

## 5-7-19 Election Progress Report #2 - Renee A Penaloza - NES

1. LISTS: Preliminary lists received from all stations except KPFK (received confirmation that Terry is working on it).
2. CART series #1 have been distributed to all stations and began airing May 1st on KPFA and KPFK. Need to make sure that these are airing at the other 3 stations as no acknowledgement was made at the other 3 stations. Spanish CART at KPFK will be completed by the end of this week.
  - a. Due to fund drive CARTs are airing after 7 PM at KPFA through May 25th after which they will begin to air 5 times per day for the remaining days in May.
  - b. Come June 1st a new series of CARTs announcing the opening of the nomination phase will replace.
3. SOCIAL MEDIA: Detailed Social Media plan sent to all stations, acknowledged by all stations except KPFT.
4. E-CAMPAIGNS: First e-campaign was sent to all who voted in the last election. Open rates were healthy indicating interest. Second e-campaign will go out this week to the preliminary list of listener members and to all staff members currently on the lists. The vetting of Staff Lists will begin as there still is no method in place for tracking hours worked at the stations, hence last year's lists will serve as a starting point.
5. WEBSITE: Elections website is up to date. Stations received (weeks ago) the content to post. Need to ensure that they are all in compliance.
6. DEBATE PLANNING: Community media centers at all five stations have sent estimates for the video debates and dates are locked in for the end of July. Still a work in progress but on track. League of WOmEN Voters have not yet confirmed.
7. BALLOTS: Ballot house estimates received for both paper and electronic. Deposit due by July 15th to keep on schedule of projected August 15th ballot phase.
  - a. Paper expense still very high (3000 ballot estimated at over \$10,000). As a result working on reducing the number of projected paper ballots following new outreach strategy which includes postcard mailing and calling a random sample of members stratified by station in order.
  - b. Calls would be completed by a contractor together with the help of volunteers.