

From: [Catherine G. Weller](#)

Sent: Saturday, February 17, 2018 1:36 PM

To: [terrimcculloch](#); [khs_nodak@yahoo.com](#); [gajohn2@gmail.com](#); [b_lacy](#); [darcey](#)

Cc: [Peggy Carrico](#); [Kathy Biele](#); [carolefs222](#)

Subject: Vote411

The State League has voted to utilize Vote411 for our 2018 voters' guides. We believe the higher visibility of the Vote411 website and the nearly \$500,000 in marketing grant monies the national League will put into promoting the site during the upcoming election cycle will increase the prominence of our voters' guides here in Utah. It will also increase the League's visibility in the state. This is an exciting way to bring production and promotion of one of our marquee activities, our voters' guides, into the 21st century.

The State League will pay for coverage of statewide races through the State House. This means all statewide (Governor, etc) offices, ballot issues, US Congressional and state legislative districts. This will be about \$2500.

If your local League would like to utilize Vote411 for your county and municipal races, the cost will be determined by the size of your League. Please see the attached sheet, Vote411, for a break down by League. Each local League will be responsible for creating their own voters guides on Vote411. I will facilitate training for any League that wishes to participate. The Salt Lake League has already decided to use Vote411.

You may have noted that I used the phrase, "voters' guides." This is because we intend to use Vote411 for a voters' guide for the primary elections as well as the general election. This necessitates moving forward rather quickly.

I have attached two documents to this email: "Vote411" is a brief summary of Vote411, including costs and general metrics for the state; "UT 2016" is the metrics for Vote411 hits from the state of Utah during 2016. The metrics will show you hits from many locations within the state.

If your local League would like to utilize Vote411, please let me know by March 9, 2018. We will also need the name of a volunteer from your League to serve on the Vote411 committee. That person will act as your League's liaison with the state and contact for Vote411. S/he will also assist in developing the voters' guide, including the questions we use.

Catherine G Weller

LWVUT

co-president