



GOTV Efforts 2004



Outreach to Arab American Voters

- 11** States with organized Arab American GOTV efforts (MI, FL, OH, PA, VA, NJ, CA, IL, IA, MD, TX)
- 8** States with organized Arab American bi-partisan leadership councils
- 24** AAI sponsored candidates' nights, rallies and civic education workshops in nine states attended by more than 4,000 community members
- 183** Candidates participating in AAI hosted candidates' nights
- 9** Presidential candidates and campaigns attending AAI's October 2003 National Leadership Conference

Election Mobilization

- 4** Arab American battleground states (MI, FL, OH and PA) representing approximately 510,000 Arab American voters
- 500** Arab American volunteers worked as precinct captains, poll watchers, or on partisan campaigns
- 600** Arab American Institute *Yalla Vote* volunteers
- 13,650** *Yalla Vote* materials distributed
- 300,000** Incidents of direct Arab American GOTV contact including:
 - **94,500** targeted GOTV mailings,
 - **90,300** targeted GOTV calls.
 - **91,543** web users in October 2004,
 - Other direct contact including door to door canvassing
- 36,500** AAI primary and presidential voter guides distributed
- 12** Broadcasts of ART's "Washington Insider", a weekly call-in program featuring AAI election news and Arab American political activists

Party Mobilization

- 70** Arab American delegates to national party conventions
- 4** Arab American events held at national party conventions
- 1,400** National convention delegates and participants attending AAI hosted events

Press and Issue Work

- 5** Battleground polls that defined the Arab American vote
- 20** “Mideast Policy Debate in the 2004 Election” addresses delivered by AAI President James Zogby across the country attended by approximately 5,000 and carried on public radio in California and Ohio
- 900** Mainstream press articles, broadcast interviews and segments on the Arab American vote