

SENATE BILL No. 460

By Committee on Ways and Means

3-13

1 AN ACT concerning elections; dealing with voter education; amending
2 K.S.A. 2011 Supp. 25-2357 and repealing the existing section.

3
4 *Be it enacted by the Legislature of the State of Kansas:*

5 Section 1. K.S.A. 2011 Supp. 25-2357 is hereby amended to read as
6 follows: 25-2357. (a) The secretary of state shall provide advance notice
7 of the personal identification requirements of this act in a manner
8 calculated to inform the public generally of the requirements for forms of
9 personal identification as provided in this act. Such advance notice shall
10 include, at a minimum, the use of advertisements and public service
11 announcements in print, broadcast television, radio and cable television
12 media, as well as the posting of information on the opening pages of the
13 official internet websites of the secretary of state and governor.

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

17 (c) *Such voter education program shall:*

18 (1) *Contact all Kansas households through direct-mail;*

19 (2) *launch a mass media campaign with at least 25,000 television*
20 *and radio advertisements on a sufficient number of stations and sufficient*
21 *times to reach the Kansas audience;*

22 (3) *engage in a social media campaign of voter education; and*

23 (4) *make all education materials and communications explicit in its*
24 *explanation of voter identification requirements for the average person to*
25 *understand.*

26 Sec. 2. K.S.A. 2011 Supp. 25-2357 is hereby repealed.

27 Sec. 3. This act shall take effect and be in force from and after its
28 publication in the Kansas register.