

Fact Sheet
Council of Representatives Election 2010
IHEC Voter Education Campaign

The IHEC has adopted a comprehensive Voter Education (VE) and Public Outreach (PO) plan in preparation for the CoR elections 2010.

The **main components** of the PO/VE plan are:

- electronic and print media campaign
- distribution of printed and large-scale VE materials
- direct outreach to voters and other stakeholders (conferences, symposiums, workshops for political entities, governmental institutions, civil society and media)
- media outreach (press briefings, press releases, media events)
- accreditation of observers, political entity agents and media outlets
- political entities, coalitions and candidates certification
- call centre and IHEC website

Timeframe - active CoR elections country-wide VE campaign starts 30 days before the Election Day. Regular media and other stakeholder updates through all stages of electoral preparations starting with the national Voter Registration Update 2009 (August - September).

Three phases of the campaign with **three main messages**:

- how to locate your polling centre
- how to correctly mark your ballot and
- voter eligibility - which documents to bring on Election Day

General motivational messages – to broadcast throughout the campaign

Quantitative **summary** of the programme, conducted in up to **five languages** - Arabic, Kurdish (Bagdenani and Sorani dialects), Turkoman and Assyrian:

- TV/Radio campaign – 6 TV spots and 6 audio spots featuring main VE messages plus additional voter information utilizing 24 satellite as well as local TV channels and 20-30 radio stations. Daily multiple broadcasts for 30 days leading up to Election Day.
- Newspaper campaign – publication of IHEC VE ads in 50 newspapers; half-page size, for 30 days leading up to Election Day. Electoral newsletter insert in 20 newspapers.
- Printed materials – brochures, manuals, pamphlets and posters – 500 000 of each type.
- Large scale materials – 1 000 billboards, 100 electronic screens country-wide.
- Voter Education symposiums, seminars and workshops – held by National Office and GEOs country-wide, including 128 symposiums at district and sub-district level.
- VE mobile teams – 48 teams country-wide; mobilizing voters, and distribution of printed materials, including 3 000 000 motivational letters.
- Call Centre – up to 30 operators fielding up to 2 000 calls per day at the toll free number (7777).
- Website – regular updates of the website www.ihec.iq in 3 languages (Arabic, Kurdish, and English). Polling Centre locator on the website. Up to 3 000 site visits per day.