SENATE BILL No. 389

By Committee on Ethics and Elections

AN ACT concerning elections; relating to voter education.

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

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

(b) Such voter education program shall:

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

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

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

(4) Make maximum use of media through press events and availabilities;

(5) Engage in an aggressive social media campaign of voter education;

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

(7) Be easy for the average person to understand.

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