



**FOR IMMEDIATE RELEASE:**  
October 31, 2007

**Contact:** Rick Minor, 850-445-1914  
[RickMinor@yahoo.com](mailto:RickMinor@yahoo.com)

## **Leon Democratic Party Announces Ambitious African-American Outreach Program**

### *Several local elected officials to serve as Honorary Co-Chairs*

TALLAHASSEE, FL – Today the Leon County Democratic Party announced a major African-American Voter Outreach Program that will include paid media, mailings, phone banking and canvassing of Leon County’s African-American communities throughout the 2008 election cycle. In addition, many local elected officials – such as Tallahassee Mayor John Marks, State Representative Curtis Richardson, and Tallahassee City Commissioner Andrew Gillum – will be serving as Honorary Program Co-Chairs, lending their expertise to the program and helping the local party strengthen its ties to the African-American community.

About 90 percent of Florida’s African-Americans have voted Democratic in recent years. “The Leon Democratic Party is grateful for the support of the African-American community, but we won’t take it for granted,” said Rick Minor, Chair of the Leon County Democratic Party. “For the 2008 elections, we will be working especially hard to *earn* their support once again.”

A major component of this program will be the active support of and assistance from a large group of local elected officials. These elected Democrats, each with a sizeable number of African-Americans in their jurisdiction, will help the Leon County Democratic Party further strengthen its ties with the African-American community and its leaders. To date, the following elected officials will be serving as Honorary Co-Chairs:

- Tallahassee Mayor John Marks
- State Representative Curtis Richardson
- State Representative Loranne Ausley
- Leon County Commissioner Cliff Thaell
- Leon County Commissioner Bob Rackleff
- City Commissioner Andrew Gillum
- School Board Member Maggie Lewis
- School Board Member Sheila Costigan
- Leon County Tax Collector Doris Maloy

Additional Honorary Co-Chairs will be added over the coming weeks.

The program, to be led by Leon County Democratic Executive Committee member Zachary Ansley, will be a coordinated effort of the Leon County Democratic Party and the Democratic Black Caucus of Leon County. The program will focus on the following areas:

- Paid advertising on local African-American radio
- Mailings to Democratic and No Party Affiliation African-Americans
- Further strengthening ties with African-American community leaders in Leon County
- Working with African-American students at FAMU, FSU, and TCC to build a strong Democratic network
- Membership drive to increase African-Americans in Leon Democratic Executive Committee
- Phone banking and Canvassing African-American neighborhoods to increase voter registration and increase awareness of the Jan. 29th primary
- Monthly meetings among committee members and Leon County African-American community leaders

“I expect that we’ll spend around \$15,000 on African-American outreach during the 2008 election cycle. This is a significant investment from a local county party, and it’s just one indication of our commitment to African-American voters in Leon County,” said Minor.

###