

Issue Guide for Crafting Short Election Video Explainers

Local election administrators know that educating voters about the election process is important. One way to educate voters is by making a short educational video on key election administration processes. A sample generic script that can help you get started has been included in *blue* below. We encourage you to customize it based on the particulars of your jurisdiction.

1. Opening Statement (10 seconds)

Briefly introduce yourself. Be sure to let your voters know your role and to let them know you are committed to fair and transparent elections for all.

Hello, I'm [Your Name] your local election administrator here in [County Name], and I'd like to show you how your vote is protected throughout the entire process.

2. Reliable Election Process Overview (50 seconds)

Walk through a few key steps your team takes to ensure accuracy:

- **Registration and Ballot Request and Verification:** Explain that every voter's registration is checked and verified to ensure only eligible voters can participate, and how ballots are only sent to registered, eligible voters, and verification is required upon return.
- **Secure Handling and Tracking:** Describe how every mail ballot is barcoded, allowing it to be tracked from the moment it's sent out until it's returned and securely stored.
- **Signature Matching, Witness and ID Requirements, and Counting:** Mention that each ballot has processes to help ensure security—for example, signature matching or witnesses and voter ID requirements, whatever is applicable to your jurisdiction—and that dedicated teams handle the secure counting process with bipartisan oversight. Where applicable, mention the use of modern technology and checks (like reconciliation and audits) to maintain precise results.

First, every voter registration application goes through many levels of review before someone can become a voter; this ensures that only eligible voters can participate in our elections. [Insert details for mail ballots in your jurisdiction, for example: The same applies to mail ballot requests.]

When it comes to the ballots themselves, our process is the same for every voter, every time; every ballot goes through the same rigorous review. Every signature is carefully checked before a ballot can be processed. [Insert local validation/tracking details, e.g. ballots have a unique barcode that allows our office (and you at home) to track it securely from start to finish.]

And when it's time to count, we make sure every eligible vote is accurately counted and carefully verified before results are published online. To ensure accurate results, [Insert local details, for example: we use high-speed tabulators and reconcile along the way to help us double-check results with bipartisan oversight to ensure integrity in the process before results are posted online.]

3. Nonpartisan Focus (10 seconds)

Reiterate that the same checks are used for every eligible voter to protect the security, integrity, and transparency of each election, regardless of any specific election outcome.

Every ballot is carefully handled the same way. Thereafter, [share local details, for example: a post-election audit is conducted, ballots are safely stored for up to 22 months, and ballot images are available online after certification.]

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4. Invitation to Participate (10 seconds)

Encourage community involvement through roles like poll workers or observers to see the process up close, reinforcing transparency; or ways voters may observe public processes to further affirm transparency.

Join us as [insert engagement opportunities such as a poll worker, temporary staff, or an observer to see the process firsthand.] It's a great way to see how our elections are safe and secure -- and how we protect your vote.

5. Closing Reassurance (10 seconds)

Conclude with a positive message on the security of the process, reinforcing that the steps you've described work to ensure that the count is fair and every voice is heard.

No matter the outcome, you can trust our elections because we work hard to ensure every eligible vote is counted fairly. Thank you for your continued trust and participation, and don't forget to [insert action, deadline, contact info]!