

- recommend to voters that they check their voter registration to ensure their polling location.

The fiscal impact of HB 404 on local governments is expected to be minimal, if any. The impact is dependent on the number of voters that would need to be notified regarding a change in polling place(s).

The Kentucky County Clerk’s Association was contacted for input. They are neutral on the proposal, but concurred with the following estimates:

KRS 424.160 states the publisher is entitled to receive payment at a rate per column inch. There is a significant variance in advertising cost between Kentucky’s largest circulating papers and the smaller markets. Below is a sampling of rates for a column inch of black and white advertising space in various markets:

Louisville	Courier-Journal	\$318.00
Lexington	Herald-Leader	\$151.00
Owensboro	Messenger-Inquirer	\$ 30.00
Bowling Green	Daily News	\$ 19.00
Elizabethtown	News-Enterprise	\$ 14.00
Somerset	Commonwealth-Journal	\$ 13.00
Glasgow	Daily Times	\$ 11.00
Frankfort	State Journal	\$ 11.00
Hopkinsville	New Era	\$ 10.00
Murray	Ledger & Times	\$ 10.00
Georgetown	News-Graphic	\$ 9.00
Morehead	Morehead News	\$ 6.00
Scottsville	Citizen-Times	\$ 5.00

KRS 424.120 requires the newspaper to have a paid circulation equal to at least 10% of the population of the publication area. There is a possibility the change of polling notice may not reach the intended recipients by means of publication. However, with direct mailing you can mail directly to a precinct, registered voters within a precinct, or an entire county if necessary.

Precinct sizes run in the 300-2,000 registered voter range for the most part. Allowing for a direct bulk mailing cost of .19 per piece, the direct mailing cost per precinct would run \$57 to \$380. This does not include the cost of printing or any third party cost to print and mail the notices. Assuming a minimal of 3 column inches for a notice, the cost would be \$900 and \$450 for Louisville and Lexington, respectively, and \$15 - \$100 for the remaining papers.

The County Clerks association maintains printing cost along with the mailing of letters to voters are the main cost associated with this proposal. There will also be cost associated with the signs posted notifying of the change in polling place.

Based on the above, the decision to have a notice published or sent by mail is dependent on circumstance within the affected area. The bigger the area, the more expensive the mail option, equaling or superseding the cost of publication. Whereas publication is the current method of notification, and if determined to be the less expensive than direct mail, we might assume publication would remain the chosen method. If direct mail is the better cost option, or for administrative reasons, the preferred option, the cost should not be excessively more than publication.

Part III: Differences to Local Government Mandate Statement from Prior Versions

Part II refer to HB 404 as introduced.

Data Source(s): LRC Staff, State Board of Elections, Gaebler.com (advertising rates)

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