



**NASS**

National Association  
of Secretaries of State

**Michigan Secretary of State  
Jocelyn Benson**



*Election administration in the era of*  
**MISINFORMATION**

# ***IMPACT OF THE 2020 ELECTION***

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The 2020 election was the most secure in Michigan history



Rampant lies and misinformation caused a national firestorm



The impact on election workers, processes, and administration has been harsh and even dangerous.

# ***OUR STRATEGY FOR 2022***

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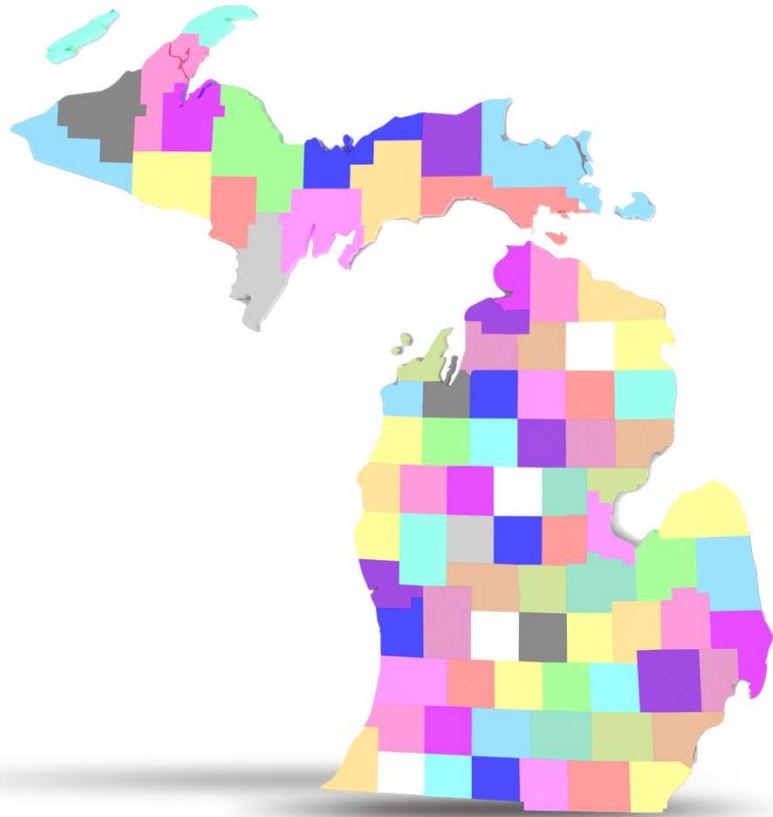
We knew what to do in 2022 because we'd seen the playbook



We took every opportunity to get out in front of misinformation



We knew we had history, the law, and a great number of people of integrity on our side



# ***VOTER RESPONSE***

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**Voters in Michigan showed they wanted democracy**

- Record voter turnout
- Widespread defeat of election denial candidates in key races
- Voting rights constitutional amendment passed by a wide bipartisan margin

# ***OUR MISSION***

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**In every election, secretaries of state have two primary responsibilities:**

1. Make sure people know their voting rights
2. Make sure they know that our elections work and that they are safe and secure





## ***OUR MISSION***

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**There are two sides to making sure people have faith in elections:**

1. Proactively educate people
2. Counteract misinformation at every opportunity with fact checks, social media

# ***SHARING THE FACTS WITH CONSTITUENTS***

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**There are six constituencies we try to make sure have what they need:**

1. Voters – Election info and Democracy MVP
2. Clerks
3. Media – Election Accuracy Workshops
4. Community leaders – Truth Tellers Task Force
5. State's professional sports teams
6. Candidates and elected officials





# ***OUTLOOK ON 2024***

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- Building on lessons learned since 2020, we're ready with a strategic approach for 2024
- 2022 midterm results have elevated more democracy defenders than we had in 2020
- If we work together and hold to the truth and the law, democracy will prevail once again



# Q & A



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