

2004 YEAR-IN-REVIEW

Building Partnerships For the Future



Feel the Power,
Be the Power,
Protect Our Power
Unity in the Community

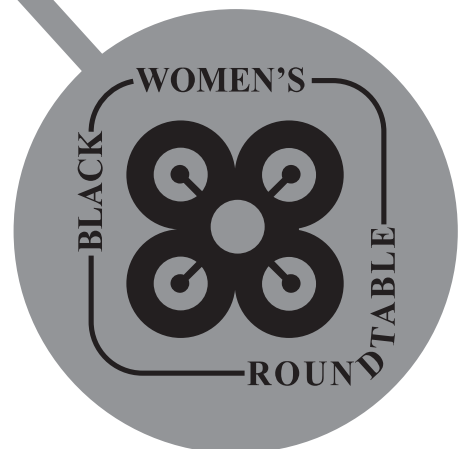


Table of Contents

Acknowledgements	
NCBCP Board of Directors	
NCBCP Member Organizations.....	
Executive Summary	
NCBCP Overview and Programs Description	
2004 Accomplishments.....	
2 nd Annual Spirit of Democracy Symposium.....	
7 th Annual Spirit of Democracy Awards Celebration.....	
Unity '04/Election Cycle Highlights	
■ Voices of the Electorate (VOTE)	
■ Black Youth Vote!.....	
■ Black Women's Roundtable	
■ Operation Big Vote	
■ Information Resource Center and Technical Assistance.....	
■ State Profiles	
2004 Exit Poll Analysis	
NCBCP/Unity '04 Post Election Activities	
NCBCP/Unity '04 in the News	
Conclusion/Recommendations for the Future	
Appendices	

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The Unity '04 Civic Engagement and Voter Empowerment Campaign, which was the main focus of all of our programs and resources, would not have been possible without the experience, skills and expertise of a remarkable national team of co-chairs, support team, local staff, volunteers and other partners, including:

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Executive Summary

Feel the Power, Be the Power, Protect Our Power. Unity in the Community. Echoed throughout the nation, these phrases became indelible symbols of the accomplishments of the National Coalition on Black Civic Participation (NCBCP) in 2004. Moving forward from 2003 into 2004 with a *Singularity of Voices*, the National Coalition leveraged the strength of its members, strategic partners and new relationships with key players to build a broad and active plan of action for 2004 to increase civic and civil participation in the Black community.

The National Coalition enhanced and expanded its role as a national premier coalition, as the convener of national, state and grassroots organizations with the shared mission of addressing systemic barriers to civic engagement and electoral participation, as well as consensus builder in the area of civic participation and engagement within the Black community. The Coalition leveraged the coalition model to implement a wide range of activities, including voter education, election protection and election reform. Its role continues to provide exceptional opportunities for national, state and local organizations to partner in creative and innovative ways and has been recognized nationally during this period.

The Coalition embarked upon a comprehensive and sustained civic education, motivation, and mobilization effort to reverse the decline in civic engagement and voter participation of Black Americans. Its priority was to increase its vigilance to engage, motivate and mobilize the Black community to make voting and civic participation a cultural responsibility and tradition. Through its signature programs, the National Coalition continues its major activity to train and engage Black leaders and community activists to overcome institutional barriers that hinder the growth of African American communities politically, socially and economically; to foster women's dialogue on involvement in the political process as voters, leaders, candidates and opinion makers; and to involve youth as a crucial key constituency.

The National Coalition in consultation with its board, staff, members, affiliates

and partners crafted a set of ambitious, yet achievable goals that were successfully achieved and the Unity '04 Civic Engagement and Voter Empowerment Campaign (Unity '04) became a reality.

The Coalition focused on a key strategic shift to increase its national vigilance on issues and policies that impact the ability of African Americans to fully participate in the political process. At the forefront of the organization's activities to fulfill its mission, the NCBCP continued its Voices of the Electorate (VOTE) program, a national and state election reform task force model initiated to protect the rights of voters, as well as strengthened its focus on youth leadership development, women's empowerment and civic engagement training through Black Youth Vote (BYV), the Black Women's Roundtable (BWR), Operation Big Vote (OBV), and Information Resource & Training Center (IRTC). In order to have a cohesive strategic and to maximize resources, the NCBCP collapsed its signature programs into one central voter empowerment campaign---the Unity '04 Voter Empowerment Campaign.

Additionally, the media/internet campaign was successful in garnering exposure for Unity '04 in top daily newspapers, national and local radio and TV programs, Black print and radio, and international press. The campaign utilized the media to disseminated important information including registration deadlines, voters' rights at the polls, and promoting the election protection hotline phone number (1-866-OUR-VOTE). The high visibility in the media was also instrumental in demonstrating to voters that a coalition of organizations were watching and working hard to make sure that each vote is counted - temporarily restoring voters' confidence in the electoral process.

The National Coalition's **Voices Of The Electorate program (VOTE)** continued to make progress bringing together community activists, national, state and local organizations to address election reform and other barriers to voter participation and civic engagement.

In 2004, VOTE focused its attention on expanding the traditional program by implementing a wide range of activities,

including developing model election reform legislation, airing public service announcements, retooling the website, sponsoring bus tours, hosting a symposium, implementing voter protection, mobilization drives and conducting an exit poll.

On May 4, 2004, NCBCP convened its **2nd Annual Spirit of Democracy Symposium** to address the challenge of restoring voters' confidence in the integrity of the electoral process. The 7th Annual Spirit of Democracy Awards Celebration, "Civic Participation Is a Family Affair," was held on May 6, 2004 at the Wardman Park Marriot in Washington, D.C. Five extraordinary leaders were honored for their outstanding work in politics, education, entertainment, and civic leadership.

Black Youth Vote!, held its 4th Annual Civic Leadership Conference on April 1-3, 2004 at the National Education Association Headquarters in Washington, D.C. This conference provided training to over 100 youth from across the country on the skills needed to conduct voter registration and education campaigns, and resulted in regional plans for voter outreach for the 2004 election cycle. In fact, BYV members conducted regional civic participation trainings, state voter registration drives and led many of our 2004 Get Out the Vote campaigns.

Black Women's Roundtable (BWR) strengthened its efforts this year by registering voters attending a national march, convening Sister Listening Sessions, sponsoring health forums and hosting Black Women political strategy sessions. BWR also began the "Diaspora Women's Roundtable"-- which brought together African American, Caribbean and African women to come to consensus on what their major societal concerns are and to provide discussion forums to address the major issues of the project partners—immigration/deportation; healthcare; funding community-based organizations; and development of infrastructure in the inner city.

Operation Big Vote (OBV) continued to play its pivotal role this year through Unity '04. OBV helped conduct community outreach programs, and provided a neutral

umbrella to collaborate and partner with organization such as 100 Black Men of America, Inc. This election year under Unity '04, NCBCP recruited and trained volunteers to staff the pre-existing 1-866-OUR-VOTE Hotline. The KYR/EP program also combined state specific legal research and resources with a coordinated voter outreach effort. Additionally, real-time assistance from lawyers was provided to voters who encountered problems on or before Election Day via a toll-free hotline.

Further, in an effort to extend voter empowerment throughout all Black communities, the National Coalition provided technical support and materials for voter registration training in preparation for the 2004 elections for the "Soca de Vote" project, a collaborative program co-sponsored by several prominent Caribbean organizations.

With all the challenges and obstacles voters faced this year, the good news is that young people voted in record numbers with over 4.6 million more voters under 30 casting their ballots. More importantly, Black Youth Vote! played a critical role to helping voters cast their ballots this election year; and the spirit of our democracy shone brightly when voters stood in lines for hours without being deterred, determined to have their vote and their voice heard.

The nation is at a crossroads and those who believe in the power of collective organizing will continue to find ways to build even stronger coalitions to educate, inform, motivate and agitate on a national, state and local level, until our election system is brought to its full potential guaranteeing it is fair, inclusive and free of barriers to participation for all Americans.

"There is no chance, no destiny, no fate,
Can circumvent or hinder or control
The firm resolve of a determined soul."
Ella Wheeler Wilcox

Overview of NCBCP

The National Coalition on Black Civic Participation, Inc. (formerly the National Coalition on Black Voter Participation, Inc.) was founded in 1976 on the principle of the yet unfulfilled realization of a full democracy. Building upon its rich history and strong relationships, the National Coalition serves as an effective facilitator and convener at the local, state and national levels. For 29 years, the National Coalition, through its 80 member organizations, has proven itself uniquely qualified to address the disenfranchisement of African American voters.

A 501(c) 3, non-profit, nonpartisan, membership organization, the National Coalition is dedicated to increasing African American participation in civil society. The current programs and initiatives of the organization include **Voices of the Electorate, Operation Big Vote, Black Youth Vote!, Black Women's Roundtable, the Information Resource Center and the Unity Voter Empowerment Campaign.** Through these programs and initiatives, the National Coalition has trained and engaged African American leaders and community activists in overcoming institutional barriers that have hindered the growth of the Black communities politically, socially and economically

VISION

The National Coalition envisions a nation in which all citizens from children to seniors have the tools to participate fully in the democratic process at the local, state,

national and global levels. By continuing to lead the fight to eliminate remaining barriers to civic participation, the National Coalition will promote greater social and economic justice to enhance the quality of African American life.

MISSION

The mission of the National Coalition is to create an enlightened community by building institutional capacity that provides and develops leadership. By educating, motivating, organizing, and mobilizing citizens in the African American community, the National Coalition seeks to encourage full participation in a barrier-free democratic process. Through educational programs and leadership training, the coalition works to expand, strengthen, and empower our communities to make voting and civic participation a cultural responsibility and tradition.

NCBCP Program Descriptions

UNITY '04 VOTER EMPOWERMENT CAMPAIGN

In January 2004, the NCBCP launched the **Unity '04 Voter Empowerment Campaign**, a national civic engagement program that provided the information, skills and support that Black Americans needed to fully participate in the democratic process. Key partners included the National Urban League, the Tom Joyner Morning Show, Black Entertainment Television, the National Pan-Hellenic Council, UniverSoul Circus and over 160 other national, civic, civil rights, community, faith-based, and fraternal organizations.

Unity '04 had five overarching goals:

- Register one million new voters nationwide.
- Boost Black voter turnout in targeted states.
- Increase participation of underrepresented populations, including immigrants and Black youth.
- Educate voters about their rights and ensure voters are able to cast ballots without fear or intimidation.
- Ensure that every vote is counted.

OPERATION BIG VOTE!

The primary outreach program of the National Coalition traditionally has been Operation Big Vote (OBV), a nationwide nonpartisan, grassroots civic engagement and voter participation campaign. The program supports intensive civic education, registration and get-out-the-vote (GOTV) activities at a local level. The local OBVs hire their own staff and formulate their own plans, while the national office is responsible for providing training and technical assistance. OBV partners provide an environment where local issues, often with national implications, are addressed by a cross-section of individuals who bring various interests, ages, backgrounds and experiences to the process.

BLACK YOUTH VOTE!

