

2018 NASS IDEAS AWARD APPLICATION

NOMINATING OFFICIAL:

Ohio Secretary of State Jon Husted
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POC FOR FOLLOW-UP:

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TITLE OF PROGRAM/PROJECT:

iBook – *Ohio: Pathway to the Presidency*

PROJECT LEADS:

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DESCRIPTION OF PROGRAM/PROJECT:

Ohio Secretary of State Jon Husted launched an Apple iBook prior to the 2016 Presidential Election that features the Buckeye State's ongoing role in national politics as a tool to educate and engage young people in American Democracy. *Ohio: Pathway to the Presidency* is available through the iBook app on an Apple device at no cost and features five chapters including detailed biographical information on the eight U.S. Presidents who have called Ohio home and information on why Ohio is so important in the race to the White House. Each chapter has an interactive feature, is full of fun and interesting facts and includes audio and visual components.

SUBJECT AREA:

Elections/State Heritage

"IT'S IMPORTANT THAT WE HAVE AN ENGAGED AND EDUCATED ELECTORATE, ESPECIALLY IN OHIO WHERE THE HOPES OF PRESIDENTIAL CANDIDATES RISE AND FALL. THIS IS A NEW AND INNOVATIVE WAY WE CAN APPROACH OUR YOUNG PEOPLE AND LAY THE GROUNDWORK FOR CIVIC ENGAGEMENT AMONG OHIO'S FUTURE DECISION-MAKERS."

— JON HUSTED, OHIO SECRETARY OF STATE

IBOOK – OHIO: PATHWAY TO THE PRESIDENCY - EXECUTIVE SUMMARY

HISTORY

The road to the White House leads right through the Buckeye State because, as Ohio goes, so goes the nation. Ohio has the seventh largest number of electoral votes and the longest streak of choosing the winning candidate in the country. In fact, the person who has won Ohio has gone on to become the president in every election since 1964. Additionally, eight of the 44 men who have been elected president come from Ohio, more than any other state, earning Ohio the nickname “the Mother of Presidents.”

For these reasons, Ohio Secretary of State Jon Husted launched an Apple iBook prior to the 2016 Presidential Election that features the Buckeye State’s ongoing role in national politics as a tool to educate and engage young people in American Democracy.

Secretary Husted’s mission has been to make it easy to vote and hard to cheat in Ohio. The office has worked to get people to register to vote and become an involved and educated electorate. With the technology available, Secretary Husted saw an opportunity to increase civic engagement and educate youth through this iBook.

Ohio: Pathway to the Presidency is available through the [iBook app](#) on an Apple device (Download link: <http://bit.ly/ohio-sos>) at no cost and features five chapters including detailed biographical information on the eight U.S.. Presidents who have called Ohio home and why Ohio is so important in the race to the White House.

Each chapter has an interactive feature, is full of fun and interesting facts, and includes audio and visual components.

Chapter 1: A Look Back includes biographical information about the eight Ohioans to have ascended to the nation’s highest office, making the Buckeye State known as “The Mother of Presidents.”

Chapter 2: Electing a President teaches the reader about the Electoral College and includes an interactive map to display historical Ohio election results and how those results drove the outcome of national races. This chapter also displays information on how eligible Ohioans can participate in our elections.

Chapter 3: Ohio Demographics/Overview gives the reader the opportunity to learn more about the makeup of Ohio so they can better understand how the bellwether state is composed.

Chapter 4: 2016 Presidential Election displays information about all major and minor political parties, independent and write-in candidates who were on the ballot in Ohio as presidential candidates. Information includes personal and professional background about the candidates.

Chapter 5: Election Night Live Feed displayed the live election result feed on November 8, 2016, allowing users to track election results as they became available to officials.

Ohio: Pathway to the Presidency also includes several quizzes so the reader can test how much they’ve learned after each chapter.

The Secretary of State’s office worked with schools and educators throughout Ohio to encourage the use of *Ohio: Pathway to the Presidency* in curriculum. The office partnered with the Ohio School Board Association, Ohio Association of Secondary School Administrators and the Ohio Department of Education.

SIGNIFICANCE

The iBook was authored at no cost to the taxpayers through a partnership between Secretary of State's office, Ohio History Connection and Jason LaMar of Columbus State Community College. LaMar is an Apple Distinguished Educator and designed the iBook. The Apple Distinguished Educator program works to make a positive impact on education and learning around the world through the use of technology. Ohio History Connection provided historical documents that are now viewable in the iBook as well as assisted with gathering and fact-checking information on Ohio's eight presidents.

