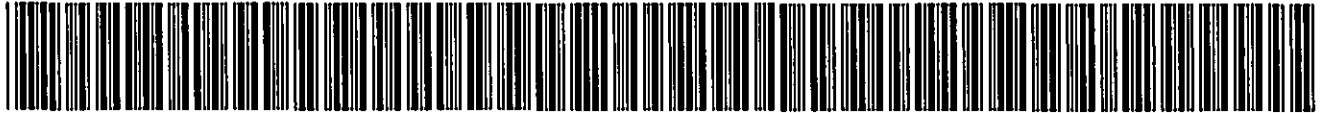


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## VOTE '76 ACTION PROGRAM

1. **CITY, COUNTY CHALLENGES.** We hope to encourage friendly competition among cities, among counties, among associations and among businesses in Minnesota. The "votingest" in any of these classifications will be in line for recognition and some kind of award. Our goal is to begin these challenges at the time of our kickoff July 23.
2. **TARGET GROUPS.** Our identified target groups -- news media, retail and commercial associations, labor organizations, major employers in the state, teacher organizations, the League of Women Voters and the auditors and city clerks -- will be getting information kits around the kickoff date. Each of these organizations will be encouraged to participate in ways that best use their services.
3. **PUBLIC SERVICE ADVERTISING.** Radio and television public service announcements will be produced for release during the four-month period. These announcements will be keyed to voter registration deadlines. Newspaper advertisements will be prepared in various sizes for advertisers to sponsor.
4. **VOTER REGISTRATION EVENTS.** Events around the state will be planned to highlight the VOTE '76 effort. The Secretary of State, as well as other prominent individuals, will be making appearances. We hope to have kickoff luncheons and media events at many locations throughout the state.
5. **SCHEDULE.**

July 26	--	VOTE '76 kickoff
Aug. 2	--	radio-public service announcements begin
Aug. 24	--	Primary pre-registration deadline
Aug. 31	--	TV public service announcement begin; new radio spots
Sept. 14	--	State Primary Election
Sept. 27	--	new TV and radio public service spots
Oct. 12	--	pre-registration deadline for General Election
Oct. 15	--	final radio and TV spots
Nov. 2	--	General Election



Minnesota business organizations can play a major role in the VOTE '76 effort in a number of ways. Here are a few examples:

- . Direct financial assistance.
- . Reprints of an informational brochure to mail or hand out to customers. A 3½x6½-inch brochure would cost about \$235.00 for 5,000.
- . Voter registration displays. Reprint cost is \$1.98¢. Several thousand are needed statewide.
- . Thirty seconds of radio time to reach drive-time audience (to bolster less well-heard public service time slots) costs anywhere from \$25 to \$150. (A tag-end message on regular advertising means little or no additional cost to the advertiser.)
- . Billboard space is \$350 per panel monthly. Production costs for 100 billboard posters is about \$1,500. (Printing and display costs go down as the numbers increase.)
- . A minute of television time begins at \$100.
- . Companies can also reprint posters, stickers and other materials; print feature articles in employee magazines and newsletters; provide transportation or other services.

**NEW  
DOCUMENT**



### PURPOSE

Minnesota Citizenship Fund, Inc., a non-profit, non-partisan, charitable and educational corporation, was founded to coordinate and fund programs to register, educate and involve Minnesota's voters in the political process.

### HISTORY

Minnesota Youth Citizenship Fund was organized in March 1971 as a vehicle to help the newly enfranchised 18-21 year old voters get informed on political issues and get registered to vote. Some 60,000 voters were registered from June to September 1972. Educational materials were made available to teachers statewide. Following the 1972 general election, the organization became dormant. In 1975, renewed interest in voter registration brought the organization back to the forefront. The charter was expanded on February 10, 1976 as the Minnesota Citizenship Fund, Inc. This organization is currently planning, coordinating and seeking funding for a statewide, non-partisan Vote '76 campaign.

### PROGRAM DESCRIPTION

The Vote '76 campaign will coordinate the efforts of government, business and private citizens to mount a major statewide "inform yourself, register and vote campaign." This non-partisan project will rely heavily on mass media, including television, radio and newspaper public service advertising. There also will be posters, voter registration displays and brochures. There will be four focal points in the campaign: pre-registration deadline for the primary election, Aug. 24; primary election, Sept. 14; pre-registration deadline for the general election, Oct. 12; and the general election, Nov. 2. Voter registration booths to accommodate interested voters will be set up at convenient locations throughout the state.

### PROGRAM NEED

National trends indicate a continuing decline in the numbers of people exercising their right to vote. Voter statistics are published each year which point to this fact. Many other people and organizations have made voter registration efforts in past years and many will do so this year. These efforts by candidates,

clubs or other groups are beneficial but they cannot have the scope that is required. It is important to have a highly visible campaign that brings into focus all voter registration and get-out-the-vote efforts.

This Bicentennial year is appropriate for a major register and vote campaign because of a genuine renewed sense of patriotism. It is also appropriate because business organizations can now participate in non-partisan projects of this type due to a bill enacted by the Minnesota Legislature in 1975.

The bill amends the fair campaign practices act to allow corporations:

- . to contribute or conduct non-partisan public media projects to encourage individuals to attend precinct caucuses, register or vote;
- . to provide meeting facilities for political gatherings on a non-discriminatory basis;
- . to sell products or to post messages in public premises which promote participation in precinct caucuses, voter registration or elections.

The bill requires that business organizations contributing over \$100 for these activities report the contribution and expenditures to the Secretary of State.

#### PROGRAM FUNDING

The Vote '76 campaign will be sponsored by many business organizations. Ninety per cent of the proposed budget is in the form of in-kind contributions of products and services. These contributions will range anywhere from reprinting a voter pamphlet to providing television airtime. The program is designed so that each contribution can be tailored to a particular business.

BOARD OF DIRECTORS

The board of directors of Minnesota Citizenship Fund was convened in February 1976. They meet on a quarterly basis. The executive committee includes:

Oliver S. Perry  
President  
480 Cedar Street  
St. Paul, MN 55101  
227-9591

President,  
Minnesota Association  
of Commerce and Industry

Jerry Jenkins  
Vice President  
2252 Folwell Street  
St. Paul, MN 55108  
645-1452

President,  
Minnesota League  
of Women Voters

Duane Elg  
Secretary  
175 Aurora Avenue  
St. Paul, MN 55103  
227-7647

Legislative Director,  
AFL-CIO

Frank Walz  
Treasurer  
3800 I.D.S. Tower  
Minneapolis, MN 55402

Attorney at Law  
O'Connor and Hannan

Joan Anderson Growe  
Secretary of State of Minnesota  
180 State Office Building  
St. Paul, MN 55155  
296-2079

Other directors are:

Jeff Johnson  
115 Bedford Street S.E.  
Minneapolis, MN 55414  
336-6297

Jerene Herzing  
818-15th Street S.E.  
St. Cloud, MN 56301

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315 West 15th Street  
Minneapolis, MN 55403

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41 Sherburne Avenue  
St. Paul, MN 55103  
227-9541

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7300 France Avenue South  
Suite 312  
Minneapolis, MN 55435  
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