

JANE TOLMACH'S CAMPAIGN BUDGET
 By Program Cost - From 09/20/76 - 11/02/76

160
 400
 50
 250
 4
 1000

I. Management:

A. Campaign Manager Expenses	100.00/wk x 7 wks	\$ 700.00
B. Area Coordinator Expenses		
+ Office Manager Expenses		
+ Gas costs of Surface		
Media Volunteers	300.00/wk x 7wks	\$2100.00
	TOTAL	<u>\$2800.00</u>

2040 +

160
 50
 22

II. Support:

A. Headquarters Rental		\$ 500.00
Ventura	\$350.00	
Oxnard	NC	
Santa Paula	\$150.00	
Camarillo	NC	
B. Headquarters Phones		\$ 820.00
Ventura	160.00/mo x 2mos	\$ 320.00
Oxnard	100.00/mo x 2mos	\$ 200.00
Santa Paula	50.00/mo x 2mos	\$ 100.00
Camarillo	100.00 dep + 50.00/mo x 2mos	\$ 200.00
C. Headquarters Office Supplies		\$ 500.00
Ventura	100/mo x 2mos	\$ 200.00
Oxnard	50/mo x 2mos	\$ 100.00
Santa Paula	50/mo x 2mos	\$ 100.00
Camarillo	100/mo x 1mo	\$ 100.00
	TOTAL	<u>\$1820.00</u>

III. Direct Voter Contact:

1000

A. Personal Letters to new Demo Registrants		\$ 500.00
B. Personal Letters to Demo A. V. voters		\$ 500.00
C. Tabloid (precinct ops. + cand. walking)		\$ 600.00
D. Jane's precinct walking		NC
(All precinct kits assembled & ready)		
	TOTAL	<u>\$1600.00</u>

IV. Mailing Program

A. Special Interest Mailers		
1) All teachers in Dist.	3500	\$ 500.00
2) All Spanish Surnamed Households in Dist	5000	\$ 650.00
3) All AFL-CIO Member Households in Dist	2000	\$ 300.00
4) All Chamber of Commerce Member HH in Dist	3000	\$ 500.00
5) County Employees + Sherriffs Assn.	6000	\$ 700.00
6) Senior Citizens + Mobile Homes	6000	\$ 700.00
7) Environmentalists	450	\$ 150.00
	TOTAL	<u>\$3500.00</u>

3500

6800 needed
 15000
 3550 special
 3950

14000 postage
 1275

B. General Campaign Mailings

1) Mail Remaining		
Tabloid to Unwalkable Precincts	20,000HH	\$1500.00
2) District Mailer Comparison piece		
Main Campaign Brochure	67,000HH @ .15/ea	\$10050.00
3) Consistent Rep Voters Special Rep Piece	16,000HH @ .15/ea	\$ 2600.00
(Rep-Primary 76)		

5025
 6825
 950

12800

1800
 5025-68

10000
 11

8750
 6850

13
 301
 55.7
 38.3

18150

- 4) Consistent Demo Voters
 Demos who voted Gen'l 74 + City
 Council 76 + Demo Primary 76 6200HH .15/ea \$ 950.00
- 5) Brown GOTV Postcards 38,000HH .15/ea \$ 3800.00
 Demo HH

900 2850

TOTAL \$18900.00

C. Label Cost

107M - Alpha Voter File for All Spec. Mailings	\$5.50/M	=	\$ 589.00
67M - Dist. Wide Mailer	"	=	\$ 369.00
16M - Reps. Who Voted in Primary	"	=	\$ 88.00
38M - Brown G.O.T.V. Post Card	"	=	\$ 203.00
			<u>1249.00</u>

1249

D. SPECIAL CONTINGENCY MAILER

1) Dist. Wide - 67,000 HH @ .10/ea. = \$6700.00

\$30349.00

V. Media Contact

A. Radio	Primary	General
KAAP	\$ 340	\$ 450
KVEN	250	310
KBBQ	160	350
KBBY	0	100
KOVA--AM	245	140
KOVA--FM	0	75
KOXR	240	300
KPMJ	0	75
KACY	75	125
	<u>\$1310</u>	<u>\$1925</u>

Production Cost

\$ 175

TOTAL

\$ 2000.00

B. Newspapers	Primary	General
Star-Free Press	\$ 900	\$ 1400
Press-Courier	670	1000
Camarillo Daily Nws	250	400
Ojai Valley News	340	400
Santa Paula Chrn	360	500
Harbor News	160	200
Oak View Jrnl	0	100
Union News	0	100
Pt Mugu Missile	0	100
PEAVC	100	200
Black Voice	0	200
La Voz del Pueblo	0	200
	<u>\$2780</u>	<u>\$4800</u>

263

409 inches
263
672

3

TOTAL

\$ 6800.00

VI. Surface Media

A. Yard signs 1000	\$300.00
B. Car Tops -material for additional 100	\$250.00
C. Large Outdoor signs 4'x8' (lumber)	\$1000.00
D. Outdoor signs 2'x4' 350	\$250.00
E. Supplies-Glue	\$ 50.00
F. County permits	\$200.00
Total	\$2050.00

350

20000

29749

NET TOTAL

\$45,419.00

5025

6000 tab

3000
10000

29749
6700
36449

20
25
30150