Our Voices! Our Issues! Our Politics

Black Youth Vote! is a broad based coalition of organizations and individuals committed to increasing political and civic involvement among black men and women aged 18-35. BYV! is youth led and dedicated to educating young voters in the Black community who are increasingly disenfranchised and alienated from the electoral and legislative process. Through civic education, leadership development and training, BYV! works to educate youth and

young adults on how to identify issues and ways to influence public policy.

BLACK WOMEN'S ROUNDTABLE

Healthy, Wealthy and Wise

The Black Women's Roundtable (BWR) is a project that brings together individuals and organizations committed to social justice and economic equality through the increased participation of women in the political process. Initiated in 1983, BWR continues to: (1) sponsor projects emphasizing the importance of women in the political process; (2) develop leadership potential of African American women by encouraging education on the political process and preparation to run for public office; and (3) ensure the involvement of African American women in policy discussions about the significance of the effect women voters have on the political process.

VOICES OF THE ELECTORATE

Voices of the Electorate (VOTE) is a diverse, non-partisan coalition campaign, designed to bring together national, state and local organizations, leaders and community activists to address election reform and other issues impacting civic participation. VOTE activities include public awareness campaigns, civic education trainings, town hall meetings, and election reform legislation advocacy. VOTE serves as a clearinghouse for up-to-date information on civic issues.

INFORMATION RESOURCE AND TRAINING CENTER

(IRTC)- Information is Political Power

The Information Resource Center (IRTC) is the National Coalition's outreach arm to its membership and the general public. The IRTC provides general information and responds to citizen's inquires regarding registration processes and voter participation. Opportunities are created for youth to intern and assist The National Coalition in analyzing voting statistics and trends. Through an investment in global communications technology, IRTC has increased its ability to serve and communicate effectively with researchers, media, public officials, students, organizations, and many others.

2nd ANNUAL SPIRIT OF DEMOCRACY SYMPOSIUM

On May 4, 2004, the National Coalition on Black Civic Participation (NCBCP) convened its 2nd Annual Spirit of Democracy Symposium, entitled “Election 2004: Are We Ready,” to address the challenge of restoring voters’ confidence in the integrity of the electoral process. Since 2001, the NCBCP has served as the convener of the Voices of the Electorate Election Reform Task Force which focuses primarily on addressing voters’ challenges and election reform.

A diverse mix of speakers looked behind election data to answer some critical and timely questions. Questions such as: Are election officials ready with accurate voter registration rolls? In light of their mixed performance, are electronic voting machines ready for prime time? Are poll workers ready for the new procedures for voter identification and provisional ballots? Are advocacy groups ready to protect voters at the polls? Are grassroots organizations ready to educate voters about their rights? Are we, the people ready?

Key panelists and speakers were: GRACIA M. HILLMAN, Vice Chair, U.S. Election Assistance Commission, Faye M. Anderson, Co-Chair, Voices of the Electorate Clearinghouse/Communications Committee, DEEPAK BHARGAVA,

Executive Director, Center for Community Change, LARRY GONZALEZ, Director of the Washington Office, National Association of Latino Elected and Appointed Officials Educational Fund, JON GREENBAUM, Director of the Voting Rights Project, Lawyers’ Committee for Civil Rights Under Law, WADE HENDERSON, Executive Director, Leadership Conference on Civil Rights, LINDA SCHADE, Co-Founder, Maryland Campaign for Verifiable Voting.

The Respondents were: DIALLO BROOKS, Co-Chair, Black Youth Vote Advisory Board, CECELIE COUNTS, Director, AFL-CIO Department of Civil, Human and Women’s Rights, EDWARD HAILES, JR., Senior Attorney, The Advancement Project, LESLIE REYNOLDS, Executive Director, National Association of Secretaries of State, WILLIAMS SPRIGGS, Ph.D., Executive Director, National Urban League Institute for Opportunity and Equality.

7th ANNUAL SPIRIT OF DEMOCRACY AWARDS CELEBRATION

2004 ACCOMPLISHMENTS

Civic Participation Is a Family Affair

The National Coalition on Black Civic Participation held its 7th Annual Spirit of Democracy Awards Celebration “Civic Participation Is a Family Affair” on May 6, 2004, at the Marriott Wardman Park in Washington D.C. NCBCP honored five members of its family, including NCBCP Founding Board Members: Eddie Williams, President, Joint Center for Political and Economic Studies; Dr. Dorothy I. Height, Chair and President Emerita, National Council of Negro Women; Maynard Holbrook Jackson (Posthumously), Founder of the Maynard Jackson Youth Foundation. Additional honorees included NCBCP partner organization leaders, Cedrick Walker, Founder/President of UniverSoul Circus and Reg Weaver, President of the National Education Association.

This year’s event was co-hosted by

Clayola Brown, Chair of the NAACP Image Awards and George E. Curry, Editor-In-Chief of the National Newspaper Publishers’ Association--two true leaders in the struggle to defend civil and civic rights. They kept the audience informed and entertained for the duration of the program. The Spirit of Democracy Awards Celebration was created by NCBCP to diversify and expand its funding base to build long term capacity and recognizes leaders who by their words and example, remind us all that the struggle continues.

The event was highlighted by an art display by Stevens Jay Carter and culminated with a rousing performance by veteran musician, Roy Ayers.

UNITY '04 VOTER EMPOWERMENT CAMPAIGN

Election Highlights

During the summer and fall of 2003, NCBCP began a series of strategically focused meetings to address the upcoming needs of the Black community in 2004 and shifted into high gear early with its Unity '04 Civic Engagement and Voter Empowerment Campaign. With limited resources NCBCP launched one of the most aggressive non-partisan, civic participation, voter protection and get-out-the-vote (GOTV) campaigns in the organization's history. The Unity '04 Campaign represented a paradigm shift in building civic participation by igniting a new movement of civic engagement, social responsibility, community spirit and cultural expansion throughout the Black community.

The Coalition, seeking to increase Black civic participation, in January 2004, launched the Unity '04 Voter Empowerment Campaign, a national civic engagement program that provided the information, skills and support that Black Americans need to fully participate in the democratic process. Unity '04 distinguished itself from other programs by its unique capacity to reach new voters through the 80 membership organizations of the NCBCP, its state and local affiliates and strategic allies and partners, which make up the Unity '04 Coalition of over 160 trusted and highly visible institutions inside the Black community.

National strategic partners included the National Urban League, 100 Black Men of America, *Tom Joyner Morning Show*, National Pan-Hellenic Council, Black Entertainment Television, Lawyers' Committee for Civil Rights Under Law, NAACP Legal Defense and Educational Fund, UniverSoul Circus, NCNW, GCPA, Black Leadership Forum, Citizen Change, Congressional Black Caucus Foundation, NNPA-Black Press of America, PFAWF, CBTU, APRI and others. The NCBCP state

and local affiliates partnered with the local chapters and affiliates of many of these strategic partners to galvanize and maximize the Unity '04 outreach, reaching an estimated 15 million people across the country.

The Unity '04 Coalition had four primary goals:

- To share and maximize resources.
- To communicate resonating messages using an intergenerational mix of voices.
- To increase black voter turnout in selected precincts in the targeted states.
- To ensure that every eligible vote is counted.

To achieve these goals, the NCBCP built upon the successful Unity 1998, 2000 and 2002 non-partisan voter empowerment coalition campaigns that had significant impact in increasing black voter turnout in selected precincts in over 23 states. Unity '04 targeted 14 states for intensive action, developed cohesive communications plans, created training materials and programs, and ensured that the resources and talents of each member was fully leveraged.

Unity Strategy

Unity '04 was implemented in phases:

- Capacity building: message development, research and voter registration
- Program build-out: training and field site testing
- Voter Contact: voter education, outreach and motivation
- Voter Mobilization: Get-out-the-vote and voter protection
- Evaluation: Exit polling and reporting on Black voter turnout

Early Mobilization

In an effort to boost turnout in the South Carolina primary in February 2004, the Coalition in collaboration with the

Georgia Coalition for the People’s Agenda (GCPA), an affiliate of the NCBCP, and the South Carolina Voter Education Project, coordinated a GOTV & Know Your Rights/ Election Protection (KYREP) Bus Tour across the State of South Carolina hosting town meetings, neighborhood canvassing in rural communities and rallies on college campuses. NCBCP and its VOTE project advertised the 1-866-OUR-VOTE hotline on the South Carolina Tom Joyner Morning Show (TJMS) affiliate station in Orangeburg and surrounding rural counties. The town hall meeting in Orangeburg focused on issues of concern to the Black community and provided information to residents and potential voters on how to protect their rights at the polls.

Among the participants were national civil rights leaders and others including: Dr. Joseph Lowery, co-founder with Dr. Martin Luther King, Jr., of the Southern Christian Leadership Conference, George Curry, Editor-in-Chief of BlackPressUSA.com and Clayola Brown, International Vice President of UNITE and Rev. James Orange, Convener, Africa-African American Renaissance Festival. The Canadian Broadcasting Company taped the event.

South Carolina was the first presidential primary in which Black Americans represented a significant percentage

of the electorate. Unity ’04 volunteers collaborated with the Center for Community Change, joining with over 2,000 grassroots activists from around the country, canvassing door-to-door in targeted low performing precincts in Charleston, Columbia, Florence, and Orangeburg. The voter mobilization drive helped boost Black voter turnout to its highest level in a presidential primary election, as well as armed voters with their state-based voters’ bills of rights. Blacks, who make up about 30 percent of South Carolina’s population, comprised almost half of the more than 216,000 voters in the primary election.

Voter Registration

A central component of the Unity ’04 Campaign was a well organized voter registration program. NCBCP launched this coordinated and innovative voter registration effort in January 2004 in partnership with TJMS, UniverSoul Circus, NUL, BET, NPHC and NAACP NVE. The collective goal was to register 1 million new voters, especially young people, in targeted communities of color throughout the nation.

Unity ’04 Voter Empowerment Campaign Registration Totals	
Unity ’04 Partner/Affiliate	Registration Total
<i>The Tom Joyner Morning Show</i>	40,000
Black Entertainment Television	60,000
UniverSoul Circus	70,000
NCBCP/National Urban League Affiliates	112,000
NAACP Voter Fund/NAACP	225,000
National Pan-Hellenic Council	500,000 +
<i>Grand Total</i>	<i>1,007,000</i>

Unity '04 Voter Empowerment Campaign Voter Registration Efforts <i>(NCBCP/NUL Affiliate Sites Only)</i>	
State	Total # of Registrations
Alabama	4,130
<u>Arkansas</u>	2,828
Georgia	32,104
Illinois	17,294
Louisiana	13,003
Michigan	14,003
Missouri	10,449
Ohio	12,595
Texas	16,324
<i>Grand Total</i>	<i>112,390</i>

The Unity '04 Coalition exceeded its goal with well over one million new voters registered in fourteen states!

