BOOST

ONLINE VOTER REGISTRATION

PUR4800

Client: Alachua County Supervisor of Elections

Public Relations Campaign

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Meet the team



Ardyst

Account Executive



Michelle

Public Relations and Media Relations Director



Mika

Art and Social Media Director



Rebecca

Copy Editor Director



Kianna

Research Director



Steph

Promotional and Advertising Director

Executive Summary

The aim of this public relations campaign is to increase the amount of online voter registration in 18 to 24 year olds in Alachua County. With the additional importance of it being an election year, we want to raise the number of people registered by 20 percent by the general election registration deadline on Oct. 9, 2018. With the ultimate goal of getting as many people to turn out to vote in November as possible, we need to first succeed in not only making them aware of the new convenience of online voter registration, but actually getting them to do it. College students count for the majority of the population in Gainesville, and we found through our research that the most successful way to increase registration numbers is to primarily target them as well as high school juniors and seniors. Our team has developed a set of events and initiatives to implement in a 6-month period in order to achieve the goals of the Supervisor of Elections Office. From on-campus outreach and engagement to visual social media campaigns, we plan to reach as many young adults as possible and serve as an example to other Supervisor of Elections Offices throughout the state. With the expansion of technology and the reliance so many have on the internet, everything from shopping to ordering food can all be done quickly and easily online through a computer or mobile device. We want to educate people on the fact that registering to vote online is just as simple as the other things you are already doing on your devices and that impactful change is now only a click away.

PROBLEM STATEMENT

With online voter registration being recently implemented in Florida, there is a lack of knowledge in the state's population about it. The Alachua County Supervisor of Elections office needs to promote and increase the number of online voter registration in 18 to 24 year olds in 2018 before the November midterm elections.

Situation Analysis

S.W.O.T

Analysis

Strengths

The Alachua County Supervisor of Elections Office has a variety of strengths that have allowed them to be an established and successful advocate for voter engagement. The first strength they have is their social media presence on Facebook. Currently, there are about 2 visual posts per day, which is an efficient way to increase engagement with followers. In fact, the Alachua County office has more Facebook followers than the surrounding counties' offices. Another strength is that the Supervisor of Elections Kim Barton is very involved and present in local politics as well as in the community. Although this is a part of her job, forming a personal connection with potential Alachua County voters proves to be essential for the success of the organization's overall goal. Lastly, 66 percent of Alachua County's population is registered to vote, which is a high number considering a large amount of people living here are transient students or transient employees.

Weaknesses

The Alachua County Supervisor of Elections office could use improvement in certain areas. Although they have a strong presence on Facebook, there is a lack of overall social media presence. The office does not have an Instagram, which is one of the most popular platforms in the target age group of 18 to 24. In addition, the website is not aesthetically pleasing or modern looking.

Opportunities

There are multiple opportunities to increase online voter registration in Alachua County. For example, it would be beneficial to target specific groups of people that are statistically found to have a lower chance of registration. The first group is people with disabilities or illnesses, who in the past may not have registered to vote because of the inconvenience or inability. The second group is black millennial voters, which were found to have decreased in 2016. Lastly, the third group is high school students who are able to pre-register at 16. Through connecting and targeting these groups, the Alachua County Supervisor of Elections office could dramatically increase the number of registered voters in the area. In addition, working with national organizations, such as the American Association of People with Disabilities and the Campus Vote Project, as well as with campus organizations (i.e. Chomp the Vote, Gators for Underrepresented Voters and Black Student Union) would help reach a large amount of people from different backgrounds and disciplines.

Threats

There are several different reasons for the lack of voter registration in Alachua County, even with the convenience of online voting. For instance, many people simply don't feel a connection to politics, especially local politics. A lack of knowledge on candidates and the overall political process can make it unmotivating to become civically engaged. Another issue is that many students do not consider Gainesville their permanent residence, and therefore they do not want to register to vote here.

Company Analysis

History

Who was Josiah T. Walls?

Josiah T. Walls was the first African-American to serve Florida in Congress. He was born in Virginia in 1842 and came to Florida while serving in the Union Army during the Civil War. Following his discharge, Walls moved to Gainesville, where he became a school teacher and purchased a farm.

In 1868, he was Alachua County's representative to the state's constitutional convention and began serving in the Florida House of Representatives that same year. The following year, he was elected to the Florida State Senate.

