


Kenai Peninsula Borough Assembly

MEMORANDUM

TO: Kelly Cooper, Assembly President
Members, Kenai Peninsula Borough Assembly

FROM: Tyson Cox, Assembly Member 

DATE: August 20, 2020

RE: Resolution 2020-D62, Requesting that the Kenai Peninsula Borough Clerk's Office Utilize Media Sources to Direct Voters to Online Voter Pamphlet Information (Cox)

The Kenai Peninsula Borough Clerk's Office has done a great job successfully producing and distributing the informational brochure, also known as the Voter Pamphlet, to residents of the borough each year. They have made sure the same information is published to the borough website and the borough election webpages. Many residents may not know that this information can be found in print and online.

The KPB Voter Pamphlet is consistently a source of fair and neutral proposition summaries. It also provides candidate profiles and statements submitted by the candidates. This pamphlet has helped many voters make their election choices over the years. Today many people do not spend time looking at print documents as advances in technology have changed how information is distributed and obtained. The amount of information found and its accuracy can be hit or miss. Many sources are neither neutral nor factual.

This resolution aims to give the KPB Clerk's Office clear direction to begin utilizing local media and online social media sources to engage residents by directing them to the borough website where a fair and neutral source of ballot information and proposition details can be found, both in print and online.

In Section 2 of the resolution, the Clerk's Office has been asked to disable direct commenting to any such KPB post as was discussed during the August 4, 2020 Assembly Meeting. Sharing of the posts would be allowed as that is how social media has been designed to maximize the number of people exposed to the information.

Your support of this resolution would be appreciated.