The Unity '04 Voter Empowerment Voter Registration effort culminated in "Protect Our Power" weekend (Oct. 1-3) during which new and veteran voters were reminded to verify their names on the voter rolls. The NCBCP and NUL partnered in 10 states and registered over 100,000 new voters in 90 days!

Voter Registration Results

The 10 primary voter registration states for Unity '04 included: Alabama, Arkansas, Georgia, Illinois, Louisiana, Michigan, Missouri, North Carolina, Ohio and Texas. The guiding principle was to ensure that all eligible voters were given the opportunity to register, cast, and have their votes counted. The voter registration program focused on everything from informing first time registrants of new HAVA election laws and procedures to helping reregistered voters who never received their voter registration identification cards secure their right to vote.

The Unity '04 message of *Unity Without Uniformity* opened many opportunities for local and national partnerships to negotiate and coordinate coverage of

registration efforts in key locations and precincts. **[put quote in side bar]**

Voter Turnout

A key element of the Unity '04 Voter Empowerment Campaign was the get out the vote (GOTV) program. GOTV activities were based on a peer-to-peer ground campaign model including door-to-door, email and telephone outreach strategies. By far the most innovative technique was a voter contact and verification program. This program used an email and robo-call system targeted specifically for the newly registered voters identified and verified through the Voter Registration Project in each area. The robo-call system utilized noted radio celebrity, Tom Joyner, as the messenger. A prominent church program was also built into the overall GOTV plan, including "Protect Our Vote Sunday" (October 31st), as well as a strategically focused program targeting young adults at Historically Black Colleges and University campuses in targeted precincts.

Voter turnout results

While an increase in voter registration does demonstrate interest in an upcoming election, it does not always translate to high voter turnout in that election. With that in mind, Unity '04 set a goal of increasing black voter

Historical Trends in Black Voter Registration and Turnout Efforts

Election Year	Total Black Voter Registration	Black Youth Registration	Total Black Voter Turnout	Black Youth Turnout
2004	68.7	53.1	60.0	44.0
2000	67.5	48.0	56.8	33.9
1996	66.4	49.4	53.0	32.4
1992	70.0	49.2	59.2	36.6
1988	68.8	49.8	55.0	35.0
1984	72.0	53.7	60.6	40.6

Source: U.S. Census Reported Voting and Registration by Race, Hispanic Origin, Sex and Age Groups: November 1964 to 2004

participation by 5% in 2004 over 2000. The Unity '04 voter mobilization program helped to increase Black voter participation nationally to 11% (13.2 million voters) of the share vote in the 2004 Presidential elections. This is up from the 2000 presidential election when Blacks were 10% (10.5 million voters) of the total share vote; an increase of 2.7 million voters.

Unity '04 produced unusually high Black voter turnout numbers in many targeted areas. For example, in Arkansas the Black vote share was up from 11% in the 2000 elections to 15% in the 2004 elections, in Michigan the percentage leaped from 11% to 13% percent, North Carolina soared from 19% to 26%, and Ohio from 9% to 10%. But the most stunning increase was in Pennsylvania where the final official results noted an increase from 7% to 13% of the vote share.

Election Day Exit Poll

The NCBCP partnered with Dr. Ronald Walters, Director, African American Leadership Institute, University of Maryland-College Park, to conduct an Election Day Exit Poll in 14 states. This effort was designed to capture the thoughts and feelings of voters' experiences on Election Day. The survey data and analysis will be used to assist

the NCBCP with future election reform activities undertaken through its Voices of the Electorate Election Reform Task Force and future voter empowerment strategies and activities.

Voter Protection

While the victories of increased Black civic participation and voter turnout can continue to be celebrated, the 2004 Election simultaneously revealed a need for democracy advocates to stay the course on reforming our nation's elections system. There are many in the democracy reform movement who believe that since there was not a meltdown on Election night and there was not a repeat performance of the Florida debacle when over 6 million votes were uncounted, that there is no longer a need for a long-term, persistent election reform campaign. Some believe that the Help American Vote Act of 2002 achieved its purpose to ensure that all eligible votes be counted.

A key component of Unity '04 was the VOTE Know Your Rights/Election Protection initiative. The National Coalition's VOTE Election Protection Hotline received well over 150,000 calls on Election Day 2004, revealing the cracks in the system are still too wide to declare victory. Since 2001, the NCBCP co-sponsored the Election Protection Hotline 1-866-OUR-VOTE, in partnership with the Lawyers'

Committee for Civil Rights under Law, People for the American Way Foundation, NAACP Legal Defense Fund and others. Additionally, VOTE partner organization, Common Cause, hosted a voter alert line in 2004, 1-866-MYVOTE1, which received 210,000 calls “seeking information about their polling place.”

Highlights of the Unity '04 Campaign

Launch – January 6, 2004

NCBCP set the stage to create a movement by reminding people of the fact that this was first opportunity since the 2000 election debacle for the Black community to send a clear message by turning out to vote in record numbers.

South Carolina Primary – January 31, 2004

As the SC primary was the first significant primary for Blacks, the coalition reinforced the message that it was the first opportunity to send a message since 2000.

Register, Verify, Vote – May – October, 2004

Our “Register, Verify, Vote” public awareness campaign reminded people that the only way to be a part of the movement was to register, verify your name on voting rolls, and vote early or on Election Day.

Protect Our Power Weekend – October 1 – 3, 2004

This national, event driven weekend created urgency for people to register before the deadline by reiterating that the only way to participate in this historic movement is to register to vote.

Protect Our Vote Sunday – October 31, 2004

Messages were disseminated at churches across the country urging people to vote, and making sure voters were aware of their rights at the polls.

The Tavis Smiley Show

Tavis selected the Unity '04 Campaign as organization of the week.

Letter to Black America

The coalition released a letter to Black America signed by prominent civil rights activists urging them “go to the polls and stand strong - don’t let anybody turn you away or intimidate you at the polls.

Election Day

In addition to the PSA’s running across the country, spokespeople from the coalition were booked as guests on radio shows throughout the day on Election Day.

The Tom Joyner Morning Show

The number one morning show in America aired a “marathon” of Unity '04 spokespersons urging people to get out and vote on Election Day.

UNITY '04 VOTER EMPOWERMENT CAMPAIGN

Ncbsp 2004 Program Accomplishments

NCBCP collapsed its signature programs (Voices of the Electorate (VOTE), Black Youth Vote, Black Women's Roundtable and the Information Resource Center) into one coordinated Unity '04 Civic Engagement and Voter Empowerment Campaign to maximize its resources and impact in 2004

VOTE Democracy Project- Election Reform Task Force Accomplishments:

Legal Research Committee Highlights

Before the primary in February 2004, Know Your Rights/Election Protection (KYR/EP) updated the South Carolina voters' bill of rights to serve as an early test of the impact of HAVA. Additionally, the 2000 Presidential Elections and the implementation of HAVA called for all state's voters' bills of rights to be updated. As such, the VOTE 2004 Legal Research Committee updated the voters' bills of rights and Election Day Legal Manuals for 30 states including Alabama, Arkansas, Florida, Georgia, Illinois, Michigan, Mississippi, Missouri, North Carolina, Ohio, South Carolina, Texas, and Wisconsin. To further inform voters of the changes and updates, NCBCP recruited and trained volunteers to staff the pre-existing 1-866-OUR-VOTE Hotline.

To manage the growing necessity of the 1-866-OUR-VOTE Hotline, the voter hotline's capacity was expanded. Expansion included installation and support of additional phone lines, and the creation of additional host and satellite sites to receive hotline calls. Moreover, the hotline also was expanded to include the following features for callers: voter verification to check one's name on the voter rolls, polling place locator, connection to local Board of Elections, complaint manager, and live assistance from both legal (lawyers, paralegals, law students) and non-legal volunteers. In addition, the TJMS promoted the 1-866-OUR-

VOTE Hotline as a voter tool for the 2004 General Election beginning in September 2004.

Legislation Committee Highlights

The Legislation Committee drafted the "Civics in School Act" requiring the State Board of Education to develop and implement comprehensive civic education curricula for all high schools and middle schools in order to improve students' civic knowledge, skills and attitudes.

Civic Education, Training and Mobilization Committee Highlights

The Civic Education, Training and Mobilization committee updated the Local Election Board Survey, developed voter verification tools, an exit poll, and voter education materials for the 2004 presidential election.

Clearinghouse and Communications

The Clearinghouse and Communications Committee made sure research information was posted to the VOTE web site and distributed at national meetings within our targeted states. The committee leveraged its relationship with our national VOTE media partners, including the National Newspaper Publishers' Association, American Urban Radio Network, Black Entertainment Television, and *The Tom Joyner Morning Show*, to educate the public about the voting process and other issues impacting civic participation.

Additional Clearinghouse Committee accomplishments include:

Public Service Announcements

In collaboration with 100 Black Men of America, the VOTE Democracy Project produced audio and video public service announcements to promote voter protection and engagement in the 2004 election cycle through Unity '04.

Voices of the Electorate.org

The VOTE web site, www.votewebsite.org.

VOTE Election Reform Task Force Committee Co-Chairs:

Legal Research - KYREP

Barbara Arnwine, Esq.
Executive Director,
Lawyers' Committee for Civil Rights Under Law

Vicky Beasley, Esq.
Deputy Director
People for the American Way Foundation

Legislation – Federal & State

Hilary Shelton
Director, NAACP Washington Bureau

William Spriggs, Ph.D.
Executive Director, NUL Institute for Opportunity and Equality

Bernie Horn
Senior Director for Policy and Communications, Center for Policy Alternatives

Civic Education, Training & Mobilization

Delisa Saunders, Ph.D.
National Field Representative,
American Federation of Teachers

Earl O'Neal
Asst. Political Director, AFL-CIO Clearinghouse/Communications

Faye Anderson
President, Next Wave Productions

Garrison Jackson
President & CEO, Circulation, Experti

BYV! National Co-Chairs

Diallo Brooks

*Center for Policy Alternatives
Washington, DC*

ShaRhonda Knott

*Chicago Coalition on
Black Civic Participation
Chicago, IL*

BWR Co-Chairs

*Leslie Watson-Malachi
Director, Multi-cultural
Programs, RCRC*

*Carlottia Scott
President, LaCause*

voicesoftheelectorate.org was upgraded and re-launched in September 2004.

Provisional Voting Public Awareness Initiative

Distributed provisional voting information in targeted states and released a report entitled *Primer on Provisional Voting*.

Human Factors and Voter Participation

On May 5, 2004 NCBCP Executive Director and CEO Melanie Campbell submitted testimony before the U.S. Election Assistance Commission's (EAC) highlighting the correlation between ballot interfaces and voter turnout.

National Campaign to Promote Civic Education

The Vote Democracy Project joined forces with the National Campaign to Promote Civic Education's goal of reaffirming the civic mission of schools.

(See Appendices VOTE Election Reform Task Force Participating Organizations)

BLACK YOUTH VOTE (BYV!)