In 1870, Walls was elected to the U.S. House of Representatives as Florida's sole member of the body and served from 1871 to 1876.

Silas L. Niblack, the opposing candidate in the 1870 election, successfully contested the election and interrupted Walls's term from late January to early March 1873. In 1872, Walls won re-election and was sworn in March 1873--this time being one of two U.S. Representatives from Florida. The state added a second seat that year following the 1870 census reapportionment. However, elections for the seats were elected statewide at-large on a general ticket until 1874, when the state was split into two congressional districts.

In 1874, Walls won the election for the state's newly created second congressional district. However, Walls was removed from his seat after Jesse J. Finley, a Confederate Army Brigadier General during the Civil War successfully contested the April 1876 election. After this, Walls served in the Florida Senate from January 1877 to February 1879, when he took a leave of absence.

Besides serving in the U.S House and Florida State Senate, Walls was also Gainesville's mayor, a member of the Alachua County School Board and a member of the Alachua County Commission.

Following a freeze that decimated his crops in 1895, Walls moved from Alachua County to Tallahassee, where he worked as the farm director at what is now Florida A&M University.

Walls died in Tallahassee on May 15, 1905.

Who is the Supervisor of Elections?

The Supervisor of Elections is a constitutional officer and is elected countywide every four years, in the same year that presidential elections are held.

Kim Barton was elected in August 2016, becoming the first African-American elected as Alachua County Supervisor of Elections. Barton was born and raised in Memphis, Tennessee. After graduating from high school in 1980, she received a basketball scholarship to attend Connors State College in Warner, Oklahoma. Barton led her team to its first National Junior College Athletic Association Tournament and was named a First-Team NJCAA All-American.

Barton was then recruited by Debbie Yow to play NCAA Division I women's basketball for Oral Roberts University in Tulsa, Oklahoma. When Yow became the head coach of the University of Florida women's basketball team, Barton transferred becoming a Gator.

Barton graduated from UF in 1985 with a bachelor's degree in advertising from the College of Journalism and Communications. After graduation, she worked as a public assistance specialist for the Florida Department of Health and Rehabilitative Services Medically Needy Program and then as program coordinator for the department's One Church, One Child Adoption program.

In 1993, Barton joined the Alachua County Supervisor of Elections office as outreach coordinator under Beverly Hill's supervision. In 2006, Barton was promoted to outreach coordinator director, position she held until her election. Barton owes her passion for voting and civic engagement to her parents, Everett Davis Jr. and Gertrude Davis, who were very involved in the civil rights era community organizing and participating in get-out-the-vote and voter registration efforts.

As member of the Florida State Association of Supervisors of Elections, Barton serves on the association's education and scholarship committees.

Throughout her professional career, Barton's has been received several awards:

Professional of the Month| Gainesville Black Professionals (2017)

- Violette Anderson Award | Delta Sigma Zeta Chapter of Zeta Phi Beta Sorority Inc. (2017)
- Eleanor Roosevelt Award for Outstanding Contributions in Public Policy | Alachua County Democratic Executive Committee (2017)
- Ebony Appreciation Legacy Award: Pioneering Spirit in the Area of Community Service (2013)
- Outstanding Community Service Award | League of Women Voters of Alachua County (2009)
- Barbara Higgins Award for Community Service | Alachua County Democratic Black Caucus (2008)
- Alachua County Community Service Award | Citizens Academy for Community Service (2007)
- Connors State College Athletic Hall of Fame | Connors State College Athletics (2012 – Inaugural Class)

Duties

The Supervisor of Elections oversees:

- Administering county, state and federal elections
- Aiding and supporting municipal elections
- Upholding the Elections Laws of the State of Florida
- Registering eligible voters
- Providing for vote-by-mail and early voting
- Qualifying candidates for office
- Recruiting, hiring and training poll workers
- Administering the provisions of the campaign reporting laws
- Acquiring and equipping polling places
- Providing voter outreach education and information
- Maintaining election equipment and supplies.

Mission

Vote Alachua's mission is to provide the public with a friendly, informative and useful website to educate them about the right to vote and the details about the electoral process.

Vision

Vote Alachua's vision is to allow voters to make informed decisions when participating in electoral activities through the truthful and up-to-date information that's provided on our website.

