

State of Wisconsin\Government Accountability Board

212 East Washington Avenue, 3rd Floor
Post Office Box 7984
Madison, WI 53707-7984
Voice (608) 266-8005
Fax (608) 267-0500
E-mail: gab@wisconsin.gov
<http://gab.wi.gov>



JUDGE THOMAS BARLAND
Chair

KEVIN J. KENNEDY
Director and General Counsel

MEMORANDUM

TO: Wisconsin Municipal Clerks
City of Milwaukee Election Commission
Wisconsin County Clerks
Milwaukee County Election Commission

FROM: Michael Haas
Elections Division Administrator

Meagan McCord-Wolfe
Voter Services Specialist

DATE: October 1, 2014

SUBJECT: Voter Outreach Materials Available for Clerk Use

Thank you for all you are doing to educate voters in your municipality about the Photo ID requirement. In order to aid you in your continuing outreach efforts, the G.A.B. has put together a number of voter outreach documents and resources.

The following voter documents and resources are now available on the G.A.B. website for your use:

News Release Template: If you are looking for a short article to put in your local publications, the G.A.B. has a template photo ID news release as well as a template voter registration news release that you can customize for your municipality. You will find the template news releases as an attachment to this communication.

Voter Outreach Handouts: The G.A.B. has created an array of voter handouts that you can use to help educate your voters. There are about 20 handouts available that range in topic from Acceptable Photo IDs to Voter Registration and Absentee Voting. You will find the voter handouts on the G.A.B.'s website at <http://gab.wi.gov/elections-voting/photo-id> then look under "Quick Reference Topics for Photo ID" on the right side of the page.

Information Packet: There is also a comprehensive information packet titled "A Complete Guide to Voting in Wisconsin and the Photo Identification Law" that can be found as an attachment to this communication and on the G.A.B. website under "Quick Reference Topics for Photo ID."

Recorded PowerPoint Presentation: We have recorded a complete PowerPoint presentation titled "Voting in Wisconsin and the Photo Identification Law." You can use this recording to educate your voters by presenting it or by making it available to local organizations or on your public access station. The presentation follows along with the packet "A Complete Guide to Voting in Wisconsin and the Photo Identification Law" referenced above. You will find the recorded presentation on the

G.A.B.'s website at <http://gab.wi.gov/elections-voting/photo-id> then look under "Quick Reference Topics for Photo ID" on the left side of the page.

Bring it to the Ballot website: The G.A.B.'s photo ID website, <http://BringIt.wi.gov> is also a great reference for photo ID materials geared towards voters. On the Bring It website look under "Downloads" on the gray menu bar to find videos, posters, brochures and more. You will also find materials available in Spanish. You may wish to provide links on your municipal website directly to the Bring it to the Ballot website, which was created in 2011 and has recently been updated to reflect changes in the statutes and the procedures of the Department of Motor Vehicles. Many clerks have asked us specifically about a photo ID brochure. You will find the brochure as an attachment to this communication, or you can find it on the G.A.B.'s website at <http://gab.wi.gov/elections-voting/photo-id> then look under "Quick Reference Topics for Photo ID" on the left side of the page or at <http://bringit.wi.gov/downloads>. It is an excellent single-piece overview of the Voter Photo ID Law.

Public Service Announcements: In the coming weeks you may see and hear the G.A.B.'s Bring it to the Ballot Public Service Announcements (PSA) on your television or radio. If your municipality would like to broadcast a Bring it to the Ballot PSA on your local public access stations, please contact the G.A.B. for information about where to download the files in the format you need.

We hope that you will use these tools to educate voters in your municipality about photo ID and other voting requirements. It is also our hope that you will share these materials with community organizations and groups that work with voters in your community. If you have any questions about the voter outreach materials, please contact Meagan McCord Wolfe at Meagan.Wolfe@wi.gov.