

From: "Brown, Cary" <Cary.Brown@vermont.gov>

Date: Tuesday, April 17, 2018 at 10:25:19 PM

To: "Alison Clarkson" <aclarkson@leg.state.vt.us>

Subject: Re: \$\$ for the SH bill

Thoughts from our communications coordinator:

Very rough guess - about \$116,000 w/these OPTIONS (uncertain of curriculum costs):

Professionally Produced TV and Radio + Social Media PSAs:

\$15,000

Professional Consultants In Program Development/Sexual Harassment/Marketing To This Audience To Develop Materials:

\$5000 Education Consultant Specializing in Workplace Issues 50 hours at \$100/hour

\$8000 Attorney Specializing in Employment Law 20 hours at \$400/hour

+ more if we wanted a professional to do seminars/workshops

Hard Copy Materials:

\$8800 Flyers: .44 per piece 20 K

\$46,600 Booklets: 22 pages, glossy cover, color print: \$9.33 per piece 5 K

\$20,000 Mailing Cost \$4 per piece

\$\$\$ Curriculum – mixed media - handouts + guide, flyers, postcards \$150/per packet

Paid social media boosts and advertising costs:

\$2000

Newspaper Ads:

\$8000

Webinar Training on Thumbdrives:

\$3,000 \$3 each for thumbdrives 10k

We're seeing if we can get a ballpark estimate total for the **Texting While Driving** public education campaign from DPS to use as a model, but haven't yet.

Obviously these numbers are quite large, and while they would allow us to direct a statewide campaign, I will again say that we will certainly be able to do some education and outreach even with no additional appropriation.

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