



**ORANGE COUNTY
REGISTRAR OF VOTERS**

Building Trust Through Transparency Campaign

Communications or Marketing Plans/Campaigns – In-House

The Challenge

- Post-2020 Skepticism: Confidence in elections declined nationwide; Orange County faced letters, public comments, lawsuits, and community challenges questioning election integrity.
- Demand for Proof: Voters wanted assurance their voices counted
- Core Concerns: Security, accuracy, and trust dominated the conversation, fueling misinformation and online conspiracy narratives

Our Response

- Launch a proactive, multi-channel campaign to pre-bunk misinformation and show transparency.
- Message Priorities: Security, accuracy, accessibility; “show-me” approach to voter education
- Impact: “Building Trust Through Transparency” turned doubt into confidence with the message: Vote Easy. Vote Secure.
- **Goal: Reach ~2 million eligible voters in Orange County with a message that elections are secure and trustworthy.**



Research & Planning



- **Primary Objectives:**
 - Increase trust in the election process.
 - Secure accurate coverage from reputable media outlets.
- **Context:** Fragmented media landscape + rapid spread of misinformation on social platforms.
- **Key Insight:** UC Irvine survey (2024) showed partisan divide in trust; 57% overall believe Biden legitimately won; Republicans: 28%, Independents: 54%, Democrats: 88%.
- **Actions Taken:**
 - Researched best practices; consulted media experts.
 - Developed measurable objectives and metrics.
 - Partnered with Duke University & Brennan Center for language effectiveness.
- **Audience Engagement:** Online feedback, community workshops, and meetings with diverse voter segments (including language-minority communities).



Strategies and Tactics

1

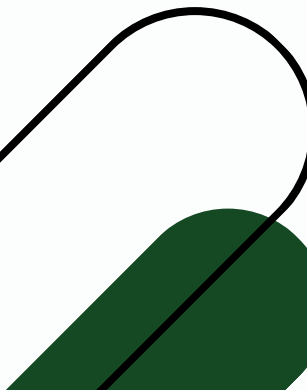
Reach voters across numerous channels including customized multi-lingual videos, graphics, mail, email, social media, websites, bi-weekly newsletters, earned media, and in-person community presentations and events

2

Earn trust, validate and amplify ROV messaging by working with local trusted messengers including community organizations, advocacy groups, and political parties

3

Secure accurate voter and election related news coverage from reputable media outlets through press conferences, media briefings, news releases, and behind-the-scenes tours



Campaign Implementation

Targeted Voters

- Infographics
- Direct mail
- Newsletters
- Social media
- “Show me” and Community Champions videos
- Community outreach events
- ROV Open House
- Communications Toolkit

ORANGE COUNTY REGISTRAR OF VOTERS
VOTE EASY. VOTE SECURE.

VOTE CENTERS CALIFORNIA

FUN FACTS

Vote-by-Mail vs. Vote Center Participation

Year	Vote Center	Vote-by-Mail
2024 Primary	18.0%	82.0%
2022 General	18.0%	82.0%
2022 Primary	18.0%	82.0%
2020 General	18.0%	82.0%
2020 Primary	23.0%	77.0%

Vote-by-Mail Return Method

Method	Percentage
Ballot Drop Box	46.6%
Mail	35.4%
Vote Center	18.0%

HOW TO VOTE

Voting Options

- Vote-by-Mail
- Ballot Drop-Off Locations
- Vote Center Drop-Off Locations
- Vote In-Person

IMPORTANT DATES

- September 26**: Voter Information Guides Delivered to U.S. Post Office
- October 7**: Mail Ballots Delivered to U.S. Post Office/ Early Voting Begins
- October 21**: Last Day to Register to Vote
- October 26**: Select Vote Centers Open
- November 5**: Election Day Voting Ends at 8 p.m.

See All of Your Voting Options – ocvote.gov/options | Continue on back

ocregistrar • Follow
Original audio

ocregistrar • The Registrar of Voters recruited at least two County of Orange employees from other departments and agencies to staff each of our 123 Ballot Drop Boxes throughout the county during the final five to six hours of voting today, November 5. We call them our Ballot Drop Box Strike Force Team.

