



***Our mission is to end discrimination based on sexual orientation and gender identity, and to ensure the dignity, safety, and legal equality of all Kansans.***

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To: Senate Committee on Ethics and Elections, Hon. Terrie Huntington, Chair  
From: Thomas Witt, Executive Director, Kansas Equality Coalition  
Re: Bill introduction request  
Date: February 1, 2012

The League of Women Voters of Kansas and Kansas Equality Coalition respectfully request the introduction of a bill that will require the State of Kansas to engage in a voter education program designed to reach all persons eligible to vote in Kansas, and that this program be completed no fewer than 60 days prior to the 2012 general election.

The State of Georgia has been cited by Secretary of State Kris Kobach and others as a model for Kansas voter identification legislation. Georgia's voter education program was designed to make nearly 5.2 million direct voter contacts through a variety of means – direct mail, automated telephone calls, and literature distributed through utility companies and non-governmental organizations. Additionally, the State of Georgia's campaign broadcast 62,000 television and radio public service announcements, which ran in time slots with the highest numbers of viewers and listeners. Their campaign also included newspaper ads, and advertisements on public transportation and at sporting events.

Given that Kansas has a population 1/3 that of Georgia, we ask that the Kansas program be required to have:

- At least 1.75 million direct-mail voter contacts
- A minimum of one mailing to each household in the state.
- A mass media campaign with at least 25,000 television and radio public service announcements.
- PSA's should be broadcast on a sufficient number of stations and sufficient times as to reach the broadest possible Kansas audience.
- The Secretary of State's office should be directed to make maximum use of earned media through press events and availabilities.
- The Secretary of State's office should engage in an aggressive social media campaign of voter education.
- All educational materials and communications shall be comprehensive in its explanation of the new voter identification requirements, and be easy for the average voter to understand.

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