Values

- Transparency
- Integrity
- Honesty
- Education

Service Analysis

According to Chapter 97 of the Florida Statute, which governs the qualifications and registration of voters in Florida, in order to be eligible to vote in Alachua County, people must be

- 18 years of age (A person may pre-register on or after their 16th birthday, but must be 18 to vote.)
- a citizen of the United States
- a legal resident of Florida
- a legal resident of Alachua County

People adjudicated mentally incompetent with respect to voting, who have not had their competency restores pursuant to law and people convicted of a felony, whose civil rights have not been restored are not eligible to vote. Review the clemency information online.

According to Florida Statute 101.043, the following forms of identification shall be considered current and valid if they contain the name and photograph of the applicant and have not expired.

- Florida Driver's License
- Florida ID Card issued by the Department of Highway Safety and Motor Vehicles
- United States Passport
- Debit or Credit Card
- Military ID
- Student ID
- Retirement Center ID
- Neighborhood Association ID
- Public Assistance ID (Social Security or other social services)
- Veteran Health ID issued by the United States Department of Veterans Affairs
- A license to carry a concealed weapon or firearm issued pursuant to S. 790.06.
- Employee ID issued by any branch, department, agency, or entity of the Federal Government, the state, a county, or a municipality.

Those who vote at the polls and are not able to show picture and signature identification, they must vote a provisional ballot.

The deadline to register to vote is 29 days before any election. People can update their registration record at any time, but for a Primary Election, party changes must be completed 29 days before the election.

There are several ways in which people can register to vote in Alachua County:

1. People can download the Florida Voter Registration Application and fill it out at home. Then, they must mail or deliver it to Vote Alachua's office.
2. People can pick up a Voter Registration Application Form at these locations, and then, the must mail or deliver it to Vote Alachua's office.
3. People can vote or update their registration in person at Vote Alachua's office, at any designated voter registration agency, or at one of Vote Alachua's community voter registration drives.
4. People can also register to vote or update their registration by visiting RegistertoVoteFlorida.gov. To submit an online application, people will need their Florida driver's license or Florida identification card issued by the Florida Department of Highway Safety and Motor Vehicles. To protect their identity, voters will also need the issued date of their Florida DL or Florida ID card and the last four digits of their SSN. If they don't have any one or all the information above, people must still use the online system to prefill a voter registration application form. However, they will need to print, sign and then mail or deliver their completed voter registration application to their county Supervisor of Elections' office. Those who are participants with the Florida Attorney General's Address Confidentiality Program shouldn't use this system to register or update their voter registration information.

Target Audience

Vote Alachua's target audience for this campaign include **Millennials** from 18 to 24 years of age. According to a statistical report from Vote Alachua, there are about **35,298** Millennial voters in Alachua County from which 15,400 are registered Democrats and 8,660 are registered Republicans. From that number, 8,133 are registered voters in County, 656 in Alachua, 78 in Archer, 25,466 in Gainesville, 90 in Hawthorne, 346 in High Springs, 18 in LaCrosse, 38 in Micanopy, 419 in Newberry and 54 in Waldo. According to a statistical report from the U.S. Census Bureau, there are about **45,400** Millennials between the ages of 18 to 24 years old. In Gainesville, there are **103,807** residents who are older than 18 years old and are eligible to vote. From those, 48,933 are women and 54,874 are men.

Competitive Analysis

Alachua County Supervisor of Elections is currently only active on its website and on Facebook. Vote Alachua's only online means of interaction on social media with the public is via Facebook, and it has the highest amount of followers on its page compared to its surrounding counties. Marion County Supervisor of Elections falls second in Facebook followers at 1,031 followers in comparison to the 1,081 followers that Alachua County's page has. The social media interaction on the Marion County Supervisor of Elections Facebook page consists of videos, photos and events that are open to the general public. The majority of the interactions on social media take place on Facebook for each Supervisor of Elections in surrounding counties. Some of them use other platforms such as Twitter and YouTube, but those show less interaction than Facebook.

