NEW TECHNOLOGIES AND THE DEATH PENALTY: LESSONS FROM MARYLAND
A 20-YEAR BATTLE

- Southern state – but increasingly progressive
- The issue of innocence was beginning to resonate
- Increasing concern about racial disparities
2006: Governor O’Malley: Pro-Repeal (and Pro-Biceps)
2008: State Commission: Time to repeal a broken system

2010: Elections create majorities for repeal in general assembly
Kirk Bloodsworth
First person exonerated after a death sentence in the U.S.

Sister Helen Prejean
SOCIAL MEDIA CAMPAIGNS: LATE 2012

- Making the Case: 2013 is the Time to Act
- Ramp up Social Media
- Targets: Media, Governor O’Malley, and Our Supporters
USING SOCIAL MEDIA TO STRENGTHEN A DIVERSE COALITION
FACEBOOK: GENERATE TURNOUT FOR LOBBY DAY

"Returning violence for violence multiplies violence."

1.28.13 ANNAPOLIS #MDrepeal
“The old law of an eye for an eye leaves the whole world blind.”

128:13 ANnapolis #MDrepeal

Annapolis Lobby Day

Learn More:
http://mdcase.org/node/237
“If you’re poor, you don’t get equal justice. Maybe it should not be called ‘capital punishment’ but ‘capitalist punishment.’ Because it’s so connected with poverty, as imprisonment itself is connected with poverty.”

- Howard Zinn

1.28.13 ANNAPOLIS #MDrepeal
“Justice is often painted with bandaged eyes. She is described in forensic eloquence, as utterly blind to wealth or poverty, high or low, white or black, but a mask of iron, however thick, could never blind American justice, when a black man happens to be on trial.”

- Frederick Douglas

1.28.13 ANNAPOLIS #MDrepeal
There's no such thing as a foolproof death penalty & there's no way to reverse our "mistake" if we execute an innocent person.

#MDRepeal
OTHER TACTICS

- Twitterbomb (or Thunderclap) – early
- Tweetchat – just before the final floor votes
VICTORY: FINAL PASSAGE 2013
Martin O’Malley
@GovernorOMalley

#VictimsMatter and we remain committed to providing assistance to victims’ families. Lusa.gov/ZicTs8 #MDRepeal
Crime victims say O'Malley broke promise
baltimoresun.com/news/maryland/...

The Baltimore Sun

Crime victims criticize O'Malley, ask him to keep promise
A group of victim advocates are holding a "tweet-a-thon" to draw attention to what they said was a broken promise from Gov. Martin O'Malley to give money to families of homicide victims.

View on web:

5 retweets
LESSONS

• Try It!
• Consistent Use of the Right Hashtags
• Use it to Engage with your Partners
• Connect with Journalists
• Generate Turnout and Communications to Lawmakers
THANK YOU!

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