

Buncombe County, NC

The NC Together Video Project

Summary

The NC Together video project was a collaborative effort between the North Carolina State Board of Elections, the Communication and Public Engagement (CAPE) department for Buncombe County, NC, and Buncombe County Election Services. This three-part video series was designed to build trust by connecting voters to their local election officials in a personal and relatable way. The concept is simple yet powerful—election administrators from across the state read a shared script, each speaking a few words while standing in front of a landmark that represents their county. The script emphasizes their role as real people—neighbors and friends—dedicated to ensuring fair and secure elections. These clips were woven together, creating a vibrant, statewide tapestry of election officials reassuring voters: We are here to help. NC Together.

Creativity & Innovation

Communicating in a world with so many competing media platforms requires creativity. The goal for this project was to lean on personal connection, rather than traditional information sharing, to support trust in elections in a quick, visually appealing and heartfelt way. Clips of actual election officials from all over North Carolina, recorded in recognizable places, were sewn together to make three unique 40-second videos. They are colorful and they remind voters that election officials are voters too. You can trust elections because your neighbors and friends, who care very much about integrity, are doing the work to make it all happen and are there to help.

Cost Effectiveness

Election officials have high pressure low budget jobs. To ensure participation, time commitment had to be short, cost minimal, and complexity low. To break down the task, Buncombe County Election Services partnered with the Communication and Public Engagement (CAPE) department for Buncombe County, NC and the North Carolina State Board of Elections (SBOE). Election Services was responsible for recruiting, training and equipment distribution, CAPE managed video production, and SBOE dedicated conference time and promoted the final videos. For participants, the cost was approximately \$55 to purchase a microphone and tripod if they didn't have, or couldn't borrow, them. Five sets of equipment were purchased by Election Services and shared among counties to help offset cost and reduce complexity. A free Dropbox account was used for data sharing. Training occurred in a one-hour conference session, and through email instructions that included a short video. The time cost for participant recording was generally under two hours. Video production by CAPE took the most time and expertise. Overall, the project cost and time commitment were low which was essential to project success.

Replicability

This project is easily replicated. The equipment is simple to use and readily available with many election offices already owning it. Someone with basic video editing skills is useful, as well as a way to store data (Dropbox and YouTube were used in this project). Training in-person or through email is straightforward and recording the videos takes little time and is fun! For reference, the script, the invitation to participate with instructions, and a 2.5 minute video instruction guide is included with this submission.

Category Requirements

Finding effective ways to communicate is important in an ever changing and polarized environment. Short, visually appealing media is easily consumable and research shows that human connection at the local level builds trust. This project combined these qualities to meet the objective of building trust in election integrity - an objective that is shared nationally.

Improves Outcomes

Appearing on websites across the state, these videos improved trust in elections through personal connection at the local level that was tied to a statewide team. Voters could see and hear from election officials close to home and personally identify with familiar NC places. It was clear where to get more information and took less than a minute to view. The project was also a source of team building among NC election officials with 30 counties and over 100 people, including office staff, poll workers and board members, participating. The outcome, positive trust building in election integrity, was well received and timely in reassuring voters that all was in good hands for the 2024 Presidential Election. Voters and election officials alike benefited, NC Together!

Links

<https://youtu.be/9aAWpLmUo4s>

Additional Documentation

Links to all three videos:

1. <https://youtu.be/9aAWpLmUo4s>
2. <https://youtu.be/3yvmH3u5ol0>
3. <https://youtu.be/xCu636Q0ox0>

Link to instructional video:

<https://www.youtube.com/watch?v=Ye8D3kSr9fl>

Link to Press Release:

<https://www.ncsbe.gov/news/press-releases/2024/01/23/nc-together-election-workers-team-video-project-ahead-2024-elections>

Invitation and instructions sent to election offices across NC in August 2023:

NC Together Video Project:

Invitation and instructions sent to election offices across North Carolina in August 2023

North Carolina Elections Team,

You're invited to participate in our **North Carolina Together video project!** The purpose of this project is to showcase that North Carolina election officials work **together** to provide secure, fair, and accessible elections to North Carolina voters.

Participating is easy! Using a smart phone, simply film yourself or a member of your staff reading the attached script (in its entirety in one go!) in front of something that represents your county. Have fun with it! Examples might be the beach, a monument, or your downtown skyline.

The video clips you submit will then be edited into one or two videos which all counties can use on their websites, social media accounts, etc. We hope to release the video by early 2024, in time for the presidential primary and so the **deadline to submit is September 29th, 2023**.

To get a feel for the final product, [Click here](#) and watch the test video we created. It's so fun!

For instructions on how to film your clip and upload it when finished you will need to [click here to watch a video](#). The script is attached. If you already have a tripod and microphone, feel free to use it. Otherwise we recommend purchasing the following:

Microphone \$23:

<https://amzn.to/3Ouj1UH>

Tripod \$29:

<https://amzn.to/3OzgVYE>

We'd love for you to be involved! This email should contain everything you need to make a submission but we will be presenting a workshop at the NCSBOE Conference on Monday at 4:30pm in room Concord AD.

Corinne M. Duncan, CERA

She/Her

Director of Elections

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Script from the NC Together Video:

From mountains to sea—Elections Officials from across North Carolina work together with the same goal—to hold secure, accurate, and accessible elections.

No matter the county you vote in, you can rest assured that we—as elections officials, your neighbors and friends—are dedicated to ensuring that your voice counts.

Thank you, North Carolina, for the privilege to serve and strengthen the foundation of our democracy.

Together our voice echoes from peak to shore, and all points in between.

Together we are North Carolina