



California

2025 Statewide Special Election Communications Outreach Effort



Shirley N. Weber, Ph.D.
California Secretary of State

AUGUST						1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24		26	27	28	29	30
	31						

SEPTEMBER		1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30				

OCTOBER				1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	

NOVEMBER							1
	2	3		5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30						

ACCELERATED VOTER OUTREACH TIMELINE of 76 Days

August 21, 2025 - California Governor signed legislation to hold a Statewide Special Election for one ballot measure.

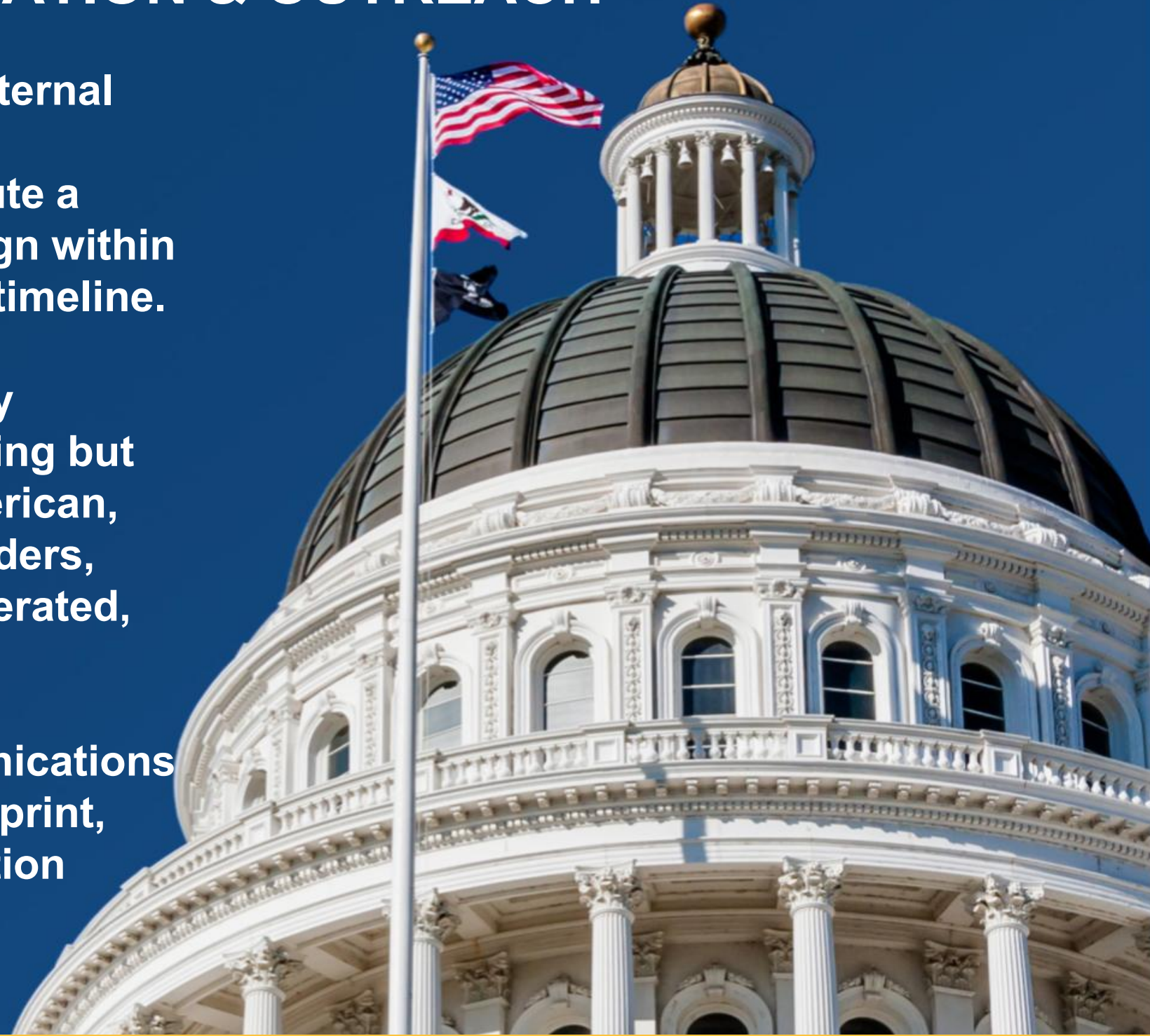
November 4, 2025 - Election Day for the Statewide Special Election.



