

HOUSE BILL No. 2721

By Committee on Elections

2-10

1 AN ACT concerning elections; relating to voter education.

2

3 *Be it enacted by the Legislature of the State of Kansas:*

4 Section 1. (a) The secretary of state shall develop a voter education
5 program designed to reach all persons eligible to vote in Kansas no fewer
6 than 60 days prior to the 2012 general election.

7 (b) Such voter education program shall:

8 (1) Contact at least 1.75 million eligible Kansas voters through direct-
9 mail voter contacts;

10 (2) contact each household in the state with at least one mailing of the
11 voter education materials;

12 (3) launch a mass media campaign with at least 25,000 television and
13 radio public service announcements on a sufficient number of stations and
14 sufficient times to reach the broadest possible Kansas audience;

15 (4) make maximum use of media through press events and
16 availabilities;

17 (5) engage in an aggressive social media campaign of voter
18 education;

19 (6) make all education materials and communications comprehensive
20 in its explanation of voter identification requirements; and

21 (7) be easy for the average person to understand.

22 Sec. 2. This act shall take effect and be in force from and after its
23 publication in the Kansas register.

24