



NEWS RELEASE

CALIFORNIA SECRETARY OF STATE **KEVIN SHELLEY**

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Secretary of State Kevin Shelley Unveils Voter Education TV & Radio Public Service Announcements

Key Voter Information About Registration, Absentee Ballots, Polling Places and More

SAN FRANCISCO — Secretary of State Kevin Shelley today unveiled a series of television and radio Public Service Announcements (PSAs) that provide voters important information about the upcoming Statewide Special Election on October 7.

“This is one very important component of a comprehensive voter education and outreach campaign we have launched to ensure that every voter has the opportunity to take part in this election,” said Secretary Shelley. “Whether it’s logging on to the my vote counts.org web site or learning about key election dates and information by watching these PSAs, the ‘My Vote Counts’ program is designed to be a one-stop-shop for voter information.”

Stan Statham, president of the California Broadcasters Association, which provided assistance in the production and distribution of the PSAs to its members, as well as Len Fong, Director of Strategic Planning for New California Media, which comprises ethnic media outlets, joined Shelley as the PSAs were previewed today. Statham and Fong have urged their member station owners and managers to air the PSAs with frequency between now and October 7.

“We owe a debt of gratitude to the California Broadcasters Association and New California Media for all of their help in getting the word out about this election to the voters of California,” Shelley said. “It’s partnerships like these that make our efforts to communicate with voters a success.”

The public service announcements, in both English and Spanish, offer advice and guidance to voters regarding the upcoming October 7 statewide special election. They include information about how to register to vote by the September 22nd deadline, an appeal to voters to vote by mail and a key reminder that many polling place locations may have moved for this election and how a voter can find his or her new polling place, and more. Scripts for the 15-second and 30-second PSAs are attached.

In addition to Statham and Fong, Ron Longinotti, Vice President/General Manager, KPIX-TV/KBHK-TV and Ed Krampf, Regional Vice-President, General Manager of Clearchannel radio also were on hand today to underscore their commitment to frequently air the PSAs on their stations.

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“This is a vital time to make sure your vote counts,” said Stan Statham. “The California Broadcasters Association is pleased to be able to help deliver key election information to our state’s 15 million voters.”

Other elements of Secretary of State Shelley’s “My Vote Counts” voter education and outreach campaign include:

- Creation of a new web site, www.myvotecounts.org, and in Spanish at www.mivotocuenta.org, that provides critical information regarding the deadline and requirements for registration, absentee ballot applications, voting systems that will be used by the counties, polling place information and more
- Toll-free voter assistance hotlines in seven languages, including, Chinese (Mandarin), English, Japanese, Korean, Spanish, Tagalog and Vietnamese (Numbers listed below)
- Consultation and cooperation with thousands of community based organizations on voter outreach aimed at helping to register new voters, explaining the use of county voting systems and disseminating other key election information
- Preparation of multi-lingual materials to reach California’s diverse communities
- Editorials in local newspapers
- Outreach to each punch card county to assist in educating voters, processing ballots, and avoiding Election Day problems (Punch cards will be used by Los Angeles, Mendocino, Sacramento, San Diego, Santa Clara, and Solano counties)
- Election specialists dispatched statewide to assist county officials.

Web addresses:

www.myvotecounts.org (English)

www.mivotocuenta.org (Espanol)

Voter Information Hotline Numbers:

- Chinese (800) 339-2857
- English (800) 345-VOTE (8683)
- Japanese (800) 339-2865
- Korean (866) 575-1558
- Spanish (800) 232-VOTA (8682)
- Tagalog (800) 339-2957
- Vietnamese (800) 339-8163

Attachment: PSA scripts, English & Spanish