2004 BYV! Accomplishments include:

Hosted 4th Annual Black Youth Vote! Civic Leadership Conference, including a Town Hall meeting, April 1-3, 2004 in Washington, D.C., providing training to over 100 youth from across the country on the skills needed to conduct voter registration and education campaigns, and resulting in regional plans for voter outreach throughout 2004. As a result of Black Youth Vote's effective civic leadership training over the past four years, many BYV state coordinators are not just leading efforts to engage their peers, they were elevated to leading the overall Unity '04 Voter Empowerment Campaigns in states. **Additional BYV Accomplishments:**

Conducted voter registration drives with media partners, the Tom Joyner

Morning Show and BET—including the BET Black College Tour and the Bobby Jones Gospel Hour and, with coalition partners: NAACP, National Urban League, Blacks in Government, and Congressional Black Caucus Foundation.

BYV! alumni served as statewide directors in three states, conducting all aspects of the Unity '04 Voter Empowerment Campaign, and successfully coordinated BYV! components of Unity '04 in two other states.

Led Get-Out-The-Vote efforts on 10 HBCU campuses in 5 states (Arkansas, Florida, Georgia, Mississippi, and North Carolina)

(See Appendices for BYV! State Coordinators)

BLACK WOMEN'S ROUNDTABLE (BWR)

2004 BWR Accomplishments include:

Registered approximately 500 voters at the March for Women's Lives on the National Mall in Washington, D.C., April 2004.

Conducted "Diaspora Women's Roundtable" with women from African-American, Caribbean and African communities to develop an agenda that addresses common concerns and aspirations.

Conducted a civic engagement workshop for CPIC's "Caribbean Days on Capitol Hill" in the spring of 2004 and accompanied a CPIC delegation to meet with congressional representatives.

Provided technical support and materials for the "Soca de Vote" project, a collaborative program between CPIC, the Institute for Caribbean Studies, and the National Coalition on Caribbean Affairs (NCOCA).

(See Appendices for BWR Committee Members)

OPERATION BIG VOTE (OBV)

2004 Unity '04/OBV Accomplishments:

Partnered with 100 Black Men of America, Inc. to initiate, "Real Men Vote," a special project, focused on increasing Black male civic engagement, disenfranchisement and voter participation in 2004 and beyond.

INFORMATION RESOURCE CENTER

The **Information Resource Center (IRC)** is the National Coalition's outreach component for its membership, strategic partners and the general public. The **IRC** provides general information and responds to citizens inquires regarding best practices in civic engagement, democracy reform, voter registration processes, voter participation and youth leadership development. Opportunities are created for youth to intern and assist the National Coalition in analyzing policy issues, voting statistics and trends. Through an investment in global communications technology, IRC has increased its ability to serve and communicate effectively with researchers, media, public officials, students, organizations, and many others.

2004 IRC Accomplishments:

- The NCBCP staff provided assistance on civic participation techniques through regional workshops, trainings, seminars, conferences, conventions, briefings, forums, media interviews, media briefings and town hall meetings.

State Profiles

Alabama

Alabama Unity '04 efforts were focused on the city of Montgomery and Alabama State University and in Birmingham. Solid coalitions in these areas resulted in over 4,000 registrations combined. The campaign received national media coverage from BET News and local coverage from WVAS 90.7, Montgomery Advertiser, HOT 105.7 AM, and Tuskegee Times. Voter turnout increased by 1 percent in targeted areas.

Unity '04 Birmingham Convener:
Vincent Hinton, Birmingham Urban League

Unity'04 Birmingham partners:
Birmingham Urban League Young Professionals
Alpha Kappa Alpha Sorority, Inc.
Kappa Alpha Psi Fraternity, Inc.

Unity'04 Montgomery Convener:
LaTosha Brown, Alabama Coalition on Black Civic Participation (ACBCP)

Black Youth Vote State Coordinator:
Natasha Jennings, ACBCP

Unity'04 Montgomery partners:
One For Life (prison outreach program)
National Pan-Hellenic Council
Montgomery Improvement Association
NAACP

Arkansas

Due to her successful GOTV projects at the University of Arkansas at Pine Bluff over the years, Candis Collins—the Arkansas Unity '04 state convener--utilized Black Youth Vote to engage young student activists in the Unity '04 voter registration, election protection and GOTV efforts. The great success of the Arkansas voter registration program can be given to the partnerships Ms.

Collins made with the retail stores, merchants, and churches to conduct voter registration and education drives. She was also featured on KOBE's 30-minute radio program. Resulting from these great efforts, the Arkansas Unity '04 project successfully registered over 2,000 individuals and voter turnout in selected precincts rose by 2 percent.

Unity'04 Arkansas Convener:

Candis Collins, Pine Bluff Operation Big Vote

Unity '04 Arkansas Coordinators:

Ruthie Calvin, Pine Bluff Operation Big Vote

Unity '04 Arkansas Black Youth Vote Coordinator

Tyrell Glenn, NEA University of Arkansas-Pine Bluff Chapter

Unity'04 Arkansas partners:

University of Arkansas-Pine Bluff/NEA Student chapter
National Education Association
Arkansas Black Youth Vote, NCBCP

Florida

Unity '04 Florida conducted GOTV and voter protection efforts in urban and rural sites, including Ft. Lauderdale, Mims, Titusville (Brevard County) and Jacksonville. NCBCP partnered with the NEA to conduct a special Black Church outreach effort in Ft. Lauderdale. The mission in Florida was to mobilize African Americans on campuses, in churches and in the surrounding communities. The mission was accomplished and in many areas the goals exceeded. The ability to reach such an increased level of engagement came about through the exceptional work of the local coordinators, volunteers and staff who all worked together to ensure that the Voters' Bill of rights literature was distributed, rides were arranged, and door-to-door appeals for voters to get to the polls were made.

Unity'04 Jacksonville, Brevard County

Florida Conveners:

Salandra Hanna, Florida Coalition on Black Civic Participation
Rev. John White, Mt. Hermon AME Church

Unity '04 Ft. Lauderdale Convener:

Rev. Lee Harris, Mt. Olive Primitive Baptist Church

Unity'04 Florida partners:

ACLU of Florida/Voting Rights Project
AFL-CIO
AFSCME
Black Youth Vote
Broward Verified Voting
Broward Supervisor of Elections Office
Community Voting Project
League of Women Voters
Legal Aid
National Organization of Women
NAACP
NAACP National Voting Project
NAACP of Ft. Lauderdale
Rock the Vote
SCLC
Unitarian Universalists of Ft. Lauderdale
Urban League of Broward County
Women in NAACP

Georgia

In Georgia, the Lowery Institute coordinated the Georgia Unity '04 effort. From the start the Georgia Unity '04 Coalition was determined to engage and support Black Youth Vote student leaders and organizers in their effort to expand civic participation within five colleges comprising the Atlanta University Center. This uniquely positioned the coalition to register and mobilize the youth vote. The coalition was able to recruit more than 100 individuals to work the Georgia Unity '04 effort. In less than 100 days the team registered 32,104 new voters in metro Atlanta and secured contact information for the vast majority of the new registrants. Despite a myriad of challenges faced by voters, turnout in targeted precincts rose up to 50 percent!

Unity'04 Georgia Conveners:

Joseph E. Lowery Institute, Clark Atlanta University
Dr. Joseph Lowery, Co-Convener
Reverend James Orange, Co-Convener
Felicia Davis, State Director

Unity '04 Georgia Black Youth Vote Coordinators:

Steven Waddy, Georgia BYV Coordinator
Illai Kenney, BYV KIDS Coordinator
Jasmine McJolly, AUC Campus Coordinator, NEA Spelman Chapter
Glyndis Dean, AUC Campus Coordinator, NEA CAU Chapter

Unity'04 Georgia partners:

Georgia Coalition for the People's Agenda
NEA - Spelman & Clark Chapters
Atlanta University Center (AUC) SGA Offices
NAACP
WAND
GCBW
Citizen Change
Rainbow/ PUSH
National Hip Hop Political Convention

Illinois

The Unity '04 Illinois project was co-directed by ShaRhonda Knott, founder of Chicago Coalition on Black Civic Participation & National BYV! Co-chair, and Steven Dailey, Youth Organizer, Chicago Urban League. To the credit of the co-directors even though Chicago was saturated with voter registration groups on the Southside, Westside, and southern suburbs of the city, they astutely carved out a niche for themselves registering over 14,000 individuals. The youthfulness of the co-directors combined with the strong community presence of the Chicago Urban League, created an enthusiasm during the voter registration period. Moreover, the Unity '04 program was a featured part of the Annual Chicago Urban League Youth Day.

Unity'04 Illinois Conveners:

ShaRhonda Knott, Chicago Coalition on Black Civic Participation
Steven Dailey, Chicago Urban League

Unity'04 Illinois partners:

Chicago Coalition on Black Civic Participation
Chicago Urban League
Black Youth Vote!

Louisiana

The Unity '04 Louisiana project was led by Vincent Sylvain. With a background as Director of Public Housing in New Orleans, the Unity '04 program targeted the areas of the city most impacted by poverty and crime - public housing. Under Mr. Sylvain's direction, Unity '04 registered over 8,000 individuals in public housing areas and over 1,000 people in Orleans parish prison. Additionally, in Baton Rouge, Louisiana, students at the largest historically black college in the country, Southern University, successfully registered over 2,000 people. To no surprise, the Louisiana Unity '04 Campaign created a large presence and dominated Orleans Parish, Baton Rouge, and the campus of Southern University.

Unity'04 Louisiana Convener:

Vincent Sylvain

Unity '04 Louisiana Coordinators:

Sheena Foster (BYV!)

Unity'04 Louisiana partners:

New Orleans Urban League
NAACP
National Pan-Hellenic Council
Southern University
Citizenship Education Fund

Michigan

Led by Stephanie Moore, Michigan Unity '04 registered over 13,000 individuals in Wayne, Oakland and Genesee counties. In addition, voter registration efforts occurred in Benton Harbor (contains the fourth largest number of African-Americans in

the state) and at Western Michigan University (the most integrated University in Michigan). The Michigan Unity '04 created strong partnerships on college campuses and in the communities. Featured in the Kalamazoo Gazette, Cable Access, and 1560 AM, Michigan's Unity '04 community rallies gained frequent media coverage.

Unity'04 Michigan Convener:
Stephanie Moore, Michigan Unity '04 Coalition

Unity '04 Michigan Coordinators:
Rev. Mangedwa Nyathi
Chad Rhodes, BYV Detroit

Unity'04 Michigan partners:
NAACP
Fannie Lou Hamer Project
Western Michigan University
National Pan-Hellenic Council
Hartford Memorial Baptist Church
Kalamazoo Northside Ministerial Alliance
Hartford Agape House
Mt. Zion Baptist Church

Mississippi
Convened by Mississippi MOVE, at Jackson State University and Tougaloo College students ran virtually parallel campaigns on their respective campuses. Utilizing groups of ten to fifteen volunteers, they dropped over 7,500 pieces of GOTV literature between the two locales and sponsored social gatherings during the pre-election day weekend to excite students about voting. NEA student leaders not only organized his/her own chapter members but other campus organizations and the general student body as well.

