



PUERTO RICO STATE ELECTIONS COMMISSION

Non-Partisan Educational Campaign for the 2020 Plebiscite Campaign Outline

Objective: This nonpartisan campaign will be developed with the purpose of:

- a. Highlighting the relevance of the 2020 Plebiscite "Statehood: Yes or No" vote.
- b. Educating voters about the meanings of the 'Yes' and 'No' options.
- c. Educating voters about how and when to register to vote.
- d. Inform voters on how and where to vote.

The campaign shall create a strong and clear message to help voters by, publishing deadlines and, ensuring voters understand the entire process. This campaign will be non-partisan and geared to educate the public, **not to favor one political party, or status option over another.**

This campaign will be divided in three (3) phases.

Phase 1: Educational

- a. This phase will focus on educating voters on two (2) areas:
 1. The importance and relevance of the 2020 Plebiscite vote and
 2. Voter's registration process.
- b. Voters will receive information on the 2020 Plebiscite, including its implications, ballot information, deadlines and, requirements to register as a voter.
- c. We will use nonpartisan personalities, with credibility and objectivity, to humanize the Puerto Rico State Elections Commission institutional message.
- d. The campaign will be presented in digital, social, and traditional medias. This will, include (but not limited) to television, radio, printed media , online press, Facebook (Live), Instagram, Twitter, YouTube, Google, billboards, etc.

Before launching this campaign phase, the Puerto Rico State Elections Commission website (www.ceepur.gov) will be updated to become the landing page in which voters will get the most current information about the 2020 Plebiscite. Most promotional advertisements should direct voters to this page. This phase of the campaign must be non-partisan and geared to educate the public, **not to favor one political party, or status option over another.**

Phase 2: Voter Registration

This campaign phase will focus on mechanisms to motivate voters to sign up and register and/or update their voter registration records. It will be an unbiased dynamic campaign developed to reach voters from all walks of life.

- a. During this phase, videos and post messages, will be uploaded online, as well as using social media, to motivate voters to register and/or update their voter registration records. The main goal of these videos and postings will be to remind people of the deadlines they have to register and/or make any changes on their voter's registration records.
- b. This phase will also educate our voters on what they need to do to register for absentee ballot voting, voting from their homes, voting by the blind, hospital voting and/or any other means available for the voter to exercise his/her right to vote..

As stated before, this phase of the campaign must be an unbiased and nonpartisan geared to educate the public **not to favor one political party, or status option over another.**

Phase 3: Get Out the Vote

This is the last phase of the campaign.

Once voters have registered, we still need to make a push to get voters ready, eager to participate, and vote in the 2020 Plebiscite.

- a. A video campaign will be developed to motivate people to go out and vote. These videos will feature Puerto Ricans (?) from all demographic and socioeconomic backgrounds stating the importance and need for all voters to participate, to make their voices heard, on the 2020 Plebiscite. These video messages should be one in which all voters are able to understand that, for the Plebiscite to have an impact, people must go out and vote. The message portrayed should motivate and entice voters to participate and vote. The message needs to be construed in an unbiased and nonpartisan manner. The message must entice voters to go participate and choose the option the voter feels, in his/her mind, is the option they should vote for.
- b. These campaign messages will be delivered through advertisements in videos, podcasts and audio postings that will be uploaded using social media and online platforms such as YouTube. (How about adding the Puerto Rico State Elections Commission's website too?). The campaign will also use, traditional media, such as television, billboards, and radio, among other forms of traditional media platforms. The campaign will be made using all available means of communication to spread this message including, but not limited to: movie theaters, shopping centers, Google, YouTube, Instagram, Facebook, Twitter, T-

shirts, banners, radio (with a jingle), press, and digital billboards, among other means that the Puerto Rico State Elections Commission can use to spread the “get out the vote” message. These messages will be delivered until the end of the voting day.

As stated before, this phase of the campaign must be an unbiased and nonpartisan geared to educate the public **not to favor one political party, candidate, or status option over another.**

Summary, Mobilization Goals, and Suggested Budget

- a. Puerto State Elections Commission’s (PR-SEC’s) campaign will be aimed to educate voters about the importance and relevance of the 2020 Plebiscite vote, as well as informing them about deadlines, locations, and the steps they need to take when exercising their right to vote.
- b. This campaign will have three (3) phases: educational, voter registration, and "get out the vote"
- c. The campaign will be distributed using all available media outlets, including, but not limited to, TV, radio, cinema, press, billboards, Facebook, Instagram, Twitter, Google, YouTube, and a dedicated State Elections Commission website.
- d. **The total cost for the communication campaign will be \$2 million.**
- e. This campaign, in all three (3) phases, **shall be unbiased and nonpartisan, geared to educate the public not to favor one political party, or status option over another.**
- f. PR-SEC’s goals through this educational campaign , are:
 1. Energize voters from all walks of life, so that they are motivated to go out and vote.
 2. Educate voters on what each of the two options mean.
 3. Make sure all voters have their voting registration and records up to date with their latest vital information.
- g. We want this educational campaign to run smoothly and **we want everyone to see PR-SEC as a trustworthy custodial of the people’s will when they go out and vote.** This is why **it is of paramount importance that this educational campaign is developed with an unbiased clear and concise message.** Not favoring a political party, or status option. As stated, before **this educational campaign is centered on informing and motivating voters to vote on the 2020 Plebiscite. We do not favor political parties, or status options.**