INTERACTIVE FEATURES

The iBook is a multi-touch book and features many interactive elements including but not limited to:

- An introductory video highlighting the eight U.S. Presidents who have called Ohio home.
- A clickable table of content allowing the reader to jump chapters. (See Appendix A)
- Select terms that are clickable and provide a more detailed definition of the word. (See Appendix B)
- Interactive Maps:
 - Historical U.S. Presidential Elections map allows the reader to tap on a year, from 1964 to 2012, to see the popular and electoral voting results for the entire nation. This demonstrates that Ohio is the only state to pick the winner every time. (See Appendix C:1)
 - 2016 U.S. Electoral College Votes by State map allows the reader to tap and see changes in the number of electoral votes by state since 1960. (See Appendix C:2)
 - Historical Ohio Election Results map allows the reader to see county-by-county popular voting results for each presidential race from 1964-2012. Ohio's vote for the winning candidate has, on average, deviated just 1.3 points from the national vote since 1964. (See Appendix C:3)
 - Population Maps of Ohio allows the reader to view Ohio's population county by county. (See Appendix C:4)
- A video message from Ohio Secretary of State Jon Husted summarizing the significance of Ohio and the eight presidents who called the Buckeye State home. (See Appendix D)
- Original audio of campaign songs with lyrics. (See Appendix E)
- An interactive Presidential Desk feature which allows the reader to discover artifacts related to each president. Each desk displays four artifacts that one can tap on to find out more about how it relates to each president. (See Appendix F)
- A photographic montage and song about President Grant as a general and a president. (See Appendix G)
- A video from CivilWar.org that provides the viewer an overview of a pivotal six-week period during the Civil War.
- An original recording of Taft's 1912 "Peace speech" with text. (See Appendix H)
- Interactive quizzes after each chapter to test the knowledge of the reader. (See Appendix I)
- Links to resources available through the Ohio Secretary of State website. (See Appendix J)
- A summary of each presidential candidate and a link to their website. (See Appendix K)
- A link to the Ohio Secretary of State's office to view live results. (See Appendix L)

IMPACT

Over 2,600 people have downloaded the new iBook, "*Ohio: Pathway to the Presidency*," since its launch in August 2016. It was considered a "New and Notable" publication in the education section of Apple's iBook Store. It also won both "Best iBook of the Year" overall in the Education Division as well as "Best iBook of the Year" for history in the Education Division at the iBooks Author Conference (See Appendix M).

This project is unique in its conception. This iBook represents a new and innovative way to harness technology for civic engagement. The public has history at their fingertips with this tool in a way that makes learning fun and engaging. This book is available on any Apple product and downloadable via PDF.

Ohio: Pathway to the Presidency is currently being updated in preparation for the 2018 General Election.