Unity'04 Mississippi Convener:
Al White, Mississippi MOVE

Unity '04 Mississippi Coordinators:
Mac Epps, Mississippi MOVE
Chase Gayden, Tougaloo College NEA

Chapter, BYV! Coordinator
Flora Gray, Jackson State University,
NEA Chapter, BYV! Coordinator

Unity'04 Mississippi partners:
NEA
Pan Hellenic Council
NAACP
LCCRUL/MS Center for Justice
MS Association of Educators
MS Education Working Group
Action Communication & Education Reform
Phi Beta Sigma Fraternity
Mississippi M.O.V.E.

Missouri

Led by Angelia Bills, Vice President of the Metropolitan St. Louis Urban League, the Missouri Unity '04 program registered over 10,000 new voters in targeted precincts. With unprecedented attention being paid to MO voting laws/voter rights, the St. Louis Unity '04 Coalition, as well as the Kansas City Unity '04 Coalition, worked hard to establish a presence in precincts that were oversaturated with political organizations. Over 20 area Urban League offices were used as staging areas for voter registration, media activities, and voter education rallies while Harris Stowe College students led many of the efforts. The Unity '04 voter registration message was articulated on KMOX-1120 AM, the region's highest rated radio station, during the peak driving time. An on-camera feature story also ran including an interview with Mt. Beulah's Rev. E.G. Shields and a detailed explanation of voter registration.

Unity'04 Missouri Convener:
Angelia Bills, Urban League of Metropolitan St. Louis

Unity '04 Missouri Coordinators:
Demetrius Matthews, St. Louis Unity '04
Rev. E.G. Shields, Mt. Beulah
Missionary Baptist Church, St. Louis
Alan Wheat and Archie Welch, Let's Go

Unity '04 Field Sites By Precinct/
Ward/Subdivision Voter Turnout
Report (partial listing of sites)

Target Area	Precinct/Ward/ Subdivision	Registered Voters	2000 Turnout	2004 Turnout
Georgia				
Atlanta Metro Area	03G Hickman Student Center	933	523	433
	03T Friendship Towers	1182	433	678
	04B Henderson Health Center	2306	886	1098
	03U Central UMC	1402	583	734
	4W Morehouse College	2185	658	1248
Louisiana				
New Orleans City	02-07.	3065	892	1062
	09-44E	1387	974	1134
	09-44P	1636	944	1231
	15-18D	1445	1060	1176
Michigan				
Kalamazoo City	14/38	28624	346	357
	14/36	28624	101	654
	14/31	28624	180	183
	20/41	33209	328	331
North Carolina				
High Point City	6	2009	425	839
	9	2132	628	656
Winston-Salem City	403	1569	665	679
Texas				
Houston City	22	1170	1231	1507
	68	2606	1068	1221
	104	2075	1148	1248
	109	3004	1350	1460

Vote, Kansas City Unity '04

Black Youth Vote Missouri Convener:
Kenyatta Thacker, St. Louis Black Youth
Vote Coordinator

Unity'04 Missouri partners:
League of Women Voters
St. Louis NAACP
YWCA
AARP
Urban League of Greater Kansas
National Baptist Convention
Mt. Zion Baptist Church
Mt. Airy Baptist Church
Greater Mt. Carmel Baptist Church

North Carolina

North Carolina Central University (NCCU), St. Augustine's College and Shaw University made their mark in the Triangle region of state, with students from these schools hosting at least one voter education forum prior to the week leading up to Election Day. The NCCU students received sustained help and guidance from the chair of the political studies department, which aided in the recruitment of scores of student volunteers for the campaign. NCCU's Homecoming provided a great opportunity for massive canvassing and literature drops on the campus on in the surrounding community. On November 1st alone students distributed over 7,500 fliers and door hangers with many continuing on Election Day while others served as poll monitors or conducted exit surveys.

Unity '04 North Carolina Conveners:
Keith Sutton, Triangle Urban League
Cynthia Brown, North Carolina
Coalition on Black and Brown Civic
Participation

NC Black Youth Vote Coordinators:
Sean Cunningham, NCCU
Antoine Steward, Winston-Salem/
Highpoint

Unity'04 North Carolina partners:
100 Black Men Raleigh/Durham

Chapter
New Life Leadership
Johnson C Smith SGA-PAC
Democracy NC
Dr. Jarvis Hall, Chair, NCCU
Department of Political Science
NCCU Civic Awareness Association
NEA
NC A&T NAACP
High Point BYV!
UNC Black Student Movement

Ohio

Led by Petee Talley, Ohio Coalition on Black Civic Participation, and Samuel Gresham, President of the Columbus Urban League, the Ohio Unity '04 team was comprised of an amazing mix of highly motivated and dedicated individuals, the majority of whom were already engaged in civic participation through the Ohio Coalition on Black Civic Participation and Ohio Election Protection Coalition. The coalition focused its efforts in the major urban centers of the state: Akron, Canton, Cincinnati, Cleveland, Columbus, Dayton, Toledo, Warren, and Youngstown registering over 12,000 new voters. One of the unique strategies to engage young voters was the registering of young people at nightclubs and social gatherings on the weekends.

As a key component of its GOTV operations, the Ohio EP reported that the voter problems in Ohio proved to be a significant factor in the casting and counting of votes in Ohio. Long lines and voting machine breakdowns were among the common reports by Ohio EP.

Unity'04 Ohio Convener:
Petee Talley, Ohio Coalition on Black
Civic Participation

Unity '04 Ohio Coordinators:
Sam Gresham, Columbus Urban League
Ryan Gresham, Columbus Urban
League, Black Youth Vote Coordinator
Steven Reece, Operation Set Up

Unity'04 Ohio partners:

APRI
 Advancement Project
 Alliance for Retired Americans
 CBTU
 Coalition of Labor Union Women
 Coalition on Homelessness and Housing
 Columbus Area Urban League
 Lawyer's Committee for Civil Rights-Ohio
 League of Women Voters
 NAACP
 National Urban League Young Professionals
 PFAWF
 Project Vote

Pennsylvania

The Philadelphia contingent conducted a focused outreach effort based on low-turnout districts, resulting in an overall 25% increase in voter participation and turnout. The targeted churches, as well as a tight bond of young volunteers from the Youth Outreach Adolescent Community Awareness Program (YOACAP)/Black Youth Vote! worked throughout the week leading to November 2nd to distribute GOTV/Voters' Bill of Rights literature, and provided transportation on Election Day.

The outlying area of Pittsburgh known as Mon Valley received much-needed attention from the churches' involvement with the voter outreach program. This often overlooked cluster of impoverished former steel mill towns got the boost that it needed to help voters cast their ballots, and bring attention to the lack of provisional ballots at many polls. Just the sight of volunteers arriving on the scene with Unity '04 "Be the Power" t-shirts motivated hundreds of Black voters in this region.

Unity'04 Philadelphia Conveners:

Duerwood "Woody" Beale, Greater Philadelphia Urban Affairs Coalition
 Donna Frisby-Greenwood, Greater Philadelphia Coalition on Black Civic Participation
 Tiffany Brown, YOACAP

Unity'04 Philadelphia partners:

NAACP
 YOACAP
 Citizens for Better Health
 APRI
 ACLU
 Mother Bethel AME Church

Unity'04 Pittsburg Convener:

Rev. Judith Moore, Calvary AME Church

Unity'04 Pittsburg partners include:

APRI
 NAACP
 Greater St. Matthew Nazarene Baptist Church
 Sharon Baptist Church
 Deliverance Evangelical Church
 St. Columbia's Catholic Church
 Calvary Baptist Church
 Enon Tabernacle Baptist Church
 Cornerstone Baptist Church
 Mt. Airy Church of God in Christ

Texas

Vice President of the Houston Area Urban League, Carmen Watkins, directed the Unity '04 Texas project that registered 16,373 new voters. Also a radio personality, Watkins was able to use that conduit to secure air promotions and appearances for Houston Unity '04. Highlighted activities included weekly organizational trainings, community Neighborhood Knockouts, football games, back-to-school information fairs, festivals, health fairs, Super Sundays at local churches, and appearances at Wal-Mart and area malls. Watkins' targeted efforts dominated a solid voter registration in a state where the

media did not excite people to register to vote. Additionally, approximately 10,000 formerly incarcerated persons took steps to reinstate their right to vote through the efforts of the Houston Unity '04 Campaign.

Unity'04 Texas Convener:

Carmen Watkins, Houston Area Urban League, Houston Coalition on Black Civic Participation

Black Youth Vote Coordinators:

Reginald Barkley
Blake Green
Michael Moore
Christina Sanders

Unity'04 Texas partners:

Shape Community Center
Center for Peace and Prosperity
People For the American Way
Foundation
Radio One
National Pan-Hellenic Council
Urban League Young Professionals

Wisconsin

The determination of African American voters in Milwaukee was evident as they waited in long lines, particularly in the early part of the day, to cast their ballots. It was a challenge for the drivers who were assigned to transport them, but they overcame the logistics and provided rides for over 300 voters, averaging approximately 30 rides per driver. The church network proved invaluable in providing names and addresses of those needing rides to the polls. Wards in the targeted areas surrounding the churches experienced an average 8% increase in voter turnout.

Unity'04 Wisconsin Convener:

Paula Dorsey, Milwaukee Operation Big Vote, Wisconsin Coalition on Black Civic Participation

Unity'04 Wisconsin partners:

NEA
CBTU
APRI

**ADDITIONAL BLACK YOUTH
VOTE FIELD SITES INCLUDED:**

District of Columbia

Joshua Gray, Black Youth Vote!
Coordinator
Howard University, Black Youth Vote!
Chapter