County	Social Media	Followers	Webpage
Alachua	Facebook	1,081	Updated look Does not promote online registration on the homepage
Levy	Facebook Twitter YouTube	985 81 12	Updated look Does not promote online registration on the homepage
Bradford	Facebook	941	Updated look
			Promotes online registration on the homepage
Marion	Facebook Instagram Twitter	1,031 41 293	Updated look Does not promote online registration on the homepage
Putnam	Facebook Twitter	671 332	Updated look Promotes online registration on the homepage
Gilchrist	Facebook	347	Updated look Does not promote online registration on the homepage
Union	N/A	N/A	Updated look Promotes online registration on the homepage
Columbia	Facebook	763	Updated look Promotes online registration on the homepage

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STRATEGIC PLAN

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Objective

Increase online voter registration numbers of residents 18 to 24 years old in Alachua County by 20 percent by Oct. 8 of 2018.

STRATEGY #1

Organize college activities and events



TACTIC #1

To create an “after hours” social. Collaborate with Chomp the Vote and the Black Student Union to create a nighttime social to incentivize students to register to vote online. Have “crunch time” snacks, a raffle, drinks and activities. Implement at UF and Santa Fe.

TACTIC #2

Preview: For both Santa Fe and UF registrations, have a table with computers or tablets to register students to vote while they are getting their student ID’s. Extra note: Each student will most likely have their documents on hand at Preview so they will be able to quickly fill in the registration.





TACTIC #3

Move-in days: To table outside or inside of the dorms for Summer B move-in as well as Fall move-in to register incoming students to vote. For Summer B, station at Cypress Hall or Hume Hall because these are two of the limited amount of dorms available for summer and they are the most popular. Give away small, enticing prizes to get students’ attention, such as stickers or pins.

STRATEGY #2

High school outreach



TACTIC #1

High School Tours: To have Vote Alachua visit different high schools to provide students with a safe space where they can receive assistance to register online. Here, Vote Alachua would also present students with the High School Ambassador Program.

TACTIC #2

High School Ambassador Program: To have high school juniors or seniors apply to be an Ambassador for the Alachua County Supervisor of Elections office. As the official representative for their school, they will get to have meetings with office staff, opportunities to with certain events, and spread information about the importance of registering to vote and voting with their peers.





TACTIC #3

Contest: The high school that pre-registers or registers the most students to vote within a period of time will get a pizza/dessert party.

STRATEGY #3

Media Plan



TACTIC #1

Share infographics and videos on Facebook to educate. For instance, videos about candidates' proposals/ideals/goals. Create temporary profile picture frames related to voter registration or voting for the different events being held.

TACTIC #2

Make an Instagram account and link it to the website. Make a countdown 10 days prior to the last day to register.





TACTIC #3

Create and utilize a Snapchat filter for the after hours event as well as the high school events.

STRATEGY #3

Continuation

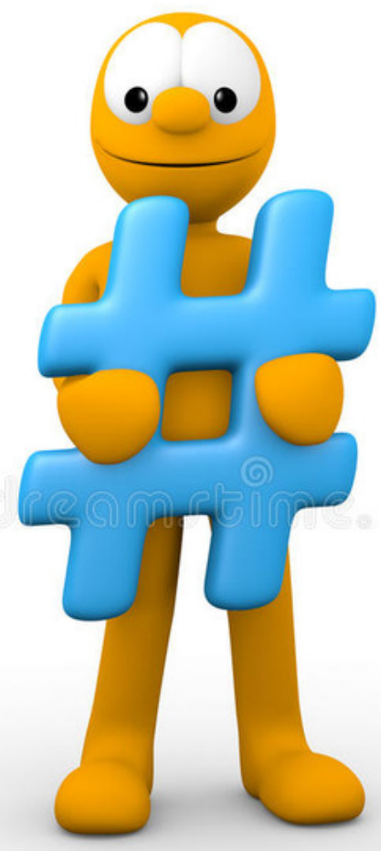


TACTIC #4

Distribute press releases for events or programs to local media, such as the ambassador program or the after hours college event.

TACTIC #5

Utilize the hashtag #clickforchange to promote online registration on all social media platforms.