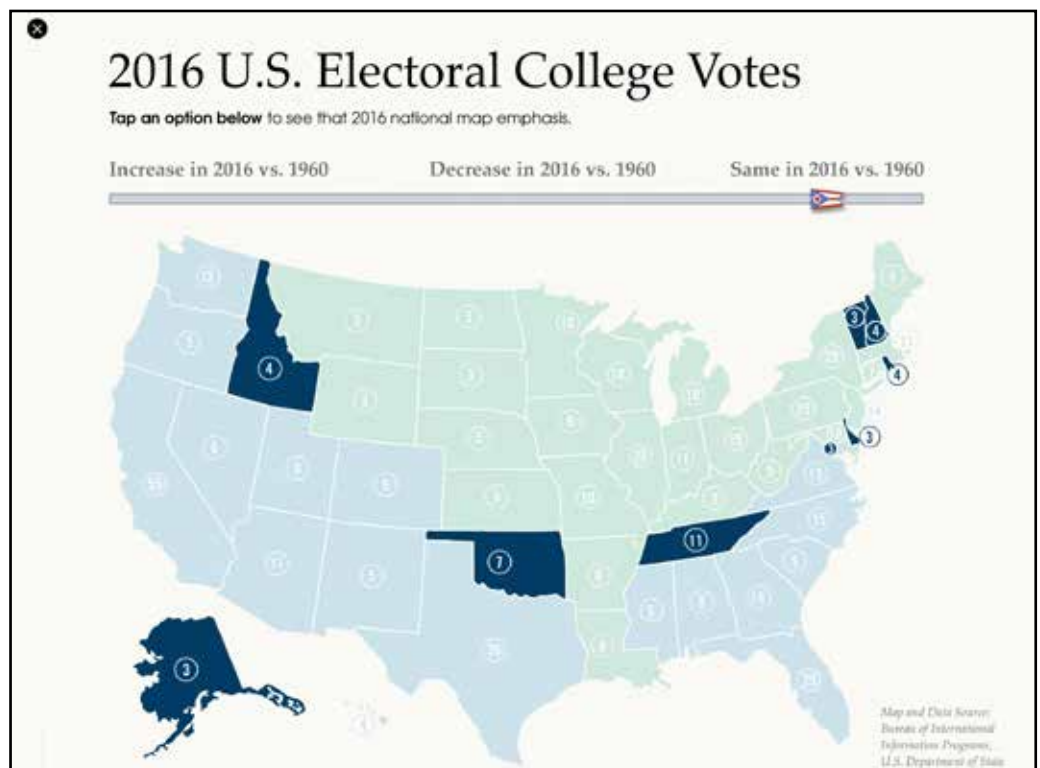
Appendix C:1

Historical U.S. Presidential Elections map allows the reader to tap on a year, from 1964 to 2012, to see the popular and electoral voting results for the entire nation. This demonstrates that Ohio is the only state to pick the winner every time, with New Mexico as the second-best predictor.



Appendix C:2

2016 U.S. Electoral College Votes by State map allows the reader to tap and see changes in the number of electoral votes by state since 1960.



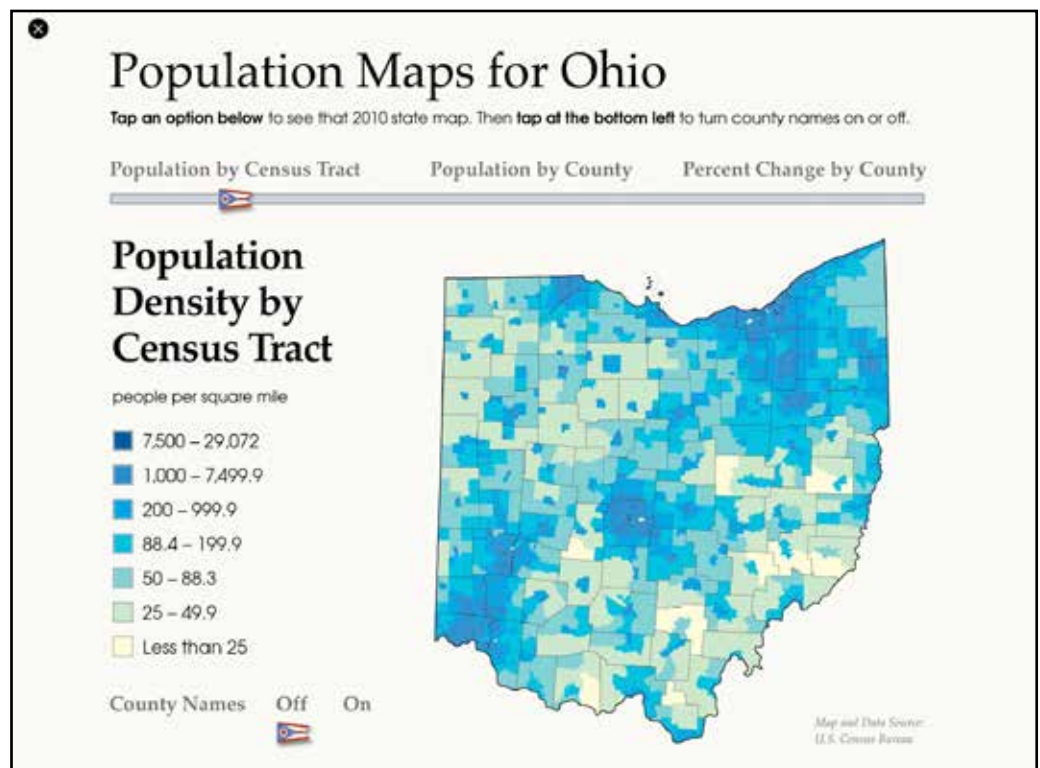
Appendix C:3

Historical Ohio Election Results map allows the reader to see county-by-county popular voting results for each presidential race from 1964-2012. Ohio's vote for the winning candidate has, on average, deviated just 1.3 points from the national vote since 1964.



Appendix C:4

Population Maps of Ohio allows the reader to view Ohio's population county by county.



