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Civic Engagement Nonprofits Help Minimize Voter Confusion Over Second Primary

Organizations emphasize that every vote counts as they work on getting out the vote

COLUMBUS, OHIO — Non-partisan civic engagement organizations across Ohio have been gearing up their voter education outreach and resources in anticipation of voter confusion and low turnout for the August 2 primary.

The Ohio Voter Rights Coalition has been organizing an Ohio Election Protection program, a non-partisan effort to ensure Ohio voters have the information they need in order to cast their ballot. By distributing materials around the state to promote the 866-OUR-VOTE Election Protection hotline, the Ohio Voter Rights Coalition works to minimize barriers to the ballot box, particularly for under-represented communities.

In addition to the Election Protection program, civic engagement nonprofits are reaching and engaging voters around the second primary in alternative ways.

Ohio Voice, the civic engagement table in Ohio, purchased a $15,000 radio ad campaign in Cleveland, targeting young Black voters with a message to get out the vote and to vote early. This is Ohio's leading non-partisan ad campaign dedicated to fighting misinformation around the second primary.

All Voting is Local (AVL) Ohio has been educating voters across the state through the Ohio News Network, resulting in a final listenership of more than 277,200. In partnership with the National Association of Social Workers and a spend of $11,500, AVL has also worked aggressively to help recruit social workers to serve as poll workers for the election for Continuing Education Units.

Common Cause Ohio has been leading a social media monitoring program by training volunteers to be on the lookout for misinformation and disinformation online about the primary. Social media monitors ensure there is accurate voting information on social media because misinformation and disinformation are real threats to our elections.

"It's unfortunate that we had to have a split primary this year because we couldn't get constitutional maps," said **Catherine Turcer, Common Cause Ohio Executive Director**. "This second primary has caused a lot of voter confusion, but it's important we clear up that confusion and any misinformation so Ohio voters get out and vote in the August 2 primary."

To educate voters on the importance of state legislative races ahead of the primary, the ACLU of Ohio recently rolled out a ["Power Of" series](#), with new releases scheduled every month until November. The first drop last week focused on the power of State Representatives, State Senators, and the Secretary of State. Each of these resources also has a corresponding video on TikTok and Instagram.

The League of Women Voters of Metropolitan Columbus has held a dozen voter outreach events in Franklin County Voter to register voters and provide information on the primary. Voter outreach events included the Dublin Pride, New Albany Pride, Upper Arlington Pride, Avenue for All, All People's Fresh Market, Northland 4th of July Parade, Doo Dah Parade, Rise Up CBUS! Festival, and Gahanna Red, White, and Blues Festival. The other 33 local Leagues across the state are conducting similar outreach.

"State legislative candidates can have a substantial impact on everyday Ohioans' lives," said **Elizabeth Grieser, League of Women Voters of Metropolitan Columbus Operations Manager**. "Every vote counts, especially if there is lower turnout than usual. We need to make sure Ohio voters are educated and empowered to use their voice."

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*The **Ohio Voter Rights Coalition** is a non-partisan network of local, state, and national voter advocates dedicated to ensuring that all elections are modern, secure, and accessible to all Ohioans. The Ohio Voter Rights Coalition Steering Committee includes Ohio Voice, League of Women Voters of Ohio, Common Cause Ohio, All Voting is Local Ohio, and the ACLU of Ohio. For more information, visit ohiovoterrights.org.*