music
<b>Lazer Broadcasting</b>	Radio	Spanish radio, serving Santa Rosa area
<b>Sinclair Telecable dba Wine Country Radio</b>	Radio	English, Adults, Santa Rosa area
<b>California Broadcasting Company – KZNB</b>	Radio	Spanish, Santa Rosa area
<b>KBBF</b>	Radio	Bilingual, North Bay
<b>KCBS radio</b>	Radio	English, San Francisco based
<b>KGO</b>	Radio	English, Bay Area
<b>Norcal Public Media</b>	Radio	English, Non-profit, North Bay, South Bay
<b>The Tide Community Radio</b>	Radio	English, Serves Sonoma Coast (and Mendocino Coast)
<b>KSRO</b>	Radio, Stream, Podcast	English, Sonoma County News Talk Radio
<b>KSVY</b>	Commercial-Free Radio	English, Serves Sonoma
<b>KNTV – NBC</b>	TV	English, Bay Area
<b>KRON-4</b>	TV	English, Bay Area

<b>KQED</b>	Public TV	English, San Francisco, Sacramento, Santa Rosa
<b>KGO</b>	TV	English, Bay Area
<b>KPIX</b>	TV	English, San Francisco
<b>KRCB</b>	Public TV	English, North Bay
<b>PG&amp;E</b>	Utility	Insert with utility bills, banner on account holder landing page
<b>ACTTC</b>	County Tax Collector	Insert with tax bills