These team members assisted voters with dropping off their Vote-by-Mail ballots, helped with traffic control, and

56 likes

ORANGE COUNTY ELECTIONS NEWSLETTER

Home | Voting | Results | About

A Successful Open House

Thank you to about 170 community members who attended our Open House on October 8 to learn about our secure election processes, including:

- Ballot collection
- Vote-by-Mail ballot signature comparison
- Ballot sorting and extraction
- Scanning of ballots
- Testing and Audits

Participation in this event continues to grow – 100 more people attended this week than attended the Open House in February.

We hope that those who joined gained a better understanding of Orange County elections.

If you were unable to attend, we have posted videos of our Open House presentations at ocvote.gov/observe. Each video describes one secure step in the processing of voted ballots during an election.

Bob Page
Registrar of Voters

Current Tweet
You can find information about the 2024 Presidential General Election in the County Voter Information Guide at [View Tweet](#)

FRED WHITAKER
CHAIRMAN OF THE REPUBLICAN PARTY OF ORANGE COUNTY

ADA BRICEÑO
CHAIR OF DEMOCRATIC PARTY OF ORANGE COUNTY

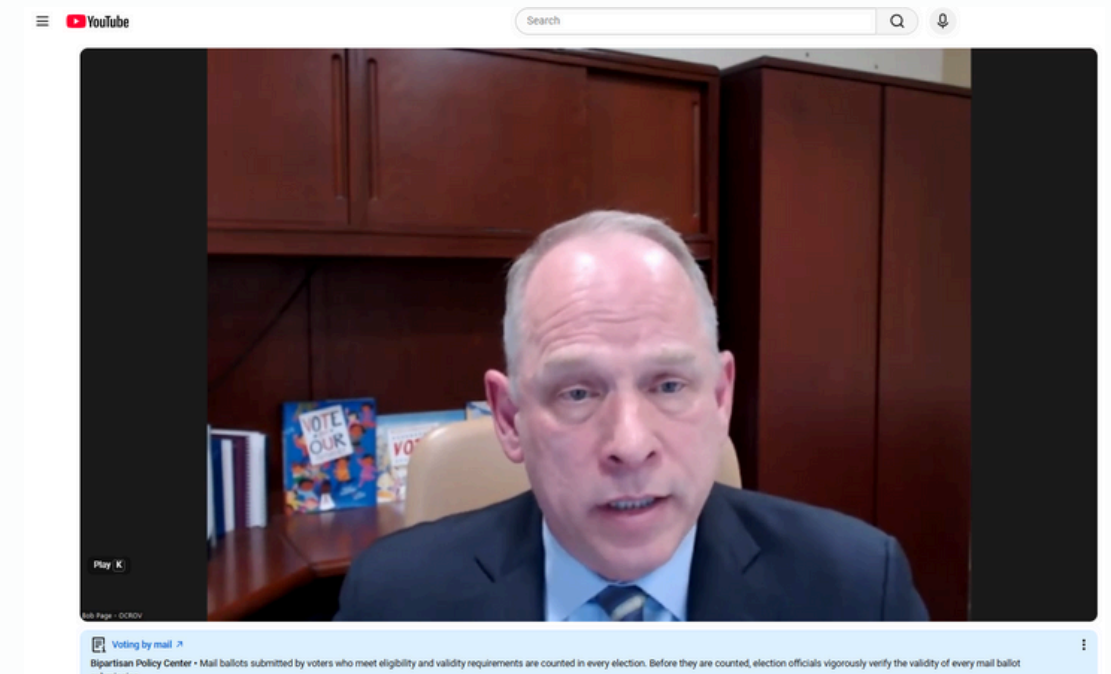
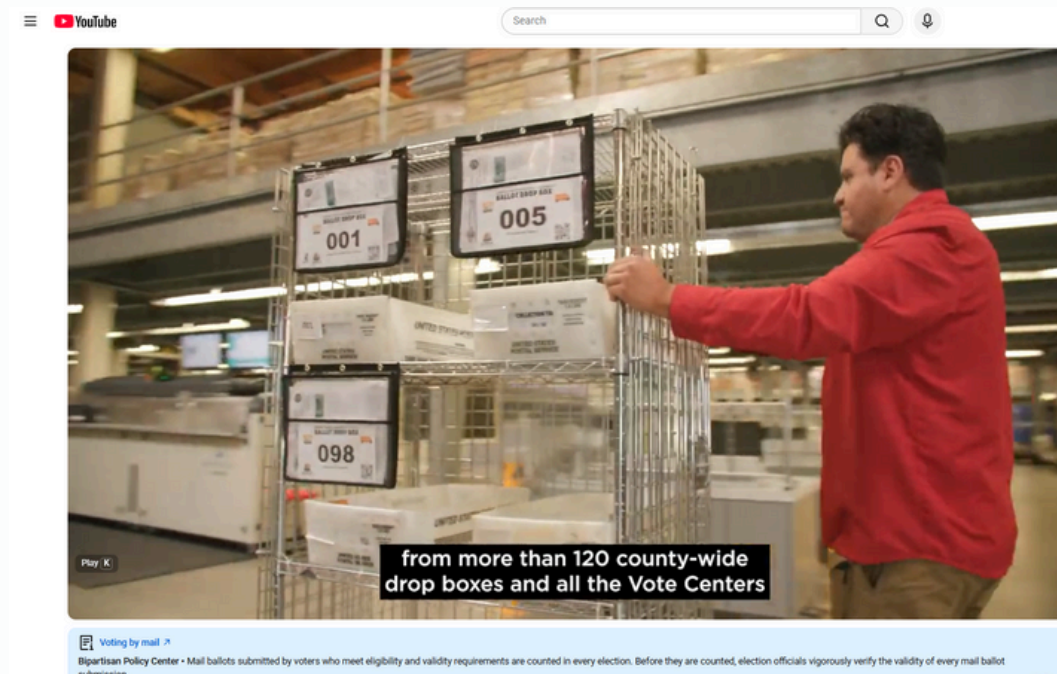
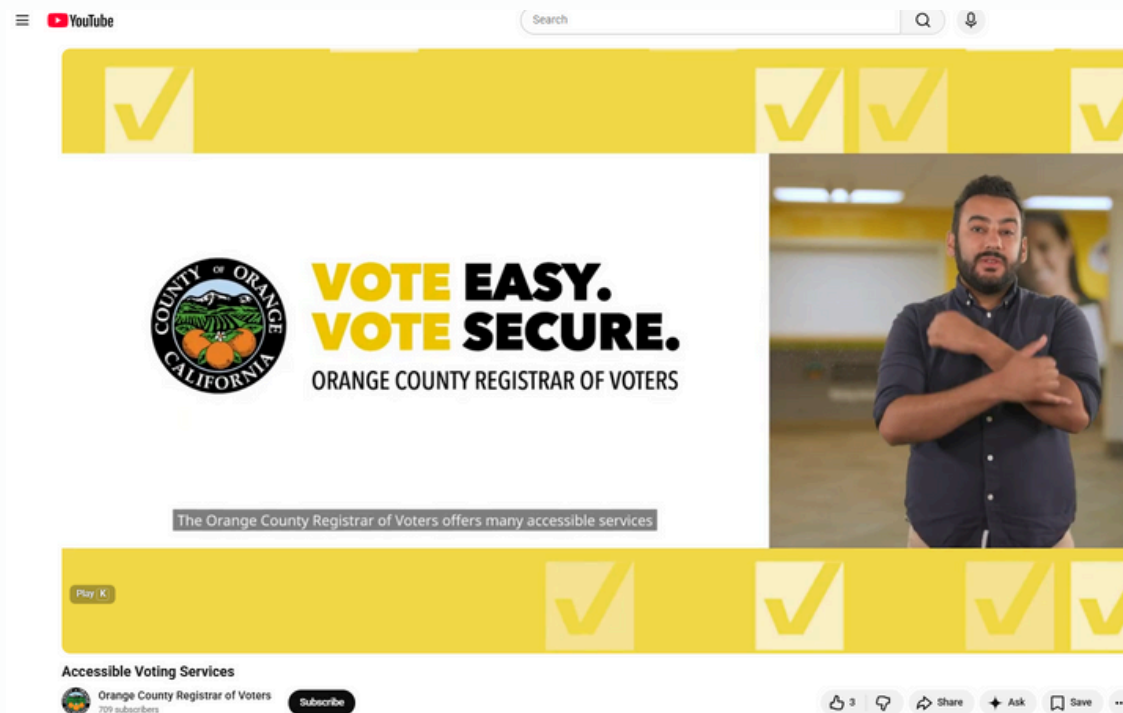
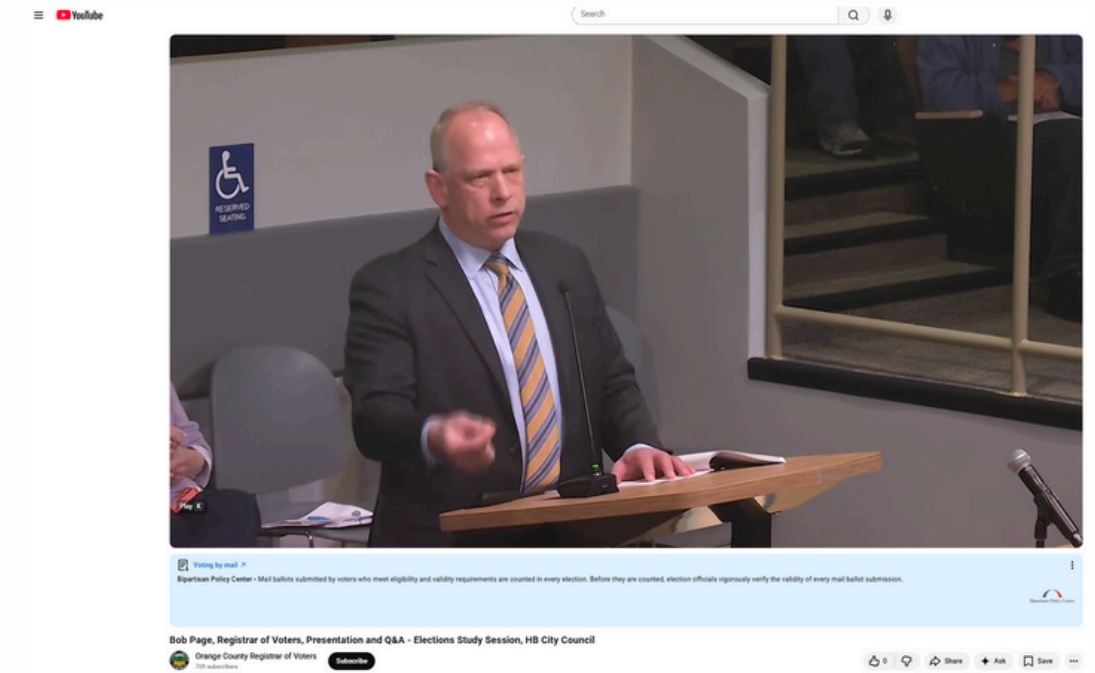
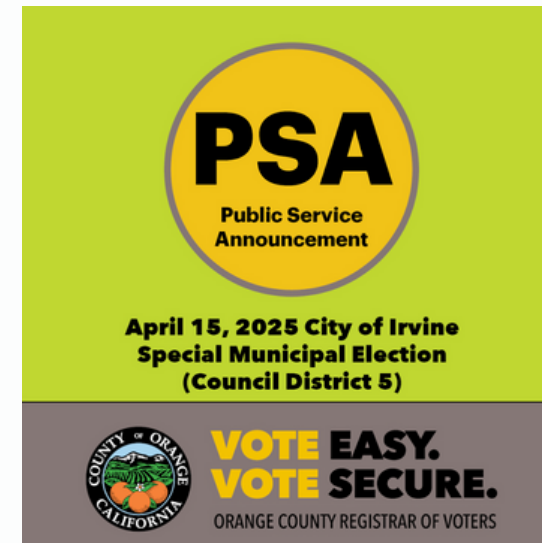
Hello, I'm Fred Whitaker. Chairman of the Republican Party of Orange County.



