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Media Contact:

Shanna Blanchard
PSA Network Director

F.Y. Eye
718.915.6092

shanna@fyeye.org

F.Y. Eye Launches Citywide Nonprofit Voter Education PSA Initiative Harnessing Media and Community Voices to Strengthen Voter Turnout

Crowdsourced Nonpartisan Public Service Announcements (PSAs) to Get Out the Vote

New York, NY – June 12, 2025 – [F.Y. Eye](#), a NYC-based nonprofit working at the intersection of information access, media, and design to amplify essential community messages and reach people in need, is pleased to launch the [Voter Education PSA Clearinghouse](#), a platform designed to enhance voter knowledge and engagement. As the 2025 Primary Election approaches, this initiative seeks to ensure all New Yorkers, regardless of socio-economic background or neighborhood, have the information they need to participate fully in our democracy.



F.Y. Eye's [Voter Education PSA Clearinghouse](#) (Clearinghouse) serves as a centralized resource for non-partisan public service announcements (PSAs) and voter education resources related to election awareness and the voting process, including registration, dates, deadlines, target populations, and is inclusive of multiple languages. The Clearinghouse prioritizes PSA materials that address the unique barriers faced by underrepresented communities and the challenges and opportunities presented by Ranked Choice Voting, a relatively new voting system for NYC, introduced locally in 2021. By curating materials from trusted nonprofit organizations, F.Y. Eye aims to provide equitable access to vital information for every voter that resonates with diverse communities across New York City.

In addition to the Clearinghouse, F.Y. Eye will be sharing voter education PSAs on its [PSA Network](#) – a network of digital screens across New York City located in nonprofit community spaces such as health clinics, supportive housing facilities, senior centers, and community and recreation centers. The PSA Network meets communities where they are with information (via nonprofit PSAs curated by F.Y. Eye) that builds awareness about essential community resources, services, and programs that contribute to community well-being.

The Clearinghouse is one part of a broader suite of F.Y. Eye’s voter education work. Beyond PSA Network distribution, F.Y. Eye has secured high visibility donated media placements across the city, including engaging 8.5 million people through a multi-lingual [Ranked Choice Voting PSA](#) on **New York City Department of Sanitation** trucks in all five boroughs throughout the month of June, with a focus on low voter turnout communities. Additionally, PSAs from the Clearinghouse will be featured on screens at some of the city’s most exciting events in June including **City Park Foundation’s SummerStage** and at the **Rockaway Film Festival**. Finally, media partners **Lamar** and **Captivate** have offered additional OOH placements across the five boroughs.

F.Y. Eye has also partnered with the **Hispanic Federation** to create a nonpartisan toolkit for individuals and organizations interested in doing digital outreach and education about the Primary Election. The [toolkit](#) contains social media graphics, information on election processes, and resources to answer voters’ questions before they head to the polls. The toolkit is available in English and Spanish, and is being shared with hundreds of nonprofits.



From left: 1. New York League of Conservation Voter Education Fund’s “Make a Voting Plan!” PSA shared at City Park Foundation’s SummerStage in Central Park on Wednesday, June 4. 2. RiseBoro’s “A Better New York with Rank Choice Voting” PSA at Rockaway Film Festival on Saturday, June 7. 3. F.Y. Eye’s “Vote. June 2025.” PSA featured on a New York City Department of Sanitation truck.

“We recognize that art, design, and community can be powerful tools for change,” said Christina Daigneault, Executive Director of F.Y. Eye. “We are thrilled to launch the Voter Education PSA Clearinghouse for the Primary Election to provide a space for nonpartisan voter information, empowering New York City voters and organizations while fostering an environment where democracy is truly accessible to all.”

A diverse array of NYC nonprofits have shared resources and PSAs for the Clearinghouse, including THE CITY's [“Meet Your Mayor 2025” PSA](#), Make the Road NY's [“Vote for Respect and Dignity” PSA](#), and the Hispanic Federation's [“Latino Week of Action” digital toolkit](#), co-developed with F.Y. Eye.

"It is critically important for us to support New Yorkers with accurate, empowering information as they think about their Ranked Choice vote this primary cycle. The issues are complex, and the voting system is still unfamiliar to many, so it is particularly valuable to bring awareness of THE CITY's independent nonpartisan service journalism to tens of thousands of voters who may not ordinarily come across our work via F.Y. Eye's Voter Education PSA Clearinghouse." – Nic Dawes, Executive Director, THE CITY

"At Make the Road New York, we engage working-class people of color and immigrants with non-partisan voter registration, naturalization, and voter education. F.Y. Eye's Voter Education PSA Clearinghouse helps advance our efforts for New Yorkers to engage in NYC elections by providing them with the tools to overcome barriers to civic participation, such as language barriers. Our collaboration is key to ensure voters understand the issues that matter most to them and remind them about crucial elections for their families and communities." – Ricardo Aca, Senior Director of Digital Strategy, Make the Road NY

"Hispanic Federation is proud to partner with F.Y. Eye to develop a nonpartisan toolkit that people or organizations can use to inform and mobilize the Latino community during the upcoming municipal elections. Now more than ever we need to provide the Latino community with electoral information that is trusted, verified, and culturally appropriate. We are looking forward to sharing this toolkit with our 100+ member agencies in New York City," said Emely Paez, Senior Director of Government and Community Affairs.

F.Y. Eye invites organizations dedicated to promoting accessibility and equity in voter education to contribute and share materials from F.Y. Eye's [Voter Education PSA Clearinghouse](#). Moreover, F.Y. Eye invites media vendors to reach out with donated media opportunities and placements for PSAs in the Clearinghouse. Users of the Clearinghouse can download PSAs in a range of sizes and languages to share with their networks and communities. F.Y. Eye will continue to accept non-partisan voter education PSAs until the week of the Primary Election.

Together, we can help create a more informed and inclusive electorate. For more information about F.Y. Eye's [Voter Education PSA Clearinghouse](#) and to download and share voter education PSAs, please visit <https://www.fyeye.org/voting-clearinghouse-2025>.

About F.Y. Eye

F.Y. Eye is a NYC-based nonprofit focused on building public awareness about critical New York resources, programs, and messages by creating and distributing community artist-driven public service announcements by local nonprofits. <https://www.fyeye.org>

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