Timeline

May
2 High School Tours/introduce ambassador program

June
Summer B Move In (end of June)

July
Preview
Ambassador applications open/interviews

Aug.
Fall move-in (beginning-mid August)
Ambassadors picked first week of school (end of August)

Sept.
After-hours social
pre-register/register HS competition throughout the month of September

Oct.
High school competition pizza party for the winner
Push registration and social media, table in Turlington

Budget

Events from May to October

- High school: $100 for pizza + $25 for drinks
- College move-ins:
- Summer B move-in: $200 for pizza + $25 for drinks
- Fall move-in: $200 for pizza +$25 for drinks

Social Media

- $200 per month from May to October
- $20 for Snapchat filters ($5 per filter, we have four filters)
- $10 Instagram Boost to reach about 3.8 million people ($2 a day or $.29 for seven)
- $170 for Facebook boost

Total: $1,200

- $60 Instagram
- $80 Snapchat (four events)
- $1,060 Facebook

Measurement and Evaluation

Make sure that all objectives are S.M.A.R.T

Specific

Measurable

Attainable

Relevant

Time-bound

Monthly progress reports to analyze if the strategies and tactics are being implemented correctly. If there's something that's not working optimally, make the appropriate arrangements.

Monthly check that all communications outlets are working properly.

Do monthly social media analytic reports to measure brand awareness.

Monthly measure voter registration.

PRIMARY AND SECONDARY

RESEARCH

Objective

Orange & Blue Communications created a 22-question survey on Qualtrics to develop an in-depth explanation of how millenials receive information in Alachua County and what would spark interest in registering to vote online. The survey included questions on voting in presidential and general elections, current awareness of the Alachua County Supervisor of Elections, and demographics of each participant. To ensure that the most millenials and college students participated in the survey, Orange & Blue Communications posted the link of the survey to various University of Florida Facebook groups and GroupMe chats. The survey was available from February 16 to March 16 of 2018.

Primary Research

Research Findings: During the month that the survey was available, 140 individuals participated in the questionnaire. All of the survey participants agreed to the guidelines of the survey. From the 140 individuals, 132 are University of Florida students that are currently enrolled in classes. An amount of 89 individuals participated in the 2016 presidential election, 12 individuals did not vote in the presidential election, and 35 said they were not eligible to vote. For the 2014 primary elections, an amount of 13 voted, 34 did not vote, and 89 were not eligible to vote.

For the 2014 general election, 14 individuals said they voted, 32 did not vote, and 90 were not eligible to vote. Out of the 140 respondents, 121 said they are already registered to vote. Out of everyone who is registered to vote, 50 said they were registered in Alachua County. When asked why the remaining participants were not registered in Alachua County, 66 of them are registered in another county and 10 individuals are not eligible to vote or register to vote. Out of all the counties in Florida (besides Alachua) that the respondents are registered to vote in, Broward County had a majority of 16 respondents, and then Hillsborough and Orange County with a tie of 7 participants. Respondents of the survey say that they are willing to commit 5-10 minutes to registering to vote online. From the 140 respondents, 114 do not follow the Alachua County Supervisor of Elections on Facebook. Only 69 participants knew that you could register to vote online, and 66 respondents knew you could update your registration online. Only 65 knew that you had to register to vote 29 days before the elections began. A majority of 60 participants spend around 3-5 hours on the computer daily.

A majority of respondents (109) say that Facebook is the social media site they regularly use with Instagram (100) and Snapchat (99) following as a close second and third option. Most of the respondents find out about things around Gainesville on social media (116) with word of mouth coming as a close second with 93 individuals.

For the last question, we ended with a short response answer to "Do you have any suggestions to increase online registration for Alachua County among millennials?" Some common responses included advertising more on social media with promoted/sponsored content and through the University of Florida Facebook pages, voter registration drives at college orientations and high schools, having high school representatives for pre-registration, offering incentives like food, and educationals on the voting process and Gainesville politics to high school and college students.

Observations: From the research explained above, it's safe to say that young voters are more aware and cautious of the presidential election than the general and primary elections. By bringing awareness to the general and primary elections, the Alachua County Supervisor of Elections office can increase voter registration during that time. For both the general and primary election question, respondents enormously voted "No" or "Not eligible" rather than "Yes." This is also a great opportunity for the Alachua County Supervisor of Elections to expand awareness past voting and voter registration. Students do not feel connected to Alachua County politics, so they choose not to register and vote during general and primary elections, or decide there is no point since Gainesville is considered a temporary home to them. Not many young voters know about the online voters registration or the update of the online voters registration. Thankfully, this three-tiered campaign by Orange & Blue Communications will help to increase action and awareness in eligible voters.

It is also vital to include the 29 days rule into advertising about voter registration. Like it was stated before, many young voters are unaware of the voter registration and voting myths. Social media sites, like Instagram and Snapchat, are taking over the social networking wave for young voters. In this day and age, visuals are everything, and the Alachua County Supervisor of Elections should consider more visual posts.