Appendix D

Presidents from Ohio

More of our country's presidents come from Ohio than from any other state. Eight of 44 American presidents were elected from the Buckeye State, earning Ohio the nickname "the Mother of Presidents." The eight presidents who called Ohio home were:

[William Henry Harrison](#) (1841)
[Ulysses S. Grant](#) (1869 – 1877)
[Rutherford B. Hayes](#) (1877 – 1881)
[James A. Garfield](#) (1881)
[Benjamin Harrison](#) (1889 – 1893)
[William McKinley](#) (1897 – 1901)
[William Howard Taft](#) (1909 – 1913)
[Warren G. Harding](#) (1921 – 1923)

For more details about these presidents, tap on each of their names above or tap and swipe right to left. Once you've read about them, take the following quizzes and test your knowledge.

[Take a 19th-century Ohio presidential quiz](#) [Take a 20th-century Ohio presidential quiz](#)

Ohio: Pathway to the Presidency Presidents from Ohio | 4



Introductory video highlighting the eight former U.S. Presidents who have called Ohio home.

Appendix E

Tippecanoe and Tyler, Too

One of the first political campaign songs in U.S. history, **Tip and Ty** (as it was originally called) contained 12 verses. This is an audio-and-lyric slideshow of a few select verses and the chorus.

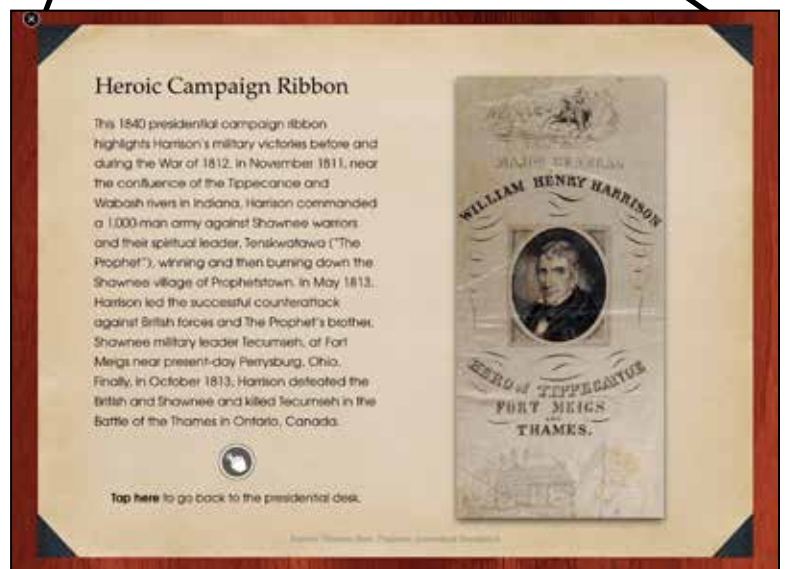
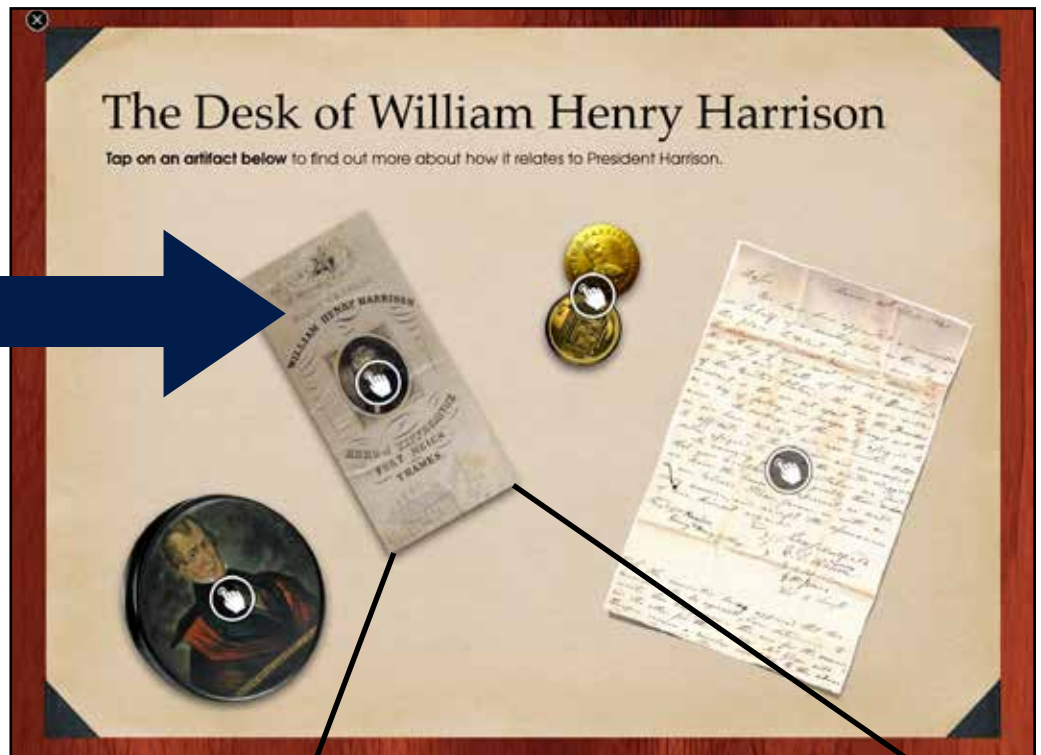
Oh who has heard the great commotion,
motion, motion,
All the country through?
It is the ball a-rolling on
For Tippecanoe and Tyler, too.
For Tippecanoe and Tyler, too.

