



**ORANGE COUNTY
REGISTRAR OF VOTERS**

Building Trust Through Transparency

*EAC National Clearinghouse Awards
Clearies Submission
Communications Category*

The Challenge

- On January 16, 2025, a video surfaced online showing an Orange County Registrar of Voters (OCROV) employee allegedly scanning the same batch of ballots three times during the November 2024 election. The footage, posted by a partisan outlet, quickly went viral amassing over **2 million views**, fueling speculation of ballot duplication and election fraud.
- Watch the [Video](#)

Our Response

- OCROV launched Building Trust Through Transparency, a sustained, nonpartisan voter education and communications initiative designed to proactively explain election processes, preempt misinformation, and strengthen public confidence.
- The initiative centered on a simple promise—"Vote Easy. Vote Secure."—reinforcing that transparency and accessibility are foundational to voter trust.

BREAKING EXCLUSIVE: ORANGE COUNTY, CA ELECTION WORKER SHOVS HUGE STACK OF BALLOTS THROUGH MACHINE THREE TIMES

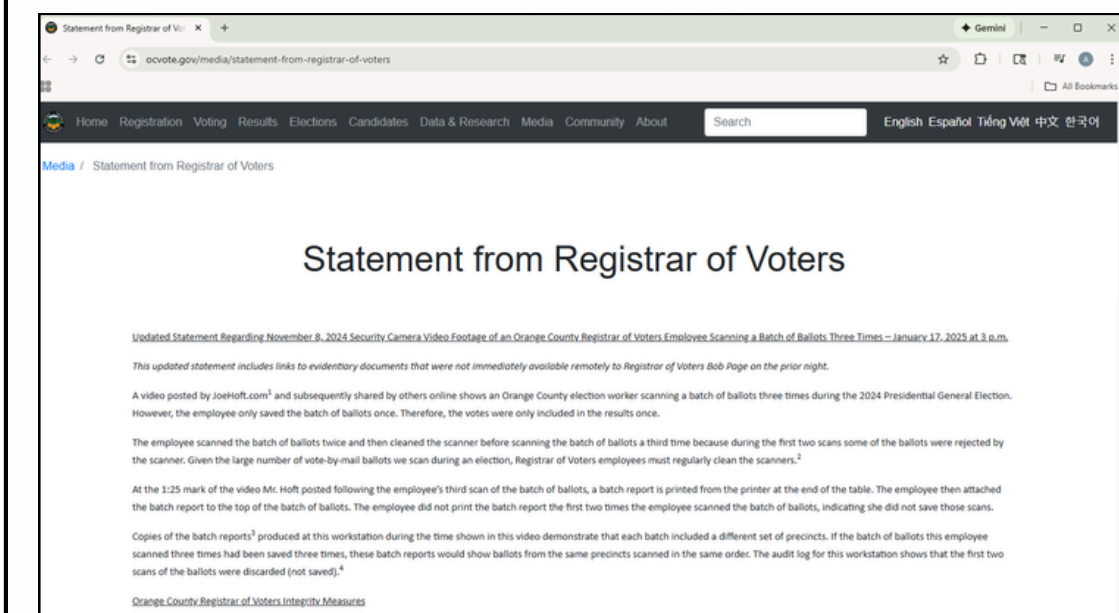
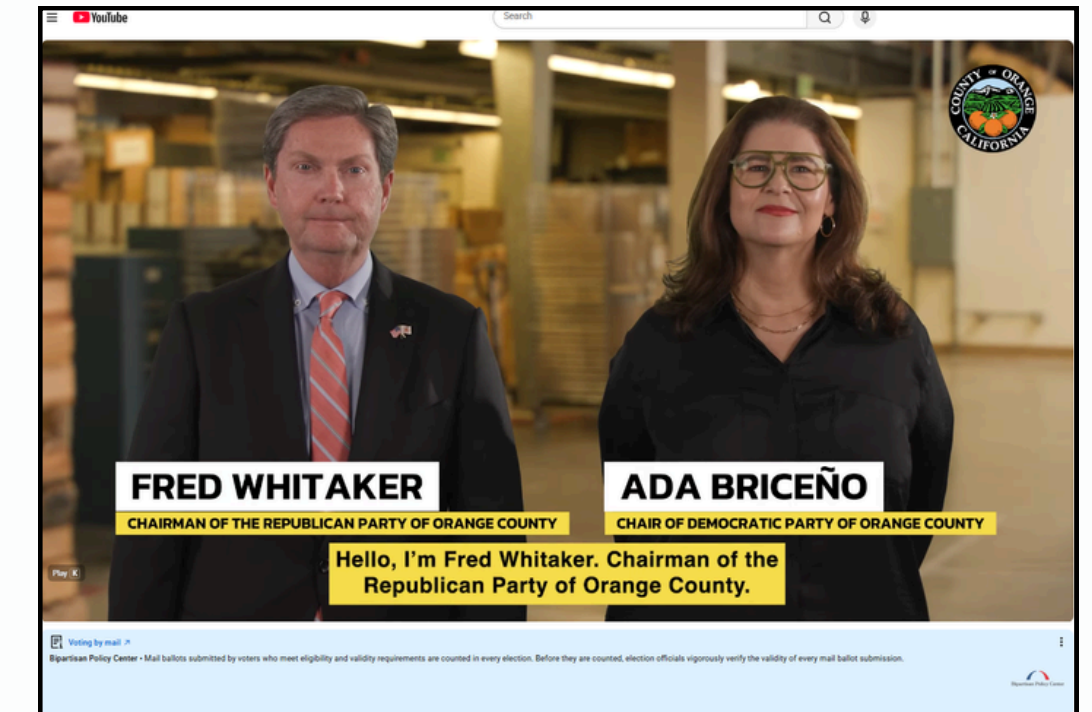
January 16, 2025 by Joe Hoft



