

Media Campaign

Campaign Goals

The ultimate goal of Defend Democracy is for SB0589 to become a law in Tennessee to ensure restoration of the right to vote to all individuals convicted of a crime. A media campaign will be launched to each intended audience throughout the state to assist in the accomplishment of this goal.

We will begin by promoting awareness of the issue through educating on the history and implications of voter disenfranchisement. We will target all age groups, particularly young voters and middle-aged voters, with an approach that reflects their collective interests and values.

For young adult voters, one goal is that each young voter is able to recognize the ways in which voter disenfranchisement affects diverse communities and the vast voter underrepresentation of minority populations in Tennessee. We will educate the middle adult age group on the historical context of voter disenfranchisement and the ways in which it has influenced the current political climate. Our goal with both age groups is to not only raise awareness but to do so in a way that encourages them to actively participate in the discussion pertaining to this issue and to effectively advocate for policy reform with local and state representatives. Our efforts include encouraging all Tennessee residents to support voter re-enfranchisement through signing a petition, making phone calls to local and state representatives, and spreading the message to thousands of Tennessee residents across the state via social media platforms.

For potential coalition members, Defend Democracy has a campaign goal of recruiting members to advocate for legislation that supports felon voter re-enfranchisement through social media and at public events, in addition to reaching out to local and state social justice initiatives.

An additional goal is that we hope coalition members and community collaborators will advocate at the state level through providing compelling testimony at the Tennessee General Assembly of why the restoration of voting rights for convicted felons is pertinent and necessary to ensure a well-functioning democracy.

For state legislators, our goal is to educate them on the importance of voter re-enfranchisement for individuals convicted of a crime and to point out that doing so will ensure equal voter representation, particularly pertaining to underserved and minority populations in Tennessee. The media campaign has a specific goal of getting other sponsors to join Sen. Steven Dickerson and Rep. Michael Curcio in the Tennessee General Assembly in influencing other Tennessee legislators to pass SB0589. The eventual goal is an overall vote of “Yes” and to support Defend Democracy’s campaign goal of restoring voting rights to all individuals convicted of a crime.