

TO: Appropriations General Gov't A Subcommittee  
FROM: Secretary of the State Denise Merrill  
CC: Deputy Secretary Scott Bates  
DATE: March 9, 2021  
RE: Budget Adjustment Requests

**Election Information Security Analyst (IT3 position)**

**Cost: salary range \$96,352-\$123,782 + benefits**

**Scope of responsibility**

This is a new position is necessary because of growing demand on the agencies communications team to find and counter dis- and misinformation in real time. The primary functions of this position will involve monitoring the dark web, internet subculture websites such as 4- and 8-chan and reddit, as well as traditional social media sites like Facebook, Twitter, Instagram, Snapchat, Tik-Tok, etc. to identify dis- and misinformation related to Connecticut elections, before it spreads, as well as identifying any other threats, physical or cyber, that are in the planning stages. Finally, a primary function of this position will be to do rapid response across media to counter that dis- and misinformation, and promulgate correct information.

**Voter Education**

**Cost: \$500,000/yr**

**Description:** Voter education campaign helps voters to cast their ballot successfully and increase faith and trust in our election system. In 2020 we spent \$2.7M on voter education about how to cast an absentee ballot correctly, how to track their ballot and the safety of voting in person. In 2022, we can expect to need to educate people whose voting locations may have changed due to redistricting. Also, having resources for education helps us to react quickly to stamp out the spread of disinformation.

\$500,000/yr is enough for a digital and radio campaign.

\$1M would be necessary for 1-2 markets of cable and TV. \$2M would be required to do all cable and TV markets in the state. This is because Fairfield County is NYC market prices.