



Press Release

For Immediate Release:

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For More Information:

State Board of Elections

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STATE BOARD APPROVES VOTER EDUCATION AND OUTREACH PLAN

~Plan Will Educate Virginia Voters on Recent Voter ID Law Changes~

RICHMOND, VA – At Tuesday’s Board meeting, the State Board of Elections (SBE) approved a comprehensive statewide voter education and outreach plan aimed at informing Virginia voters about upcoming changes to Virginia’s voter identification laws as we move towards the November election. The plan’s theme, “Are You Election Ready?”, will take a multi-faceted approach in reaching Virginia voters in all 134 localities throughout the Commonwealth on the voter identification changes and other important election information.

After signing House Bill 9 and Senate Bill 1, Governor McDonnell issued Executive Order No. 45 that directed SBE to develop an outreach plan that will assist in the successful implementation of the legislation and to ensure that it adds no “inconvenience, confusion, or hardship to the Commonwealth’s voters.” The Board’s approval of that plan called for in the Executive Order represents the official launch of SBE’s outreach efforts.

Through direct and continuous communication with voters, coordination with third-party stakeholders and local election officials, and continuous outreach to the media, the State Board of Elections will disseminate important information through a variety of mediums in order to ensure that Virginia voters are election ready this November.

Voters should anticipate Public Service Announcements (PSAs) appearing statewide via newspaper, television and radio starting in early fall. Additionally, SBE will utilize its website and social media such as Twitter and Facebook to reach voters.

In early fall, the State Board will mail new voter registration cards to all of Virginia’s approximately 4.7 million active registered voters. SBE will communicate important election-related information to voters in this mailing, including identification requirements and important election deadlines.

At the time of this release, State Board officials have begun to accumulate a list of interested third-parties, expand the agency’s media contact list, and develop Public Service Announcements. A copy of the outreach plan may be found at the following link:

<http://www.sbe.virginia.gov/webdocs/2012VoterOutreachPlan.pdf>

Organizations wishing to partner with the State Board of Elections in its efforts should contact the agency at 804.864.8901 or 1.800.552.9745.

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