An election worker in Orange County, California is caught on camera shoving a large batch of ballots through an election machine three times. What is going on?

Creativity and Innovation

- Shifted from reactive myth correction to proactive “pre-bunking” of voter concerns
- Delivered authentic, behind-the-scenes content to build trust in election security
- Repurposed existing tools creatively:
 - Real-time Registrar messages
 - Ballot-processing photos/videos
 - Multilingual “Community Champion” videos
 - Open media tours of election operations
 - Dedicated transparent [webpage](#) launched featuring official statements, emails, audit logs
 - [More examples and links](#)
- Integrated social listening, rapid feedback loops, and community amplification
- Partnered with Duke University & Brennan Center to validate clarity and trustworthiness of messaging

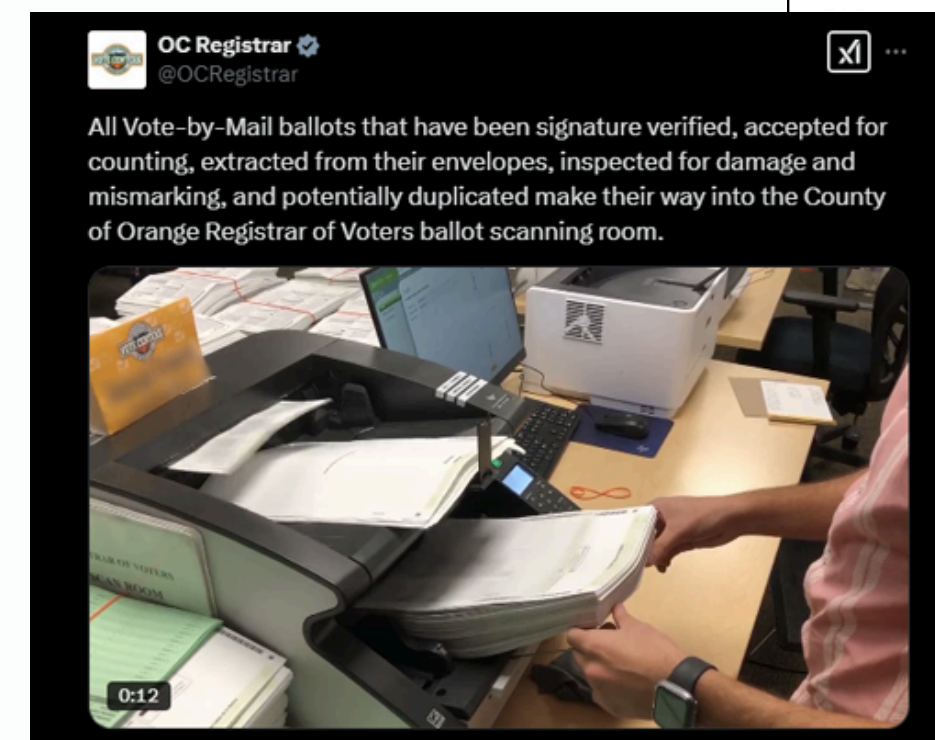
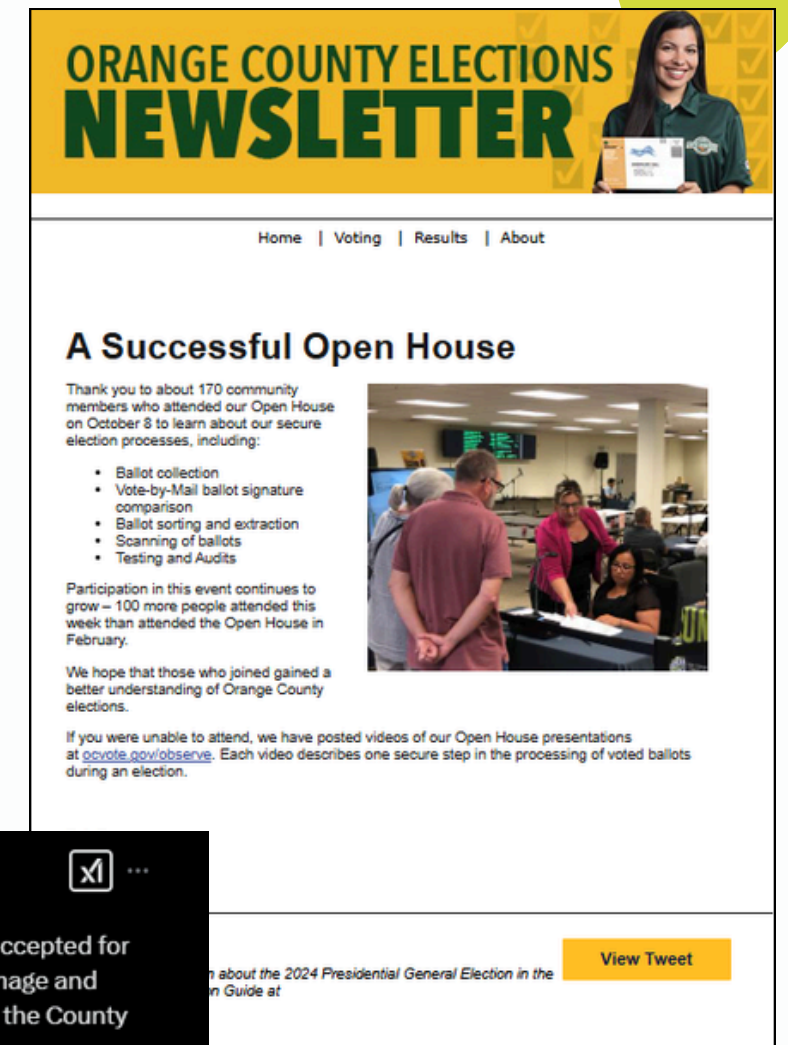
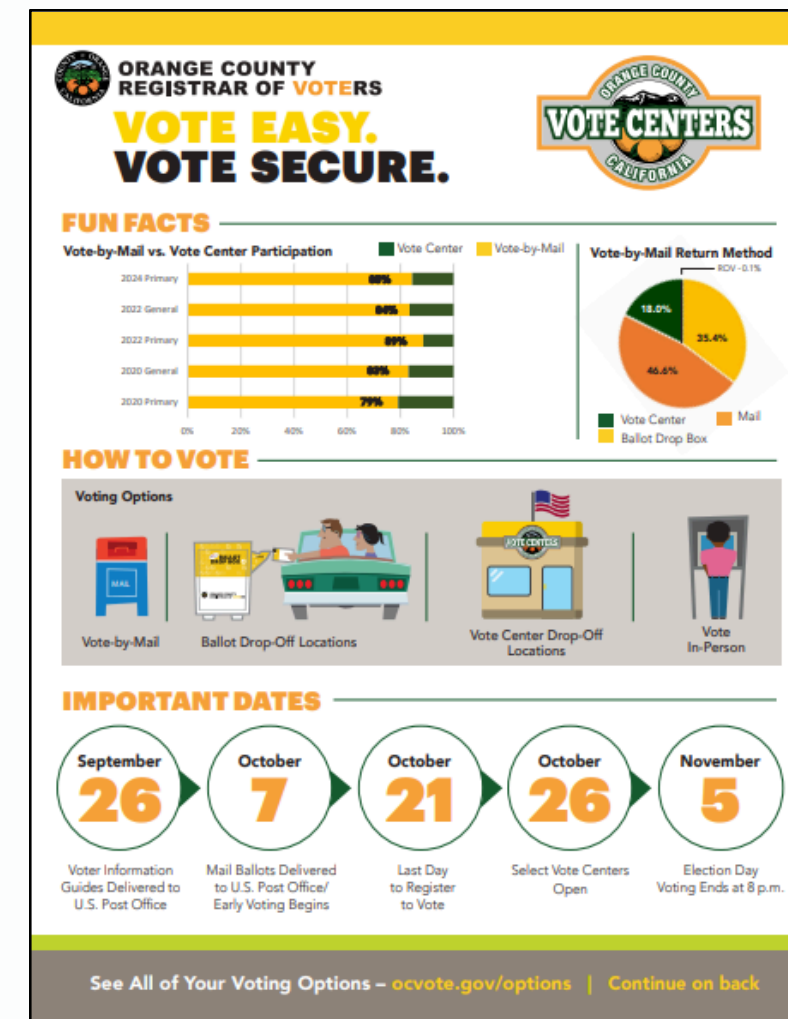