Campaign Implementation

Targeted Media

- Press conferences
- Online media briefings
- Behind-the-scenes tours of ballot processing operations.
- Web-based media toolkit
- Public service announcements
- Press releases and media advisories
- Executive leadership, including the Registrar of Voters, served as a visible and trusted spokesperson through media engagement and LinkedIn communication



RESULTS

Improved Media Relations



Increased coverage and improved accuracy and supported depth of coverage



Orange County Registrar ensures voters that their ballots will be safe - CBS Los Angeles



nty GOP pushes back on 'false claims of voter fraud'



Election workers sort ballots at the Orange County Registrar of Voters in Santa Ana. (Allen J. Schaben/Los Angeles Times)

Orange County GOP pushes back on 'false claims of voter fraud'

Subscribers are Reading >

- Why Lauren Yee's 'Cambodian Rock Band' hits home: L.A. arts and culture this weekend
- Inside the battle to restore drinking water in Altadena and Pacific Palisades
- Two dead, several more injured in Pasadena wrong-way driver crash
- Opinion: Make Los Angeles great again
- Cal Fire's predictions didn't foresee the Altadena inferno. Now it's changing its fire-hazard maps

Daily Pilot

O.C. Registrar of Voters debunks viral election fraud claim



Training ballots are sorted at vote-by-mail ballot processing center at Orange County Registrar of Voters. (Los Angeles Times)

O.C. Registrar of Voters debunks viral election fraud claim

Do California redistricting ballot envelopes reveal your vote? Debunking social media rumors

Some counties have punched holes in envelopes as a way to help visually impaired voters. Social media posts claim it's a way for Democrats to cheat.



A voter waits out to drop off her ballot at the Los Angeles County Registrar-Recorder/County Clerk's office in Norwalk on Monday Nov. 4, 2024. Photo by Mark Orlinger. Contributing Photographer

By KAITLYN SCHALLHORN | kschallhorn@ocregister.com | Orange County Register
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RECOMMENDED FOR YOU

- Nurses dig into rainy day funds to keep Kaiser strike going
- Orange County restaurants shut down by health inspectors (Jan. 22-29)
- SUV enters closed lanes on 805 Freeway in Irvine, crashing and killing passenger
- Vehicle owners, not necessarily the drivers, will get cited by speed cameras
- 3,000 pharmacy and lab workers will join Kaiser's nurses strike
- Orange County girls water polo Top 10 Newport Harbor at No. 1 after beating Mater Dei
- 'Sanford and Son' star Donald Wilson dies in Palm Springs
- Owner of Johnny Rockets, Fatburger files for bankruptcy
- Former Corona church volunteer sentenced to 138 years for sexually assaulting girls after convictions in OC

RESULTS

Third-party Validation from the Orange County Grand Jury, Media and Elected Officials



- After three months of observation and inquiry, the Orange County Grand Jury issued a report praising the ROV and recommending no changes to election conduct. [View the report.](#)
- This endorsement, combined with visible community defense of the ROV on social media and strong engagement with behind-the-scenes content, reflected restored public trust built through transparency and education.
- Sen. Blakespear, Chair, Senate Committee on Elections & Constitutional Amendments praised ROV communication efforts for restored “confidence in our elections.” [Watch the video.](#)
- Strong organic engagement with the “Vote Easy, Vote Secure” series, with more than 20 social posts generating impressions in the thousands.
- Orange County Board of Supervisors complimenting ROV’s integrity. [Watch the video](#) (click on Item No. 28 to advance the video)

More

- 1** **Communication Examples**
- 2** **Orange County Board of Supervisors response to Grand Jury report complimenting OCROV's integrity – click on Item No. 28 to advance the video**
- 3** **Elections Study Session of the Huntington Beach City Council**



ORANGE COUNTY
REGISTRAR OF VOTERS