



Press Release

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State Board of Elections**

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**State Board of Elections Enters Home Stretch of Statewide
“Are You Election Ready?” Campaign**

Richmond, VA – With Election Day just days away, the State Board of Elections (SBE) enters the final stretch of a comprehensive statewide voter education and outreach campaign aimed at informing Virginia voters about recent changes to Virginia’s voter identification laws. In an effort to reach all 134 localities and five million registered voters, the “Are You Election Ready?” campaign divided the state into five regions where various forms of media were distributed including print, radio, billboards, bus shelters, bus ads and television through the Virginia Association of Broadcasters.

After signing House Bill 9 and Senate Bill 1, Governor McDonnell issued Executive Order No. 45 that directed SBE to develop an outreach plan to 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 voter outreach campaign has educated voters about the changes to Virginia’s voter identification requirements and other important changes to the law impacting elections in Virginia, including provisional ballot procedures for voters who do not show an acceptable form of identification on Election Day.

The campaign includes partnerships with various community, civic, advocacy and church organizations across the state to reach the public through grassroots and grassroots initiatives, participation in community events and festivals, sporting events, collegiate activities, professional and organizational meetings. The State Board of Elections has worked with community and civic organizations across the state to ensure the public is well informed.

Social media has been critical in reaching voters through Facebook and Twitter with over 100,000 weekly impressions. Message points include acceptable forms of identification, the registration deadline, absentee voter awareness and other election-related information. Public Service Announcements (PSAs) have also appeared statewide via newspapers, radio, television and major sporting events including NASCAR races in Richmond and Martinsville which saw over 160,000 attendees.

The State Board of Election’s budget for this effort included a statewide media buy for print, radio and outdoor advertisements. “Grassroots outreach has been a major component of our effort to reach voters of all cultures and backgrounds. We’ve canvassed urban communities, remote and rural areas

of Virginia as well as the high-density populated areas of Northern Virginia, Hampton Roads, and the City of Richmond,” said Secretary Don Palmer.

The campaign ads features photos of everyday citizens of various cultures and backgrounds holding signs representing the type of voter identification they will take to the poll. An extended list of acceptable forms of identification, reminders of important deadlines, absentee voting information, and the SBE website and phone number, are all included in campaign advertisements.

In late-September, SBE mailed new voter registration cards to all of Virginia’s approximately 4.7 million active registered voters. SBE communicated important election-related information to voters in that mailing, including identification requirements and important election deadlines.

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