Implications (Conclusions Drawn): Attention around the presidential election will always be there, but increased social media postings and events before the general and primary elections will help young voters understand the importance of registering to vote. Orange & Blue Communications took this initiative into perspective with the hashtag, "#ClickForChange." Vital decisions within government are made locally. With young voters understanding the importance of voting in local elections, it will then increase voters registration before general and primary elections. Due to the great amount of respondents that voted "No" or "Not eligible" to vote in the primary and general elections, this is a good way to bring awareness to more things beyond voter registration. Breaking the myths of voting will be important to in order to mobilize young voters in Gainesville. For example, what do they need to bring to the booths, what is required to register to vote, and how can they transfer their registration information in case they move after college.

Young voters in Gainesville also want to know who is running for office, which leads to the next survey results.

A majority of the respondents said that they are either registered in another county or not familiar with Alachua County politics. Regarding the primary and general elections outcome and the reasons young voters may not be registered in Alachua County, these results show that young voters need more awareness about all the effects of voting and registrations. A possible event breaking the myths of voting and registration, and a event to introduce students to Gainesville politics will increase familiarity and voters registrations. Many respondents were unfamiliar with the 29 days rule regarding voter registration. By implementing a countdown on social media sites, young voters will become aware of the deadline that they have to register to vote before the elections, as well as be provided with a link to the voter registration site. Social media sites, like Instagram and Snapchat, are important to include for the social media sites used by the Alachua County Supervisor of Elections. The office has been able to increase their Facebook following through more visual posting, which they could utilize on other platforms as well. In this age of millennials, it is vital to adapt to their sources of information, which is why Orange & Blue Communications strongly suggest adding a Instagram page for the office and using Snapchat filters to engage young voters to the office. With social media being the best way respondents find out about things in Gainesville according to the survey, it is good to improve social media strategies.

Secondary Research

According to the Pew Research Center, Generation X and millennial turnout for the 2016 presidential election increased. Generation X turnout increased by 1.6% from the 2012 presidential election to the 2016 presidential election. Millennial turnout increased by 3% from the 2012 presidential election to the 2016 presidential election among millennial eligible voters. Although millennial turnout increased in the 2016 election, black millennial turnout decreased in the 2016 election by 5.6% from the 2012 presidential election.

The Pew Research Center considers black millennials as adults born after 1981 who are of non-hispanic, black descent. Millennial turnout from individuals of white, asian, and hispanic descent all increased in the 2016 election from the 2012 election. According to the Pew Research Center, overall black voter turnout (including millennials, Generation X, Baby Boomers, etc.) declined sharply in 2016, dropping below that of whites from the 2012 election. Black voter turnout was above 65% in the 2012 election and dropped to 59.6% in the 2016 election, whereas white voter turnout was 65.3%.

A study conducted by Portland State University on the Governing website shows that although millennials are now the highest number of eligible voters, they do not show up in local elections like Baby Boomers. The study found that residents 65 years and older were seven times more likely to vote than millennials, who frequently registered turnout rates in the single digits. The study blames the low number of participation and voters' registration on young people moving around a lot, making them feel less invested in local politics than older, longtime residents. Young people tend to be renters, who are outnumbered in the polls by homeowners. Millennials also fail to see the importance of local officials, like mayors and city councils, in addressing issues, like national security and the economy.

According to a study published in American Educational Research Journal in 2007, a possible solution to increase voters registration is to start the civic duty young. Volunteering in high schools was found to be a significant predictor of future participation in local elections. Two Maryland cities actually lowered the voting age to 16 in recent years for local elections. From this change, teens were more likely to vote in local elections due to being a longtime resident of the city, motivation from their parents and studying civics in high school. Although Gainesville will most likely not make that change, Alachua County Supervisor of Elections can reach out to high school students to educate them on online registration, local politics, and the connection between national issues and local government. When students learn about government, local politicians, and policy guidance on issues pertaining to them.

In a 2016 article by NBC News, there were 17.3 million undergraduate students reported to be enrolled in postsecondary institutions in 2014. According to the National Center for Education Statistics, experts say that there will be 19.8 million undergraduate student population enrolled in degree-granting institutions by 2025. In an article entitled, "Voting Hurdles Often Keep College Students Away From the Ballot Box," Reporter Elizabeth Campbell in depth into how there is large number of undergraduate students that can potentially affect an election, yet millenials have a low turnout during elections. The article stated, "experts have speculated on a number of reasons why college students don't vote: They don't feel connected to the community, don't like the candidates or don't know enough about the issues."

