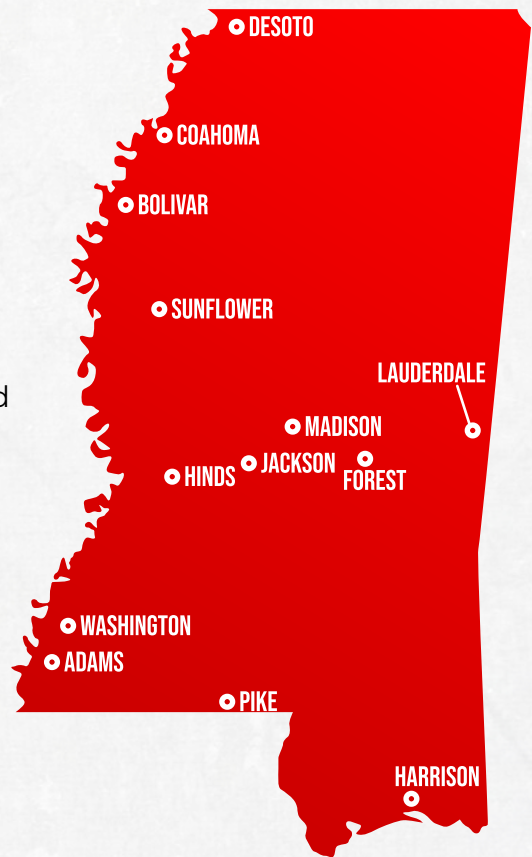


In 2023, BVM Action PAC organized in states like Mississippi and Kentucky, with pivotal Governors races. Engaging in gubernatorial races is crucial for shaping state policies and priorities that directly affect our communities. Governors hold significant influence over state legislatures and can set agendas on critical issues such as education, healthcare, infrastructure, and the environment. Active participation in these races is vital for voters to have a say in the direction their state takes, and ultimately, the country.



MISSISSIPPI

In Mississippi, BVM Action PAC launched digital and radio ads for the Governor's race opposing Tate Reeves. Under Tate Reeves, hospital closures have continued to increase, and his opposition to expanding Medicaid has significantly impacted healthcare for poor working Mississippians. **It is important to acknowledge the outright voter suppression that occurred in Hinds County, Mississippi.** A county with the largest Black population, running out of ballots on election night, and voters were misdirected to incorrect polling locations.



194K

194K voters reached
with **Digital Ads**

110,000

BVM made 110,000 phone calls
to inform Black 65 and older
voters that **Mississippi law**
allowed them to vote early in-
person, no-excuse absentee.

1M+

Over 1 million impressions
through PAC Ads

On October 26, 2023, the absentee ballot requests were less than half of the 2019 total (23,321 absentee ballots had been requested in 2023; total 58,142 in 2019). By November 6, 2023, **62,156 absentee ballots had been requested, an increase of 6.9% from 2019.**

KENTUCKY

In Kentucky, BVM Action PAC launched digital and radio ads for the Governor's race opposing Daniel Cameron. Cameron, the Attorney General of Kentucky, **faced criticism regarding his handling of the Breonna Taylor case**—a Black woman who was fatally shot by Louisville police during a botched raid on her apartment in March 2020. The shooting played a key role in the 2020 Summer of Protests. **Cameron failed to hold the officers involved accountable.**



BVM Action PAC
Sponsored · Paid for by Black Voters Matter Act... · 🌐

Kentucky! It's election time, and all skin folk ain't kinfolk! We cannot let Uncle Daniel Cameron take us back! Bring your ...See more

 About this ad

ALL SKIN FOLK AIN'T KINFOLK!

VOTE ANDY BESHEAR FOR GOVERNOR ON NOV. 7

PAID FOR BY BLACK VOTERS MATTER ACTION PAC, BVMACTIONPAC.ORG
NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S COMMITTEE.

BLACK VOTERS MATTER

116K

116K voters reached with Digital Ads

2023

In 2023, more Black voters voted in Lexington and Frankfort key BVM cities, than they did in 2019.

415K+

Over 415K impressions through PAC Ads