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**The Board of Elections in the City of New York Expands Public Education Efforts to Raise Awareness of New Voting System Featuring a Paper Ballot**  
*"It's a New Day, Vote the New Way" ads to appear on buses, subways, radio, TV, online and daily newspapers as part of the a five borough campaign to educate 4.3 million registered voters*

**August 31, 2010** – New York City – The Board of Elections in the City of New York is launching an expanded advertising campaign today as part of its ongoing, comprehensive public education program to make voters aware that they will be voting using a paper ballot at this year's Primary and General Elections. The ad campaign – which will be featured on the sides of buses and in subway cars starting today – shows the simple, three-step process for voting, and provides information about where voters can learn more.

Throughout the fall until Election Day, ads will appear in 88 community newspapers, 5 daily papers, 12 radio stations, online outlets, public transit (318 buses and 2,000 subway car posters spread evenly among all lines), and almost 600 TV spots on four major networks and 20-30 Cable networks. These ads were purchased at reduced PSA rates with additional discounts.

"The Board hopes that between now and Election Day all 4.3 million registered voters in New York City will be aware that there is a new way to vote that assures all votes will continue to be counted accurately," said Board President Julie Dent. "This new advertising campaign is just one component of our five-borough outreach program that includes demonstrations of the new voting system, vans and trucks mocked up as mobile billboards and a special public education website voters can visit to learn more about the new voting system."

New York City's new voting system uses an optical scanner to read marked paper ballots and tally the results at the poll site on Election Night. This system also includes a ballot marking device (BMD), which is an electronic device that assists voters in marking a paper ballot on Election Day. The BMD allows all voters, including voters with disabilities, to vote privately and independently at their poll site. This system is being implemented in compliance with the Help America Vote Act (HAVA), passed in October 2002 by Congress, which requires a voting system that produces a permanent, verifiable paper record. The lever machines previously used in the City did not comply with this requirement. The new voting system will be in place in all poll sites for the Primary Election on Sept. 14, 2010 and the General Election on Nov. 2, 2010.

“Everyone at the Board is working hard to make sure all voters are aware of the new voting system and we will continue working hard through November to make sure Election Day runs as smoothly as possible for voters in New York.” said Board Secretary J.C. Polanco. “I encourage any New Yorkers who have questions about the new voting system to go to one of our Learning Centers, visit our website or attend one of our many public demonstrations to learn how to vote in three simple steps.”

All advertising features the simple three step process that voters will follow to vote:

1. *Get your paper ballot.* A voter will go to their poll site, sign in and get a paper ballot from the poll worker.
2. *Mark your paper ballot.* A voter will use a pen or a ballot marking device to mark their choice on their ballot.
3. *Scan your paper ballot.* A voter will insert their marked ballot into a scanner to cast their vote.

The ads are part of an extensive public education and outreach campaign that the Board is conducting to familiarize voters with the new process. Since May, the Board has been performing demonstrations of the new voting system in neighborhoods throughout the City to allow voters to see how the new system works, ask questions and to practice voting with a paper ballot. So far, 219 demonstrations have been conducted at community events in all five boroughs with attendees ranging from 25 to 20,000 people, and there are more than 270 upcoming demonstrations before the General Election. The Board has created a new public education website dedicated to educating voters about how to vote the new way, reached through the Board’s website [www.vote.nyc.ny.us](http://www.vote.nyc.ny.us), which features a variety of educational materials for voters and community organizations, including flyers, brochures, frequently asked questions and posters. To ensure that all voters are informed before Election Day, the Board sent a multi-language mailer to all 4.3 million registered voters in August containing instructions about how to vote using a paper ballot.

The Board has also opened Learning Centers in each Borough Office where voters can practice voting with a paper ballot and can use the new voting system at their own pace. Learning Center locations and the demonstration schedule, along with other information about the new way to vote, is available at [www.vote.nyc.ny.us](http://www.vote.nyc.ny.us). Information is also available on Facebook at [www.facebook.com/VoteTheNewWayNY](https://www.facebook.com/VoteTheNewWayNY).

For more information about the Board of Elections, please visit [www.vote.nyc.ny.us](http://www.vote.nyc.ny.us). For further information, contact 866-VOTE-NYC (866-868-3692), TTY 212-487-5496. Copies of the new ads, as well as interview with Board Commissioners, are available upon request.

#### **About the Board of Elections in the City of New York**

The Board of Elections in the City of New York is an administrative body of 10 Commissioners, two from each borough upon recommendation by both political parties and then appointed by the City Council for a term of four years. The Commissioners appoint a bipartisan staff to oversee the daily activities of the Board’s main and five borough offices. The Board is responsible under New York State Election Law for the following:

- Voter registration, outreach and processing
- Maintain and update voter records
- Processing and verification of candidate petitions/documents
- Campaign finance disclosures of candidates and campaign committees
- Recruiting, training and assigning the various Election Day officers to conduct elections
- Operate poll site locations
- Maintain, repair, setup and deploy the Election Day operation equipment

- Ensure each voter their right to vote at the polls or by absentee ballot
- Canvassing and certification of the vote
- Voter education, notification and dissemination of election information
- Preparation of maps of various political subdivisions

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