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09/21/2011 12:01 PM

RBA Launches Campaign Encouraging People to Vote

By: Wendy Mills

The Rochester Business Alliance launched an ad campaign to encourage city residents to vote.

The campaign, called Vote. be Heard. includes billboard, radio, and television advertisements.

The RBA teamed up with the Rochester Faith Alliance in the effort.

The Rochester Business Alliance said a poor turnout in the recent primary, along with historically low voter turnout in school board elections, is more than disappointing.

The RBA wants more people to care, get educated about the eight candidates for Rochester City School Board, vote in the election, and continue to hold candidates accountable.

"The message is people are putting the tape on by not going to the polls because they are not letting themselves be heard. What we are trying to do is get that tape off, make your voice heard and let people know what you think," said Sandy Parker of the Rochester Business Alliance.

"I talk to children each and every day and it appears to them that they do not have a tomorrow and not even a today. This community has to come together and pool its resources and bring about change that is sustainable," said Rochester Minister Willie Davis.

The Rochester Business Alliance would not say who it endorses for city school board.

Voter registration forms are now available at all city YMCA's, post offices, high schools, and various Rochester businesses. October 14 is the deadline to register in the November election.

RBA will also profile each of the eight candidates for school board on the campaign website.