Overall, Millennials have become the biggest generation eligible to vote, beating Baby Boomers. This statistic leaves the Alachua County Supervisor of Elections with great chance of increasing online voting registration with millennials, but must help millennials overcome the various obstacles it takes to register and vote in college. The Alachua County Supervisor of Elections must find a way to bring Gainesville voting and political opportunities to the University of Florida and Santa Fe campus. Many students may feel out of reach with Gainesville or simply may not be aware of the registration deadlines and elections. This leads to the Alachua County Supervisor of Elections to come up with new marketing strategies to reach young voters.

Those strategies may range from social media sponsored advertisements to linking up with campus organizations to host a forum or drive that encourages college students to vote. To increase awareness of online voter registration, the Alachua County Supervisor of Elections must engage with young voters in-person with events and voter registration drives, along with engaging with the population online through social media postings and promoted content.

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Appendix

FOR IMMEDIATE RELEASE
Contact: TJ Pyche
Director of Communications & Outreach
Alachua County Supervisor of Elections
tjpyche@alachuacounty.us

Alachua County Supervisor of Elections to Help With Online Voter Registration at UF Move-In Days

Volunteers will show incoming freshman how to use the new online platform.

March 15, 2018
Alachua County, FL. - The State of Florida and The Alachua County Supervisor of Elections launched its online voter registration platform in October 2017. The days of filling out lengthy voter registrations by hand are over. Now, Alachua County residents wishing to register to vote or update their voter registration just need to visit RegisterToVoteFlorida.gov. This new process is safe, simple and convenient. Volunteers from the Supervisor of Elections office will be on the University of Florida's campus during summer and fall move-in to show new students how to register to vote.

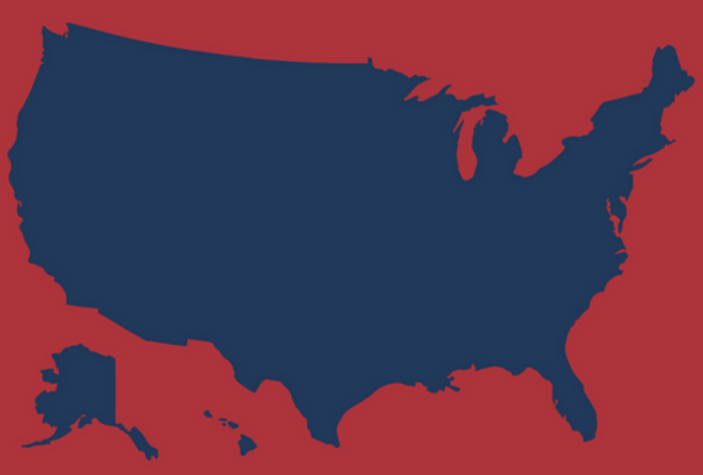
"Many students moving to Gainesville have never registered to vote before," said Supervisor of Elections Kim A. Barton. "We want to be there for them to show them how easy it is to register and become an active, voting resident of Alachua County," she said.

Voter registration in Florida closes 29 days before any election. Volunteers will be able to register students moving in in the summer for the Primary Election and students moving in in the fall for the General Election.

Volunteers will be located at the front of Cypress Hall, Broward Hall and Springs during Summer B move-in and outside all residence halls during fall move-in. Registration takes only a couple of minutes, and students only need their Florida Driver's License or State ID card and the last four digits of their social security number. The Alachua County Supervisor of Elections office hopes to register more than 500 students to vote during move-in days.
For more information contact the Supervisor of Elections Office at (352) 374-5252 or visit our website at www.VoteAlachua.com.

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SOCIAL MEDIA GRAPHICS



REGISTER TO VOTE TODAY!

You can now submit an application for new registration or to make changes to your existing registration record online

#CLICKFORCHANGE

Citizens over the age of 18 must be registered to vote 29 days before that election

City of Gainesville
Regular Election: March 20, 2018

Primary Election: August 28, 2018

General Election: November 6, 2018

PLEASE VISIT
REGISTERTOVOTEFLORIDA.GOV
TO REGISTER NOW!

