Washington Secretary of State
SAM REED

Advisory Issue: 04 Voter Outreach
December 5, 2007

Washington State 2008 PRESIDENTIAL PRIMARY

It's been eight years since our voters have participated in a Presidential Primary. Outreach will be especially important since implementing the new Pick-a-Party-Primary system, which differs from the Presidential Primary. Here is a list of outreach ideas to educate voters and encourage turnout. Remember, *outreach expenses can be charged to the state as part of the Presidential Primary costs.*

PSAs

- Presidential Primary instructions
- Encourage turnout

Video PSA

- Public Access Television Stations

Website Notice

- Crawler or slideshow note

Voters' Pamphlet

- Info regarding Presidential Primary
- Info regarding MyVote
- Info regarding online voter registration

Newspapers (English and Minority)

- Information regarding online registration, and how to obtain regular registration forms
- Notice explaining Presidential Primary, giving website address

Movie theater advertising

Posters

If you have additional suggestions, please share them with our office. We would like to learn more about your innovative ideas!

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