REVISED PLAN FOR THE VOTER PHOTO ID EDUCATIONAL PROGRAM

1. Review and approve letter to be direct mailed to voters on "refined" list.

2. Besides direct mail, we have other means available for education. We need to get both the hard copies of letters as well as .pdf copies in the hands of organizations that will use them. There are several possibilities:

   A. Local Governments - as I understand it either the letters, or supplies for printing the letters, are now available in each of the counties. Local governments regularly communicate with voters by making printed materials available. If any one is in doubt, just visit any courthouse. We want these letters distributed and made available to anyone who has business with their local government. Some parameters will need to be set so that the paper is not just dumped. Basically, our optimal goal would be distribution by county commissioners at their meetings, school boards at their meetings, and court clerks. A letter to each advising them of the material and requesting their assistance would likely be the most effective. Obviously, voter registrars should retain a certain amount for use/distribution as people register to vote.

   B. Local Civic Groups - basically, there are two categories - groups like the Rotary, Lion's Club, etc. and groups like the League of Women Voters and the Georgia Chamber of Commerce. About one-third should be made available for distribution by local presidents/leaders of these groups. Communication through the state presidents/leaders would probably be the most effective way to do this. A letter advising of them of how they can help, with the information on where they can pick up their copies, would be the effectively way. Of course, copies would be available online.

   C. Churches - it is important that this component involve a direct outreach effort to African American ministers. Again, a letter advising them of how they can help, with the information on where they can pick up their copies, would be effective.

   D. Other Groups - this would include groups like the AARP, NAACP, NASCON, etc.

   E. The PSA's. We have "committed" funds and we should use them. They very likely will need modification which I am prepared to do Tuesday. As I understand, there is a procedure (which statewide officers often use and which some have in their media operations) which permits the transmittal of voice data (a tape) to every single radio station. Secretary Cox has used this before. Many of the smaller stations will run the PSA for free. The challenge is to get the education PSA in their hands. The same is true for all of the television stations. In addition, we need to discuss with GPTV what, if any, options are available for getting their help.

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F. The Internet. We need a full web page devoted to education. Anyone surfing the internet should be able to put in Voter Identification Card or Photo ID for voting and find this webpage. In addition, any one checking on government issues or visiting the state government pages should be able to find it.

G. Emails. There is no reason not to use every email address available. For example, emails that GTA has could possibly be used to send an email regarding photo ID. At a minimum, pyramid emails - i.e., emails to the heads of organizations for distribution to their leaders and members should be used.

3. New Efforts:

A. Contacting Those Whose Names Appear on the Refined List -

i. Mail the list. We should mail each person on the list. Third class mail would be the most effective and we have time to effectively use such.

ii. Provide the list to each county to the local political parties and candidates to contact as well as making it public.

iii. Call the list. If there are sufficient funds, we should all those voters whose name appears on the refined list probably using a pre-recorded message.

B. Preparation of a new Document brochure - We should complete the full descriptive brochure (printing no more than the minimal amount) so that it can be posted, emailed, and printed.