



Voter Education PSA Clearinghouse Frequently Asked Questions

Thank you for your interest in our Voter Education PSA Clearinghouse. We are seeking a diversity of nonpartisan PSA submissions that will reach and inspire communities of voters across NYC. Each voter education PSA will be placed in our [Clearinghouse](#), and a selection will be chosen for our own [PSA Network](#) and high-visibility placements from our donated media partners.

Please submit your PSAs by Monday, May 18 for donated media consideration. All PSAs will be included in our Clearinghouse leading up to Election Day on Tuesday, June 23.

We encourage all voter education PSAs, especially messaging focused on:

- Diverse Populations (e.g. youth, older adults, women, immigrants, etc.)
- Vital Voting Information (voter registration info, early voting, and election dates, voting by mail, translation services)
- Multilingual and Multicultural Messaging (reflecting NYC's cultural diversity)
- Voter Rights and Election Protection

Q: What is a Clearinghouse?

A: A central resource of information, in this case for nonpartisan voter education PSAs.

Q: Does it cost anything to submit a PSA or participate?

A: No. Submitting a PSA is free. There are no program fees.

Q: Where can we find voting dates and polling locations?

A: Visit nycvotes.org.

Q: Who can access PSAs in the Clearinghouse?

A: Anyone can access the Voter Education PSA Clearinghouse and download voting PSAs within it. Our outreach is largely for nonprofit use to share messaging if they do not create their own voting PSAs.

Q: What is on the ballot for the Primary?

A: US House of Representatives (Congress), Governor and Lieutenant Governor, Attorney General, State Comptroller, State Senate, State Assembly, Judges.

Q: What should we focus our voting PSA on?

A: Voting PSAs can focus on a range of topics - from voting dates, to empowering particular demographics and communities, to logistical and community specific information such as language access and polling locations. We encourage organizations to design PSAs that will best reach their own communities.

Q: If we want our PSA to stand out for high-visibility donated media consideration, what design elements should we include?

A: Donated media partners seek clear, concise messaging that can be easily viewed in a range of sizes. If you look at the PSA quickly, either on a billboard, or flashing on a screen, messaging that is clearly communicated in a few seconds is most successful. Beyond the messaging, bold and eye-catching colorways and images attract attention and of interest to our partners.

Q: Our organization doesn't have a designer, how should we design a voting PSA?

A: Keep it simple and take advantage of free design resources such as Canva (free for nonprofits). We also have our own [PSA Primer](#). Please also review the [Designing Effective Voter Education Materials](#) resource from the Election Assistance Commission.

Q: What type of donated media placements are available?

A: We have placements available from LinkNYC (street-level kiosks), Lamar (printed billboards), Captivate (elevator and lobby screens), events (SummerStage and Rockaway Film Festival), and Curb (Taxi TV). We also select some voting PSAs for our [PSA Network](#). If selected, you should be ready and willing to alter file specifications to fit the placements.

Q: When will we be notified of donated media placements?

A: This is largely dependent on conversations with our donated media partners, but expect to be notified sometime between May 19 and May 26.
