

REDISTRICTING INDIANA

WOMEN4CHANGE OVERVIEW

These past few months we had the goal of increasing public debate and awareness on the Indiana redistricting process, what it means, and how it affects our future. With the help of our redistricting committee, board, volunteers, and supporters, we were able to reach those goals.

PUBLIC RELATIONS

Since June 2021, the Women4Change-funded Warshaw study was mentioned in more than 180 statewide news stories across the state of Indiana and even a Chicago newspaper – the equivalent of more than \$1 million in advertising. Several Op-eds and Letter to the Editors were printed by staff, board, and committee members.

The study was cited by elected officials, applauded by our peers, and never rebutted. It appeared in various news outlets including WFYI, IBJ, and the Indianapolis Star.

MEDIA

Through our social media posts we have reached over 35,000 accounts and had approximately 110,000 impressions.

The report had over 350 downloads from our website directly, with even more available from websites citing Women4Change and including the report in their newsletters/articles.

We were able to achieve over 2.5 million impressions and with 5 billboards rotating throughout central Indiana on major roads including Fall Creek, I-65, I-70, SR 67, and I-465.

ACTION

We had 6 people testify at public hearings, had speakers at 3 rallies, partnered on the Students4Fair Maps Rally, and over 300 clicks on our EveryAction form.

DR. WARSHAW

We have been extremely grateful of our work with Dr. Warshaw. The report boosted our credibility. Numerous citizens approached staff at rallies and public hearings to say they were thrilled to have numbers that supported everyone's worries and statements.

"Huge kudos to you and your team. I hope we get to work together again at some point." - Dr. Warshaw

WHAT IS NEXT?

While this round of redistricting has come to a close, our work is not finished. We will continue to advocate for a state resourced, fully funded, independent redistricting commission. We will continue our #Fight4FairMapsIN and a fair redistricting process.