Audio Source: "Tippecanoe and Tyler, Too (John Tyler)" by Oscar Brand from the recording entitled *Presidential Campaign Songs, 1789-1996*, SFVW05L, courtesy of Smithsonian Folkways Recordings, (p) (c) 1999. Used by permission.

Original audio of campaign songs with lyrics.

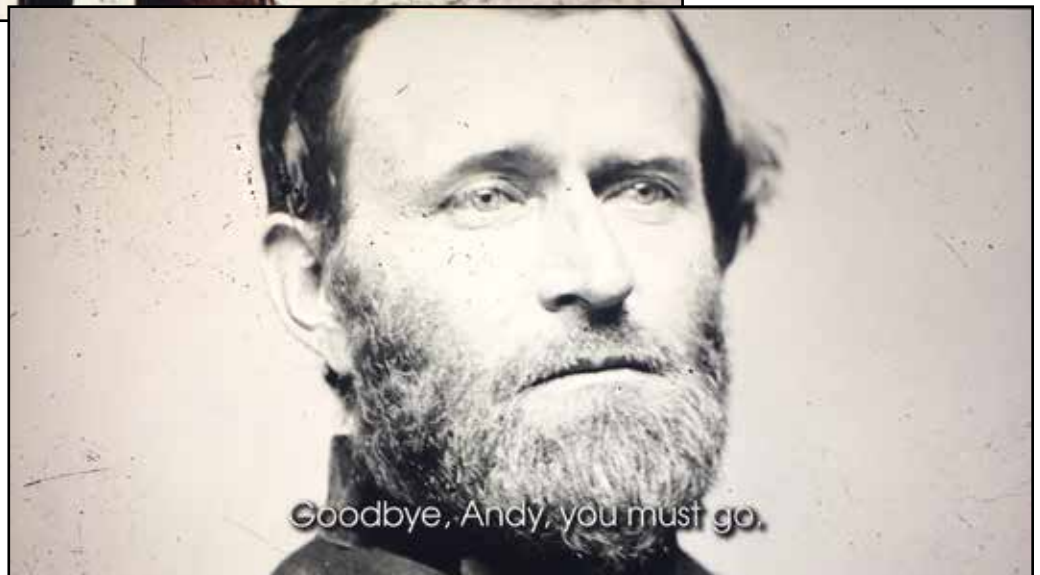
Appendix F

Interactive Presidential Desk feature which allows the reader to discover artifacts related to each president. Each “Desk” displays four or five artifacts that one can tap on to find out more about how it relates to each president.



Appendix G


Photographic montage
and song about President
Grant as a general and a
president.



Appendix H

Taft on Peace

In 1940, RCA Victor produced a series of vinyl records called *Cavalcade of United States presidents, 1901-1940*, featuring presidential speeches. This is an excerpt from William Howard Taft's recording in that compilation.



"I am willing to admit that war has accomplished much in the progress of the world. I am willing to admit that there are certain crises in the forward march of Christian civilization that perhaps could not have been met than in any other way than by the sword."

Audio source: "William Howard Taft," *Vinyl Voice Library*, Michigan State University Libraries
Image source: "William Howard Taft, half-length portrait, seated at desk, facing right, with pen and eyeglasses in his hands," *Library of Congress Prints and Photographs Division*

Original recording of Taft's 1912 Peace speech with text.

Appendix I

Interactive: Electoral College Trivia
See what you know about the Electoral College.

Question 9 of 10
If no presidential candidate receives an absolute majority of Electoral College votes, which group votes for and elects the president?