Cost Effectiveness

- High impact at low cost: 25% net increase in social media growth, improved media accuracy, reduced misinformation
- Minimal added expenses: Printing, postage, translation, and outreach already part of election operations
- Saved staff time by reducing reactive crisis communications and misinformation-driven disruptions

Replication

- Highly adaptable for jurisdictions of any size; uses flexible strategies, not proprietary tools
- Core elements: transparent storytelling, proactive education, behind-the-scenes access, trusted messengers, nonpartisan messaging
- Materials (social media, videos, FAQs, media toolkits, public tours) can be customized to local laws, voting models, and languages
- Emphasis on “show-me” transparency works across diverse communities and political environments
- Requires coordinated staff effort and commitment to openness to strengthen trust and counter misinformation



Improved Outcomes

For Voters

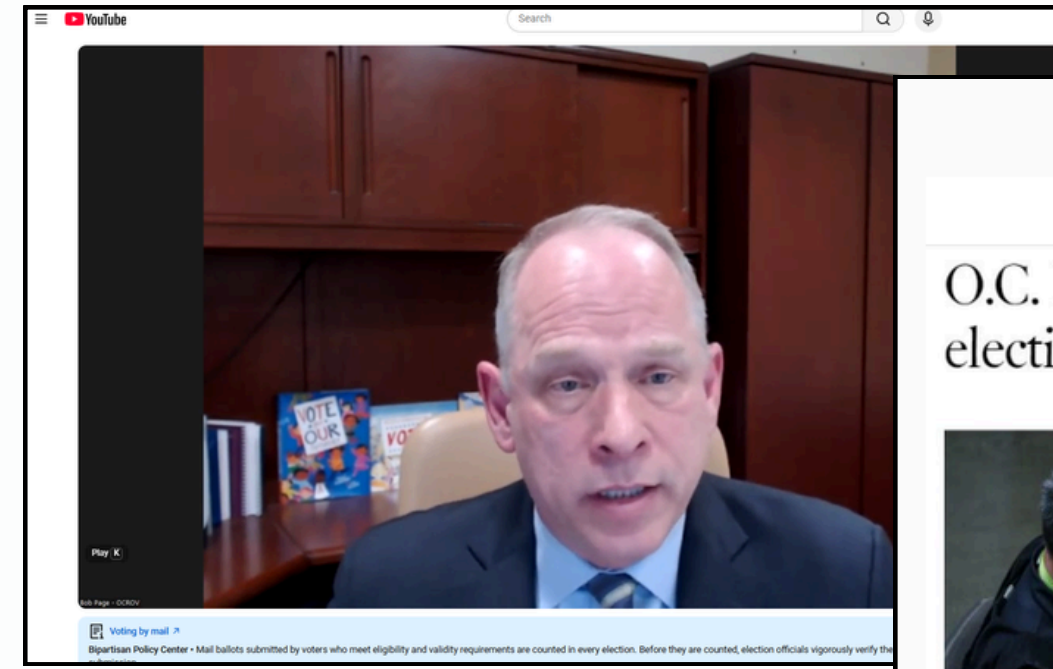
- Clear, accurate, and timely election information improved accessibility
- Reduced confusion from misinformation and increased confidence in voting systems
- Engagement metrics and community feedback show higher voter trust and satisfaction

For Election Officials

- Reduced burden of reactive crisis communications and repetitive inquiries
- Improved media accuracy and strengthened relationships with journalists and community partners
- Enabled efficient, proactive communication through validated messaging strategies

Quantifiable Impact

- Millions of impressions, sustained audience growth, and improved media coverage
- Reduced misinformation impact, enhancing both voter experience and administrative effectiveness



Thank you!



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