



MEMORANDUM OF SUPPORT

[S2543 \(Myrie\)](#)

February 25, 2025

TITLE OF BILL

An act to amend the election law, in relation to notifying voters of the candidates and upcoming elections

SUMMARY OF PROVISIONS

This bill would require the State Board of Elections (SBOE) to prepare and distribute “voting guides” to all registered voters in New York at least three weeks before election day by mail, email, and online. Candidates to any public office would be able to submit a sworn statement with their bios and answers to SBOE-drafted questions on issues and relevant positions, which would be included in voting guides. Additionally, two physical postcards and one digital postcard will be sent to registered voters, which will contain important information, including election dates. Lastly, the bill requires that all major television and radio stations broadcast election reminders at least four times a day, every day for ten days leading up to the election between 7 AM and 11 PM. The bill also provides for local election board postage reimbursement and collaboration between state and local boards on distribution.

STATEMENT OF SUPPORT

Citizens Union supports S2543 (Myrie) because it would provide New Yorkers with essential resources on elections, voting, and the candidates seeking their vote. New York voters face numerous candidates on their ballots for various public offices. A [recent survey](#) found that 40% of New York City residents would be more likely to participate in local elections if they had more information about the candidates.

Currently, the state does not provide voter education materials with candidate information, as is done by the New York City Campaign Finance Board and election officials in other states. While the state is required to inform voters of polling locations and election dates, it does not issue reminders. Under this system, well-funded candidates can afford media ads, canvassers, and pamphlets, while down-ballot candidates often receive little to no media attention.

Distributing official voter guides would increase visibility for candidates in lower-profile elections, raise awareness of upcoming elections, and help voters better prepare to cast their ballots. Providing more information about the offices and candidates on the ballot can also reduce down-ballot drop-off. We urge lawmakers to pass S2543 (Myrie) to strengthen voter education in New York.