- A. U.S. Supreme Court
- B. U.S. Senate
- C. U.S. House of Representatives
- D. All American voters


Clear Answer

Ohio Pathway to the Presidency | Electoral College Trivia

Interactive quizzes after each chapter to test the knowledge of the reader. Trivia questions come in the form of multiple choices or matching.

Interactive: 20th-Century Ohio Presidential Trivia
See how much you know about Ohio presidents.

Question 1 of 15
Tap and drag each name to match it with a presidential image, then tap Check Answer to see if you're correct.



McKinley

Taft

Harding

Check Answer

Ohio Pathway to the Presidency | Ohio Presidential Trivia | 45

Appendix J

Links to resources available through the Ohio Secretary of State website.



Online Resources

To find out more information about a topic below, tap on its link to launch your web browser.
Note: A live Internet connection is required to view these links.

- [Your One-Stop-Shop to Voting in Ohio](#)
- [Register to Vote/Update Your Information](#)
- [Check Your Voter Registration](#)
- [Voter Eligibility](#)
- [Voting Absentee by Mail](#)
- [Voting Absentee Early in Person](#)
- [Provisional Voting](#)
- [Election Day Procedures](#)
- [Find Your Polling Location](#)
- [Identification Requirements](#)
- [Voters with Disabilities](#)



Jon Husted
Ohio Secretary of State *Jon Husted*

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Appendix K

Summary of each presidential candidate and a link to their website.



Donald J. Trump

Republican Party Presidential Candidate

Born: June 14, 1946
Birthplace: New York, New York
Home State: New York

Education: Attended The Wharton School of the University of Pennsylvania, graduating in 1968.

Professional Background: Chairman and president of the Trump Organization, a real estate and construction firm; host of *The Apprentice*, a popular reality television show on NBC, from 2004 to 2015; and author.

Family: Married to Melania Trump; father to Donald Jr., Ivanka, Eric, Tiffany, and Barron; and grandfather of seven.

Website: www.donaldjtrump.com



Image Source: Donald J. Trump for President, Inc.

Ohio: Pathway to the Presidency |  [Donald J. Trump](#) | 60

Appendix L

Link to the Ohio Secretary of State's office to view live results.

Real-Time Ohio Election Results

On the evening of November 8, 2016, the website for Ohio Secretary of State Jon Husted will be providing live election results as the vote tallies arrive from across Ohio's 88 counties. To get the latest Ohio results on election night, tap the browser graphic to the right.

Note: A live Internet connection is required to view this.



Tap above to access the Ohio Secretary of State's live feed of results on the night of the election.

Appendix M

Article can be found online here: <https://www.ibooksauthorconference.com/single-post/2016/08/24/Ohio-Pathway-To-Producing-A-Great-iBook>

Ohio: Pathway To Producing A Great iBook

August 24, 2016 | Bradley Metrock, CEO Score Publishing

Since iBooks Author's launch back in 2012, the software has been used in many different ways, and in this political season we're seeing a surge in multi-touch books used to both inform and influence.

We've seen the Library of Congress release Political Cartoons and Public Debates to show how political art shapes elections, Hawaii's Shay Chan Hodges leverage her iBook on women and the modern workplace in her run for Congress, and Stephan Harper's skewering political attacks on the political right, among others.

And now, Ohio's Secretary of State Jon Husted (in partnership with the Ohio History Connection as well as Columbus State Community College's Jason Lamar, an Apple Distinguished Educator) created the book, called Ohio: Pathway to the Presidency, which is available [for free on Apple's iBooks Store](#). The official press release from the Ohio SOS office is [here](#).

[Some media in Ohio have started to pick up on it](#) and awareness will likely continue to grow, as this type of usage for multi-touch books (iBooks) created in iBooks Author is perfect: rich, multimedia-driven interactivity that is visually interesting, that can also be updated after the fact (as Ohio is doing to add candidate information after the actual election results are certified). The iBook even contains a live feed to view election results as they become available to election officials.

Jon Husted goes further to say that his office will work with educators and schools to tie in the iBook into their curricula for the fall:

"It's important that we have an engaged and educated electorate, especially in Ohio where the hopes of presidential candidates rise and fall. We want people to register, we want people to be involved and we want people to vote. This is a new and innovative way we can approach our young people and lay the groundwork for civic engagement among Ohio's future decision-makers."

While not the first governmental entity to produce an iBook, this is easily one of the best, if not the best, to ever be released. Check it out.