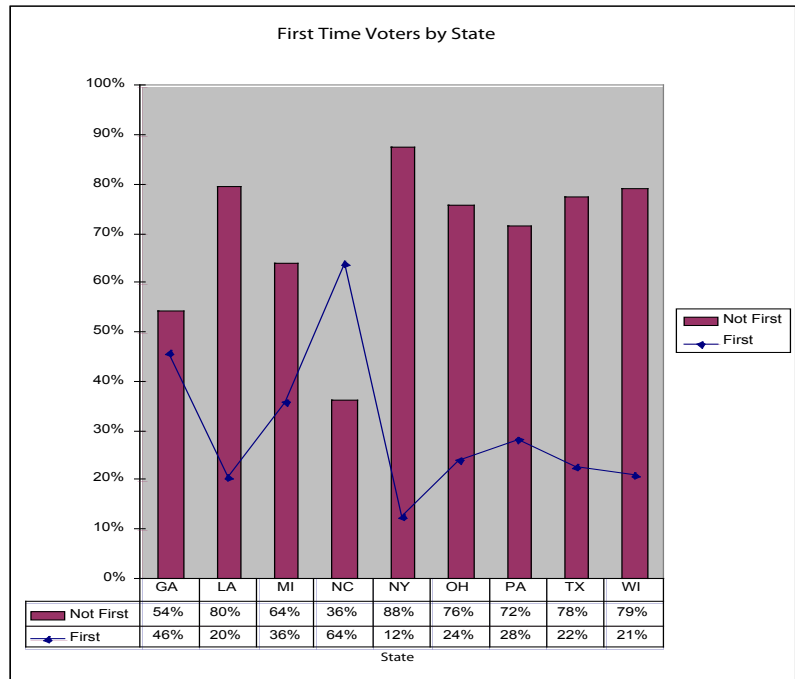
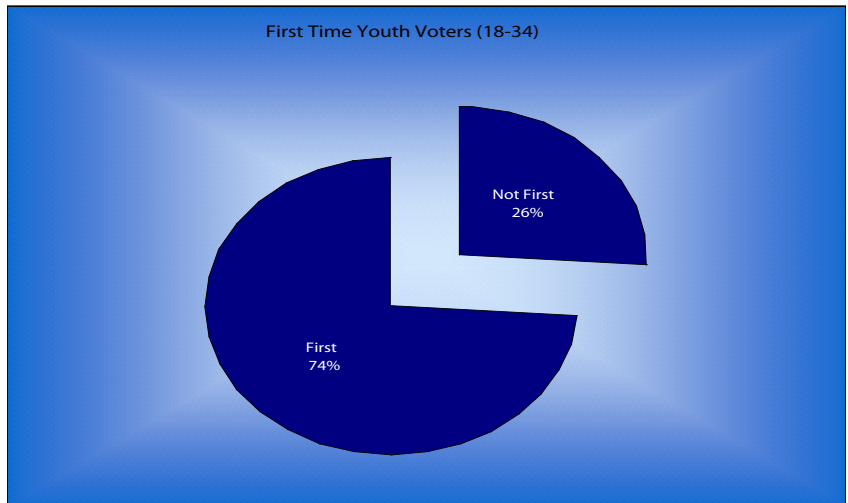
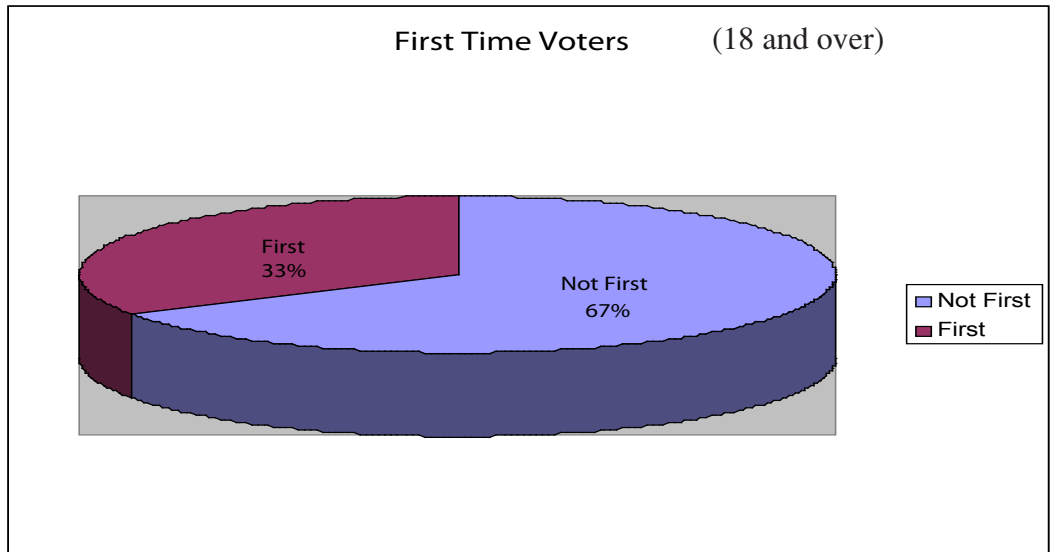
Indiana - Indianapolis

Devin Craig, Indianapolis BYV!
Coordinator
Sandra Mason, Indianapolis BYV!
Coordinator

