

# State of Wisconsin\Government Accountability Board

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JUDGE VICTOR MANIAN  
Chair

KEVIN J. KENNEDY  
Director and General Counsel

February 1, 2016

Dear Wisconsin Broadcaster,

I am writing today on behalf of the Government Accountability Board to ask for your help in publicizing Wisconsin's Voter Photo ID Law, which will be in effect during statewide elections in 2016 for the first time since February 2012.

The G.A.B. has developed a public education campaign called "Bring It to the Ballot," which includes several :15 and :30 second public service announcements for TV and :30 second radio PSAs. Some PSAs focus on awareness of the law while others focus on how to get a free ID to vote. There are two Spanish-language radio PSAs.

Broadcast-quality copies of all the PSAs are available for download at Dropbox.com. <https://www.dropbox.com/sh/c1earn0rjhd1de/AABG8rMmPN9xg9kduoaK784va?dl=0> If you would like to preview them, they are online at <http://BringIt.Wisconsin.gov/multimedia>.

If you have any questions, please contact G.A.B. Public Information Officer Reid Magney: [reid.magney@wisconsin.gov](mailto:reid.magney@wisconsin.gov) or 608-267-7887.

Thank you for your assistance in getting this important information about voting out to your viewers and listeners.

Sincerely,

A handwritten signature in black ink that reads "Kevin J. Kennedy". The signature is written in a cursive, flowing style.

Kevin J. Kennedy  
Director and General Counsel