

Beat: Politics

Radio One & Black & Brown People Vote Join Forces to Increase Voter Registration

Voice & Votes of Communities of Color

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USPA NEWS - Radio One, the largest African-American owned and targeted multi-media company in the country partners with Black and Brown People Vote (BBPV), a civic engagement and participation project, focused on amplifying the voice and the votes of communities of color...

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Together, they launched ONE Vote, a multi-media campaign on all Radio One assets - TV One, Reach Media, Interactive One and 56 local urban radio stations with the intent to increase Black voter registration and turnout in 2016 elections. Moreover, the ONE Vote campaign is designed to educate and engage the media companies' vast Black and urban audience on critical political issues through the use of entertainment and events.

Radio One's multi-media companies powered by BBPV launched its 8-month campaign today. From syndicated and local radio personalities to television and social media messaging; and from digital voter registration to local community events, the campaign's multi-pronged approach is slated to reach nearly 82% of Black Americans who consume news, media and entertainment from Radio One.

The focus of the campaign is first to reinvigorate the record number of African-Americans that voted in the 2008/2012 campaigns and motivate them to make voting nationally and locally a long-term commitment; and to engage Millennial voters who are crucial to the 2016 election.

Black and Brown People Vote (BBPV) is a civic engagement and civic participation project, focused on amplifying the voice and the votes of communities of color.

Co-founded by Ifeoma Ike and Tristan Wilkerson, the former Capitol Hill staffers launched BBPV during the 2014 Congressional midterm election season with a digital commitment drive to increase participation during non-presidential election cycles. Since the police shooting death of unarmed teenager Mike Brown, BBPV has served as a national leader in connecting the ballot to the everyday experiences of people of color.

Source : Radio One

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