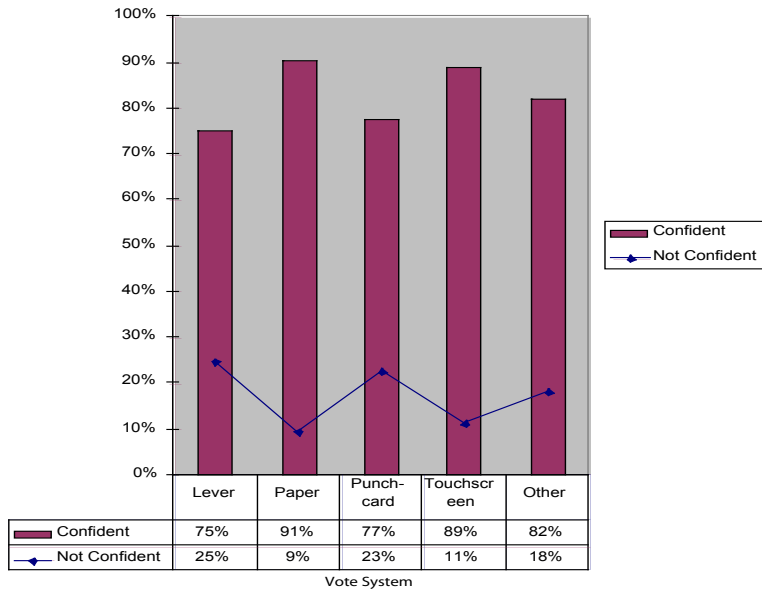
New Jersey - Newark

Lionel Leach, Newark BYV! Convener
Angela Angel-Humphrey, BYV!
Coordinator

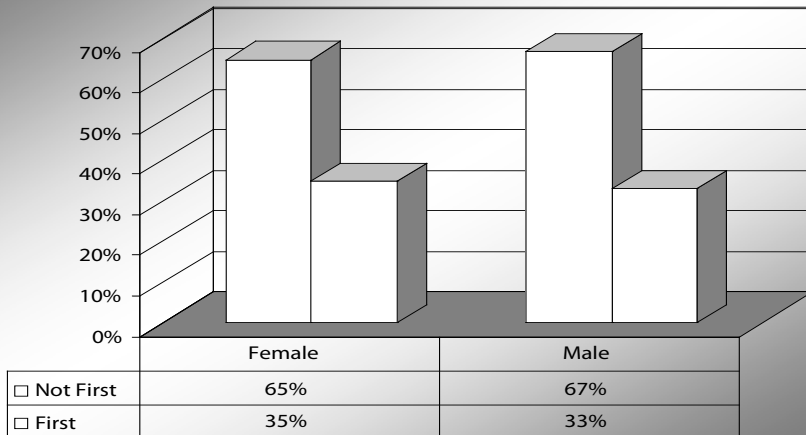
2004 Election Day Exit Poll Analysis



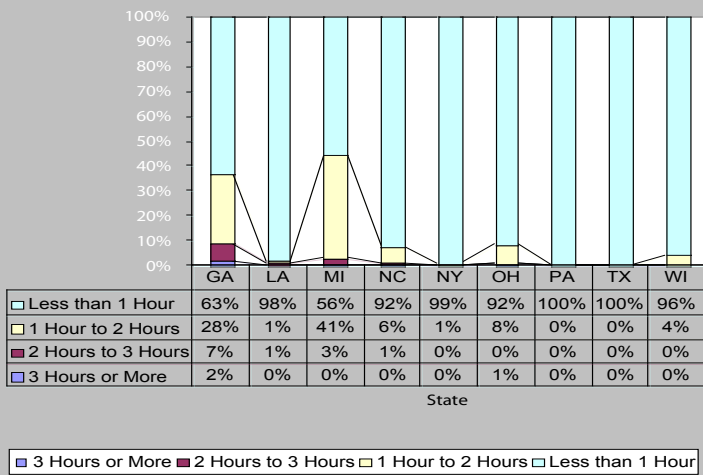
Vote System with Voter Confidence



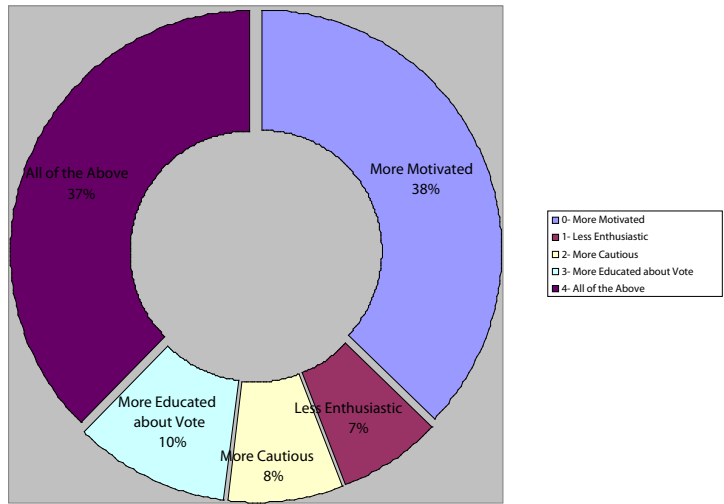
First Time Voters by Gender



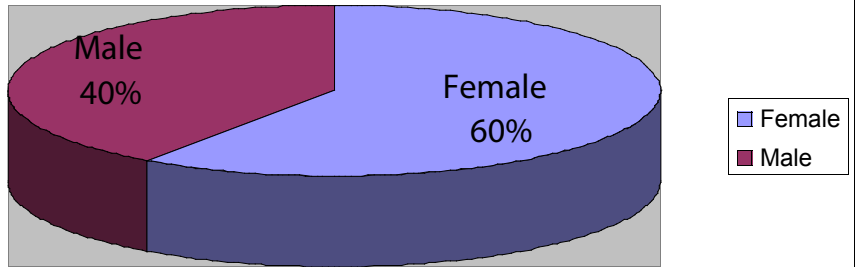
Wait Time by State



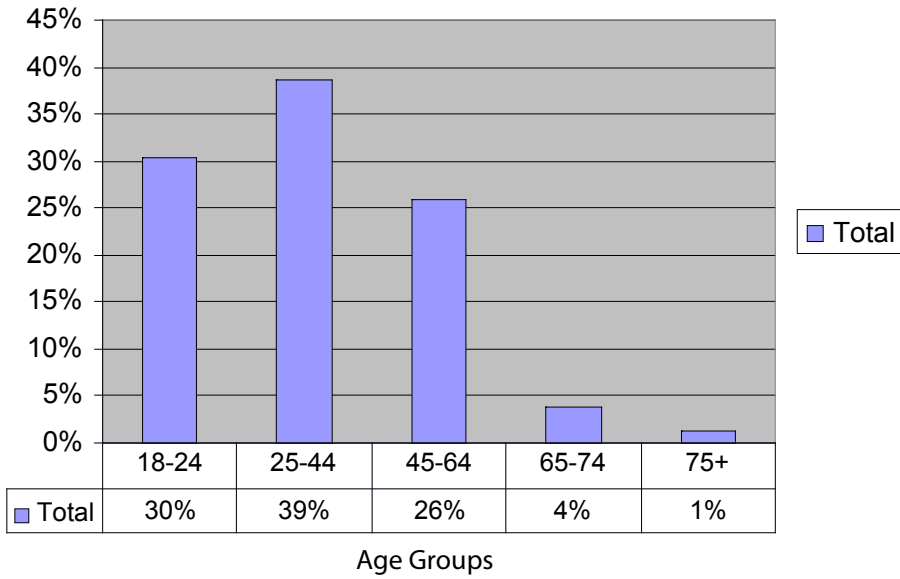
Voter Motivation from 2000 elections



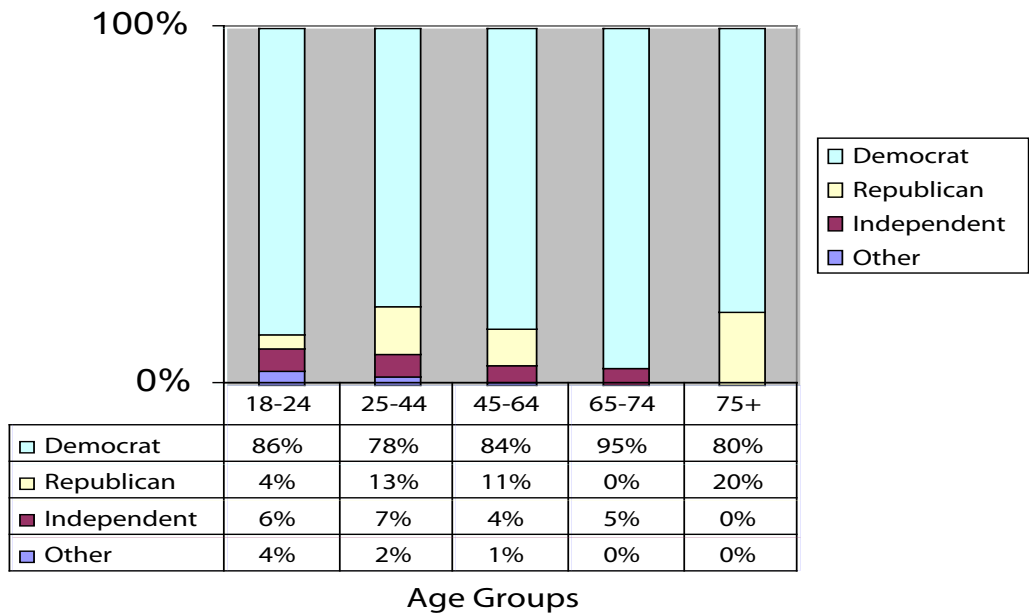
Female and Male Voters



Age of Voters



Age and Party Affiliation



NCBCP POST-ELECTION ACTIVITIES

Post Election Briefing: "Election 2004: What Happened and What's Next?" - November 4, 2004

On November 4th, members of VOTE and the NCBCP's Unity '04 Voter Empowerment Campaign assembled in Washington, DC at the National Press Club to examine what happened on Election Day. Topics included record Black voter turnout, voter intimidation tactics, and provisional voting issues. Coalition members also discussed future initiatives such as expanding election reform, resource building, and the need to capitalize on the civic movement within the hip-hop community by engaging Black youth to use their power to impact issues important to their generation through the political process.

Panelists included : Richard Womack, Chair, NCBCP; Dr. Ronald Walters, Director, African American Leadership Institute, UMD College Park; Patricia

Ford, National Co-Chair, Unity '04; Marc Morial, National Urban League; Theodore Shaw, NAACP LDF; Dr. David Bositis, Joint Center for Political and Economic Studies; Dr. Maya Rockey Moore, CBCF; Felicia Davis, Georgia Unity '04; Diallo Brooks, Co-Chair, Black Youth Vote!; Steven Waddy, Black Youth Vote! Atlanta; Stephanie Moore, Michigan Unity '04/Black Youth Vote!; and Faye Anderson, NCBCP Voices of the Electorate.

NCBCP/UNITY '04 IN THE NEWS

In December of 2003 the NCBCP embarked upon an aggressive media campaign with 3 clear objectives: to position the Unity '04 Voter Empowerment Campaign as a historic, powerful coalition of organizations focused on increasing Black voter turnout, to inform the Black community on the issues, and to restore voter confidence in the electoral process. The overall goals were to create a movement where voting is the ultimate expression of power, thereby producing record Black voter turnout in the 2004 Presidential Election; and, to make sure every registered voter knows what their rights are at the polls on Election Day.

On January 6, 2004, in conjunction with the release of the Unity '04 Black Issues Poll, the coalition held a press conference in Washington, DC officially launching the campaign. There was a simultaneous launch in Atlanta via teleconference. The press conference, which aired on C-SPAN, was attended by a number of the member organizations, demonstrating the unity among over 140 prominent Black organizations. A national Black calendar of events was used as a visual to show where the campaign would have volunteers encouraging people to 'join the movement.' Several voter registration and mobilization efforts followed which included, but are not limited to, mobilization for the primaries, MLK Day activities, Election Protection activities, and voter registration at the UniverSoul circus and Tom Joyner Sky Shows. National print, electronic, online media and list serves were contacted via press releases, media alerts, availabilities, pitch letters, phone calls, op-eds, press kit mailings, and e-newsletters in an effort to get the word out to our target audience.

The Unity '04 Campaign was mentioned in over 300 news mediums during the year (list attached), resulting in millions

of people having an opportunity to see or hear stories publicizing the campaign's messages. The campaign reached a diverse audience posting several hits in major newspapers, magazines and broadcast outlets, such as *The Washington Post*, *Black Enterprise*, *Chicago Tribune*, *Wall Street Journal*, *Jet Magazine*, *The Progressive Magazine*, *Vanity Fair Magazine*, CBS, and MSNBC News.

Media Partners:

BET
BET Nightly News
Congressional Black Caucus Foundation
Tom Joyner Morning Show
National Newspaper Publishers Association/Blackpressusa
Black America Web
WB 11 New York

Supporters:

PowerPoint Radio
WCLK
Radio One Networks
Metro News

Advertising:

Print:

Print ads were placed in Black newspapers for Protect Our Power Weekend, Protect Our Vote Sunday, and get-out-to-vote activities.

Radio:

Air time was purchased on urban, gospel, and talk stations during the South Carolina Primary, Protect Our Power Weekend, and GOTV.

Cable TV:

Commercial aired during Bobby Jones Gospel Show on BET.

Mobile Media Truck

A video truck with TV screens on each side traveled through Georgia

and Louisiana playing public service announcements and an edited version of the Unity '04 "Register, Verify, Vote" video

Robo calls

Robo calls voiced by Tom Joyner were produced and used in target areas.

Public Service Announcements

Audio:

- PSA's ran in states where we had operations during "Protect Our Power Weekend," and four days leading up to, and on, Election Day.

Video:

- A video PSA was produced in cooperation with a prominent minister in Detroit and aired on BET nationally during the Bobby Jones Gospel Show.
- A PSA with Tom Joyner urging people to vote was distributed nationally.

Written copy:

- PSA's were written and distributed to radio and TV stations throughout the year.

Radio Remotes "Our Time Has Come" A Voting Rights Play

Unity '04 hosted a voting rights saga entitled "Our Time Has Come," the Sunday before Election Day.

Unity '04 Video "Register Verify Vote"

The National Coalition produced an exciting video "Are you down with RVV?" urging people, specifically youth, to Register, Verify their names on voting lists, and Vote on Election Day.

Internet

Unity04.net

The Unity '04 website was created with information on the campaign, updated event information and a tool enabling users to find their polling places, get updated information on local and national candidates, and register to vote online.

Voicesoftheelectorate.com

The voices of the Electorate website was updated to include information related to Election Reform and a widely received "Provisional Ballot Primer," written by attorney Faye Anderson, explaining the use and counting of provisional ballots.

Unity04donate.org

A secure ecommerce site was established to disseminate information on the campaign and its members and to accept contributions from the public.

Bigvote.org

The NCBCP's main site, Bigvote.org, was consistently updated with event information and press releases. The bigvote website traffic increased 25 % in the last two months of the campaign, receiving over a half million hits.

Internet Campaign

Visually captivating daily email alerts were disseminated the week leading up to the election.

Prepared by: Edrea Davis, NCBCP Media Director

Unity '04 Field Sites Black Voter Registration & Turnout (Comparison 2000 vs. 2004)

State	2000			2004		
	Total Registered	Percent Registered	Total Voted	Total Registered	Percent Registered	Total Voted
Alabama	619,000	72.0	491,000	583,000	72.9	511,000
Arkansas	199,000	60.0	173,000	188,000	63.7	145,000
Florida	773,000	52.7	620,000	965,000	52.6	815,000
Georgia	1,296,000	66.3	1,010,000	1,083,000	64.2	919,000
Illinois	998,000	74.4	897,000	919,000	72.0	855,000
Louisiana	656,000	73.5	564,000	693,000	71.1	606,000
Michigan	621,000	69.8	534,000	676,000	70.7	599,000
Mississippi	450,000	73.7	357,000	531,000	76.1	466,000
Missouri	340,000	75.7	305,000	382,000	88.2	324,000
North Carolina	827,000	62.9	626,000	874,000	70.4	784,000
Ohio	601,000	64.3	502,000	630,000	70.3	586,000
Pennsylvania	524,000	68.6	457,000	523,000	61.3	474,000
Texas	971,000	69.5	803,000	1,141,000	68.4	931,000
Wisconsin	105,000	71.5	91,000	141,000	72.6	133,000

Source: U.S. Census Reported Voting Statistics, 2000 & 2004 Presidential Elections

APPENDIX A 2004 Sponsors and Contributors**

100 Black Men of America
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AFL-CIO
A. Philip Randolph Institute
Alpha Kappa Alpha Sorority, Inc.
Alpha Phi Alpha Fraternity, Inc.
Altria Corporate Services
Altria Group
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Joint Center for Political and Economic Studies
Just Go Vote Foundation
Kappa Alpha Psi Fraternity, Inc.
Laborers' International Union
Lawyers' Committee for Civil Rights Under Law
League of Women Voters, USA
NAACP
NAACP Legal Defense Fund
NAACP National Voter Fund
NBUFC
National Black Caucus of State Legislators
National Council for Negro Women
National Education Association
National Newspaper Publishers' Association
National Pan-Hellenic Council
National Progressive Baptist Convention
National Urban League
Network for Good
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Ronald Walters, Ph.D.
Linda A. Wilson

**Partial Listing

APPENDIX B Unity '04 Voter Empowerment Campaign Steering Committee

UNITY '04 CAMPAIGN CO-CHAIRS

Barbara Arnwine, Esq.	Lawyers Committee for Civil Rights Under Law
Thomas W. Dortch, Jr.	100 Black Men of America, Inc.
Patricia Ford	Service Employees International Union
Marc Morial	National Urban League

