

# Black Women's Coalition of Atlanta Launches TV Ads to Encourage Black Voter Turnout

[HighlyDef Productions Political Ads for Black Women's Coalition of Atlanta](#)

FOR IMMEDIATE RELEASE October 30, 2004 Contact: Jo Ann McClinton, President  
Black Women's Coalition of Atlanta  
404-377-5101

## **Black Women's Coalition of Atlanta Launches TV Ads to Encourage Black Voter Turnout**

With the November second election only days away, the Black Women's Coalition of Atlanta wants black voters to go to the polls in large numbers. BWCA members created 5 television ads that use startling facts about health insurance and government programs to motivate the black community to vote. The television spots will air on 3 cable networks in the Atlanta area; TV ONE, Spike and Oxygen. The 30-second ads were produced by HighlyDef Productions of Atlanta. Two of the ads can be seen online at [http://www.highlydef.com/BWCA\\_campaign\\_demo.html](http://www.highlydef.com/BWCA_campaign_demo.html).

BWCA President Jo Ann McClinton said, "Some times black voters take too much for granted. We don't take our politics personally enough. Everything around us is political and we don't seem to understand". BWCA members want voters to realize that voter apathy could hurt government programs that provide medical care for children and the elderly.

Georgia voters in the black community have registered in larger numbers, during September and October, for the hotly contested 2004 Presidential election. In two metro Atlanta counties overall voter registration has increased significantly since the 2000 Presidential election. The Georgia Secretary of State figures show that over 27,000 new black voters registered in DeKalb County and in Fulton County during September and October.

In Dekalb County, the number of all 2004 active voters increased 10% to 345,423 active voters, according to Mary Frances Weeks, secretary to Linda Lattimore of the DeKalb County elections office. Over 120,000 DeKalb county voters have turned out during the first 4 days of the Early Voting period. Election workers and volunteers are excited about the large voter turnout, "We're glad. We want everyone to get out and vote," said Mary Weeks.

With the larger turnout, Jo Ann McClinton, president of the Black Women's Coalition of Atlanta is hoping that the five commercials will help motivate Atlanta's black voters to do their part. The spots will run from 4pm to 10pm starting Thursday October 28 through the Monday before Election day.

The Black Women's Coalition of Atlanta is an educational organization for black females in the community. Its purpose is to educate and inform. Reporters can contact BWCA President Jo Ann McClinton at 404-377-5101. Jo Ann is available for media interviews immediately.

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