Click for CHANGE
Vote Alachua

MYTH:

Even if more young people vote, they can't make much of a difference in elections. They still vote at lower rates than senior citizens and other older voters.

FACT:

The youth vote can make – and has made – the difference in close elections. Their sheer size, combined with growing rates of voter turnout, makes them a politically powerful voting bloc.

Vote Alachua

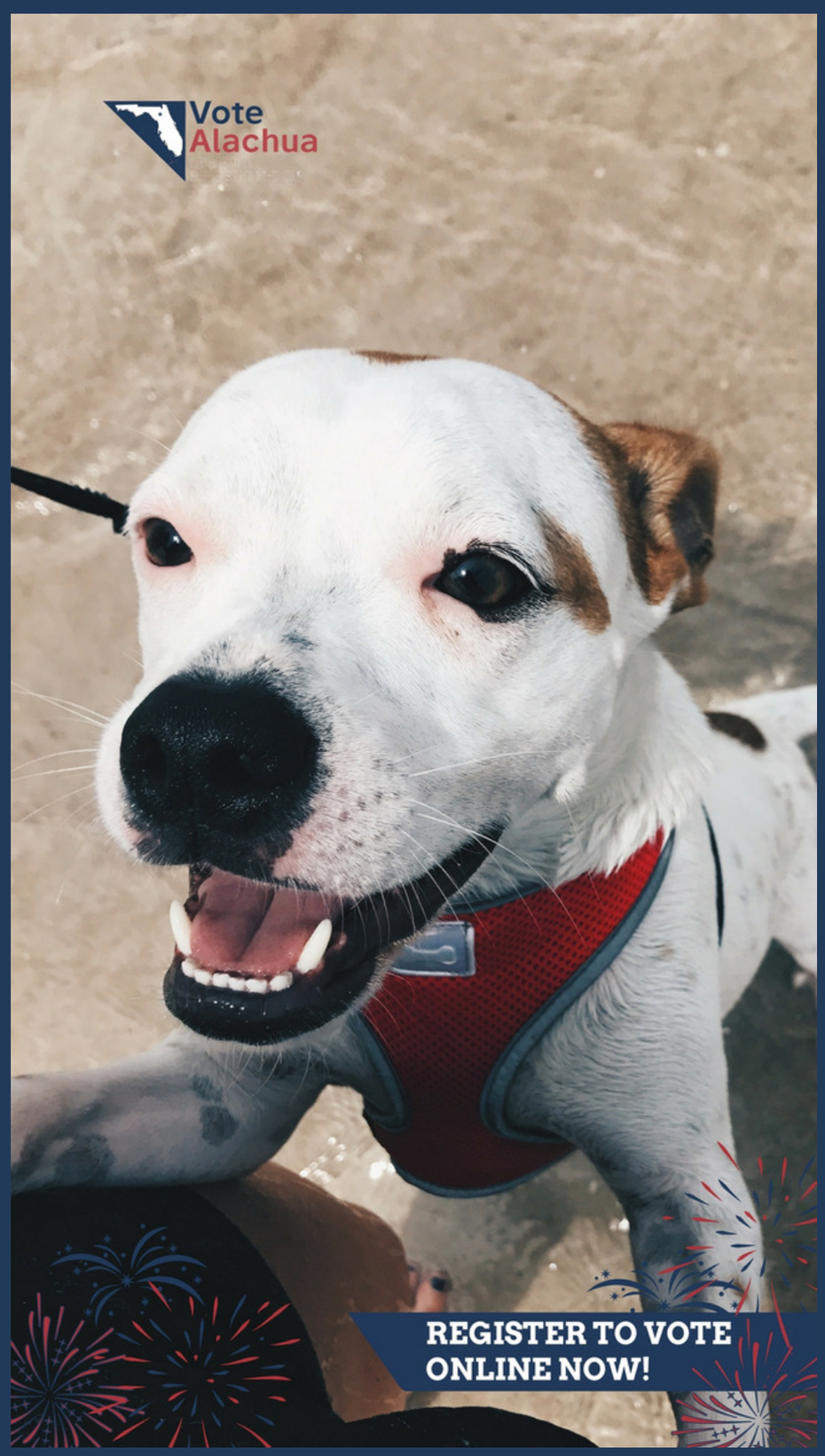
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