UNITY '04 STEERING COMMITTEE MEMBERS

Dwayne Ashley	Thurgood Marshall Scholarship Fund
Dianne Babbineaux	International Association of Machinists
Katreice Banks	SBC Communications
Melvin Bazemore	General Motors Corporation
Marleine Bastien	Haitian Women of America
Steve T. Birdine	Iota Phi Theta Fraternity, Inc.
Michael Bowie	National Pan-Hellenic Council, Inc.
Gwendolyn E. Boyd, Esq.	Delta Sigma Theta Sorority, Inc.
Diallo Brooks	Black Youth Vote! National Advisory Board
Clayola Brown	UNITE!
Michael Brown	State Farm Insurance Company
Rev. Jamal Bryant	Empowerment Temple
Yvonne Bynoe, Esq.	Urban Think Tank
Mary Coleman	National Black Caucus of State Legislators
Cheryl Cooper	National Council of Negro Women
George Curry	National Newspaper Publishers Association
Felicia Davis	Benjamin E. Mays Educational Resource Center
Jackie Davis	UniverSoul Circus
Ronald V. Dellums	Dellums, Brauer, Halterman & Associates, LLC
Ramona Edelin	Corporation for Enterprise Development
Donna Frisby-Greenwood	Philadelphia Coalition on Black Civic Participation
George H. Grace	Omega Psi Phi Fraternity, Inc.
Samuel C. Hamilton	Kappa Alpha Psi Fraternity, Inc.
Dr. Dorothy I. Height	National Council of Negro Women
Jennifer Henderson	Strategic Interventions
Norman Hill	A. Philip Randolph Educational Fund
Beth Jackson Hodges	American Voters' League
Derrick Humphries, Esq.	Black Congress on Health, Law, and Economics
Leslie Jackson	Communication Workers of America
Garrison Jackson	Circulation Experti, LTD
Rev. Jesse Jackson, Sr.	Rainbow/Citizenship Education Fund
Sonia Jarvis, Esq.	Black Women's Agenda
Benjamin Jealous	Black Youth Vote National Advisory Board
Harry Johnson	Alpha Phi Alpha Fraternity, Inc.
Hon. Harvey Johnson	National Conference of Black Mayors
Ingrid Saunders Jones	The Coca Cola Company
Marcia Johnson-Blanco	Institute of Caribbean Studies
Oscar Joyner	REACH Media, Inc.
Martin Luther King, III	The King Center
Sharhonda Knott	Black Youth Vote National Advisory Board
Nat LaCour	American Federation of Teachers
Sonia Lockett	Black Entertainment Television
Ophelia Long	Black Congress on Health, Law and Economics
Dr. Joseph E. Lowery	Joseph E. Lowery Institute for Social Justice, CAU
Leslie Mays	National Coalition of 100 Black Women

Kweisi Mfume
Barbara C. Moore
Stephanie Moore
Earl O'Neal
Rev. James Orange
Helen J.Owens
Rev. Zina Pierre
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Gregory Reeves
Weldon Rougeau
Dr. Yvonne Scruggs-Leftwich
Ted Shaw, Esq.
Rodney Slater
Tavis Smiley
Jane Smith, Ph.D.
Damu Smith
Stacey Davis Stewart
Lois Sylver
Arthur R. Thomas, Esq.
Dr. Ronald Walters
A. Shuanise Washington
Reginald Weaver
Wellington Webb
Linda M. White
Baye Wilson
Richard Womack

Sharhonda Woods
Michael Young

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Zeta Phi Beta Sorority, Inc.
Fannie Lou Hamer Project
AFL-CIO
Africa African American Renaissance Festival
Sigma Gamma Rho Sorority, Inc.
The Washington Linkage Group
Author and Activist
Blacks in Government
Congressional Black Caucus Foundation
Black Leadership Forum, Inc.
NAACP Legal Defense Fund
Patton & Boggs, LLP
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Business & Professional Women/USA
National Black Environmental Justice Network
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Altria Group, Inc.
National Education Association
Webb Group International
Alpha Kappa Alpha Sorority, Inc.
National Hip Hop Political Convention
American Federation of Labor –
Congress of Industrial Organizations
Black Youth Vote! National Advisory Board
National Urban League Young Professionals

Unity '04 Participating Organizations

100 Black Men of America, Inc.
A. Philip Randolph Institute
Advance America
African Methodist Episcopal Church
Africa African American Renaissance Festival
Alabama Coalition on Black Civic Participation
Alcade &Fay
Alpha Kappa Alpha Sorority, Inc.
Alpha Phi Alpha Fraternity, Inc.
Altria Group, Inc.
American Federation of Government Employees
American Federation of Labor and Congress of Industrial Organizations
American Federation of State, County and Municipal Employees
American Federation of Teachers
American Postal Workers Union
American Urban Radio Networks
American Voters League
Auxiliary to the National Medical Association
Benjamin E. Mays Educational Resource Center
BlackAmericaWeb.com
Black Congress on Health, Law and Economics
Black Entertainment Television
Black Leadership Forum, Inc.
Black Women's Agenda
Black Youth Vote!
Blacks in Government
Business and Professional Women, USA
Church of God in Christ
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Coalition of Black Trade Unionists
Coalition of Labor Union Women
Communications Workers of America
Congress of National Black Churches
Congressional Black Caucus Foundation
Delta Sigma Theta Sorority, Inc.
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Empowerment Temple
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Frontiers International, Inc.
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Georgia Coalition for the People's Agenda
Greater Philadelphia Coalition on Black Civic Participation
Houston Coalition on Black Civic Participation
Improved Benevolent Protective Order of the Elks
International Association of Black Professional Firefighters
International Association of Machinists and Aerospace Workers
International Brotherhood of Electrical Workers
International Union of Operating Engineers

Institute of Caribbean Studies
 Iota Phi Lambda Sorority, Inc.
 Iota Phi Theta Fraternity, Inc.
 Ivy League African American Alumni Association
 Joint Center for Political and Economic Studies
 Joseph E. Lowery Institute for Justice and Human Rights
 Kappa Alpha Psi Fraternity, Inc.
 LaCause, Inc.
 Latham & Watkins
 Lawyers' Committee for Civil Rights Under Law
 Last Word Productions
 Leadership Conference on Civil Rights
 Listen, Inc.
 LA Metro Churches
 Martin Luther King, Jr. Center for Nonviolent Social Change
 Mississippi Coalition on Black Civic Participation
 NAACP
 NAACP Legal Defense & Educational Fund
 NAACP National Voter Fund
 National Alliance of Black School Educators
 National Alliance of Postal and Federal Employees
 National Association for Equal Opportunity in Higher Education
 National Association of Black County Officials
 National Association of Black Owned Broadcasters
 National Association of Black Women Attorneys
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 National Association of Investment Companies
 National Association of Media Women
 National Association of Minority CPA Firms
 National Association of Negro Business & Professional Women's Clubs
 National Association of Social Workers
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 National Baptist Convention of America
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 National Bar Association
 National Black Catholic Clergy Caucus
 National Black Caucus of School Board Members
 National Black Caucus of State Legislators
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 National Black College Alumni Hall of Fame Foundation
 National Black Environmental Justice Network
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 National Black MBA Association, Inc.
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 National Committee to Preserve Social Security and Medicare
 National Conference of Black Mayors
 National Congress of Black Women
 National Council of Black Family and Child Development
 National Council of Churches
 National Council of Negro Women
 National Education Association

National Hip Hop Political Convention
National Medical Association
National Newspaper Publishers' Association
National School Boards Association
National Urban League
National Pan-Hellenic Council
Next Wave Productions
North Carolina Coalition on Black Civic Participation
Ohio Coalition on Black Civic Participation
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Opportunities Industrialization Centers of America
PACE International Union
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People for the American Way Foundation
Persuasion FX
Phi Beta Sigma Fraternity, Inc.
Pittsburgh Area Coalition on Black Civic Participation
Progressive National Baptist Convention, Inc.
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R.J. Reynolds Company
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SBC Communications
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Sigma Gamma Rho Sorority, Inc.
Sony Music Entertainment, Inc.
Southern Christian Leadership Conference
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The Links
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Tom Joyner Morning Show
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United States Conference of Mayors
United Steelworkers of America
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Voices of the Electorate Task Force
Walls Communications, Inc.
Washington Linkage Group
We The People
Webb Group International
Wisconsin Coalition on Black Civic Participation
Zeta Phi Beta Sorority, Inc.

APPENDIX C 2004 VOTE Reform Task Force Participating Organizations

21st Century Youth
A. Philip Randolph Institute
African American Women Clergy
Alabama Voter Education, Registration Alliance
AFL-CIO
Alliance for Better Campaigns
AFSCME
American Federation of Teachers
Asian Pacific American Labor Alliance
Benjamin E. Mays Educational Resource Center
Benton Foundation – Digital Divide Network
Black Leadership Forum, Inc.
Black Youth Vote!
Blacks in Government
Center For Democratic Renewal
Center for Environmental Citizenship
Center for Policy Alternatives
Center for Voting and Democracy
Circulation Experts, Ltd.
Coalition of Black Trade Unionists
Common Cause
Committee for the Study of the American Electorate
Communications Workers of America
Congress of National Black Churches
Congressional Black Caucus Foundation
CUNY
Democracy Compact
Democracy South
Demos
Douglass Policy Institute
Electoral Participation Project
Georgia Coalition for the People's Agenda
GPB Political Strategist, Inc.
Joint Center for Political and Economic Studies
Last Word Productions
Lawyers' Committee for Civil Rights Under Law
Leadership Conference on Civil Rights
League of Women Voters of the United States
League of United Latin American Citizens
Maryland Association of Election Officials
Maryland Secretary of States' Office
NAACP
NAACP Legal Defense and Educational Fund
NAACP National Voter Fund
National Alliance of Postal & Federal Employees
National Association of Secretaries of States
National Bar Association
National Black Caucus of Local Elected Officials
National Black Caucus of State Legislators
National Black Leadership Roundtable
National Civic League
National Coalition on Black Civic Participation, Inc.
National Committee to Preserve
Social Security & Medicare
National Congress of American Indians
National Congress of Black Women, Inc.
National Council of La Raza
National Council of Negro Women, Inc.
National Council of the Churches of Christ, USA
National Education Association
National Newspaper Publishers Association
National Organization on Disability
National Urban League
Neighbor to Neighbor
North Carolina Voters for Clean Elections
Organization for Chinese Americans, Inc.
People for the American Way Foundation
Policy Link
Puerto Rican Legal Defense and Educational Fund
Rainbow / PUSH Coalition
Rock the Vote
Service Employees International Union
Southern Christian Leadership Conference
Southern Echo
Southern Regional Council
The Advancement Project
The Constitution Project
The Sentencing Project
TWD, Inc.
U.S. Commission on Civil Rights
U.S. Public Interest Group
United Auto Workers of America
United Food and Commercial Workers
United States Student Association
University of Maryland, College Park
Walls Communications, Inc.
Youth Vote Coalition

APPENDIX D 2004 Black Youth Vote State Conveners And Coordinators

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ARKANSAS

Tyrell Glenn

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Joshua Gray

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