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PURPOSE: VOTER EDUCATION & OUTREACH

- Contracted with a nonpartisan external public affairs agency through an emergency procurement to execute a comprehensive outreach campaign within the compressed special election timeline.
- Prioritized outreach to historically underrepresented groups, including but not limited to Latinx, African American, Asian American and Pacific Islanders, Native American, formerly incarcerated, rural, disabled, and youth voters.
- Leveraged a multilingual communications strategy across television, radio, print, digital, social media, county election officials and community-based organizations



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Communications Outreach Objectives

- Inspire and empower Californians to participate in the Statewide Special Election by amplifying the message that voting is easy, secure, and meaningful — and that every voice strengthens our democracy.
- Mobilize communities through encouragement, shared purpose, and trusted messengers.
- Emphasize voter confidence, accessibility, and participation, while countering mis/disinformation.



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Putting the Plan in Action



- Paid television, streaming, radio, print, billboard, and digital ad media campaigns



- Digital engagement (social media ads, mobile-first campaigns).



- Created and distributed Special Election media toolkit for county election officials to use.

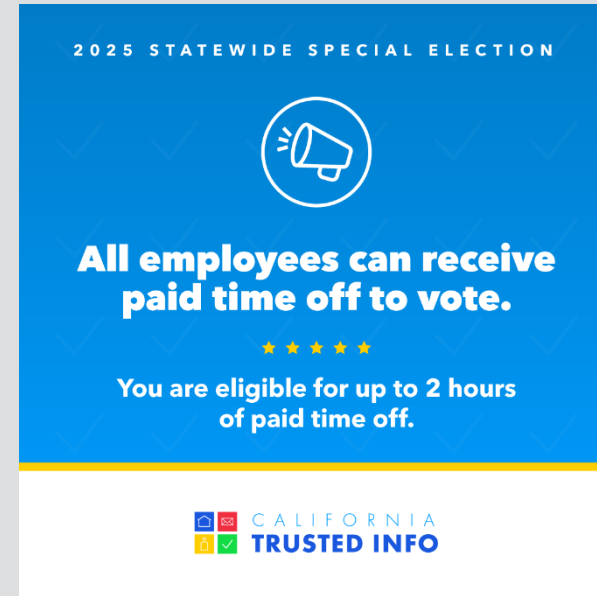


- Earned media (op-eds, press briefings, community engagement)



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Digital Performance



Views: 37.3K
Reach: 8.6K
Interactions (number of likes or reactions, saves, comments and shares): 194
Follows: 1

Views: 36.3K
Reach: 5.2K
Interactions (number of likes or reactions, saves, comments and shares): 214
Follows: 2

Views: 30.6K
Reach: 2.0K
Interactions (number of likes or reactions, saves, comments and shares): 43
Follows: 0

Views: 317.0K
Reach: 248.4K
Interactions (number of likes or reactions, saves, comments and shares): 667
Follows: 18



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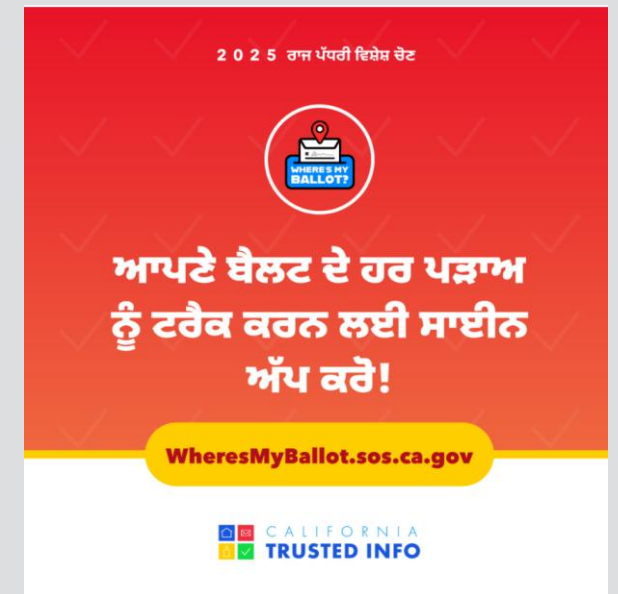
14 Languages, 1 Message



Chinese
Ballots are on
the Way



Hindi, Make a
Plan to Vote



Punjabi, Where's
my Ballot?



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Combating Misinformation

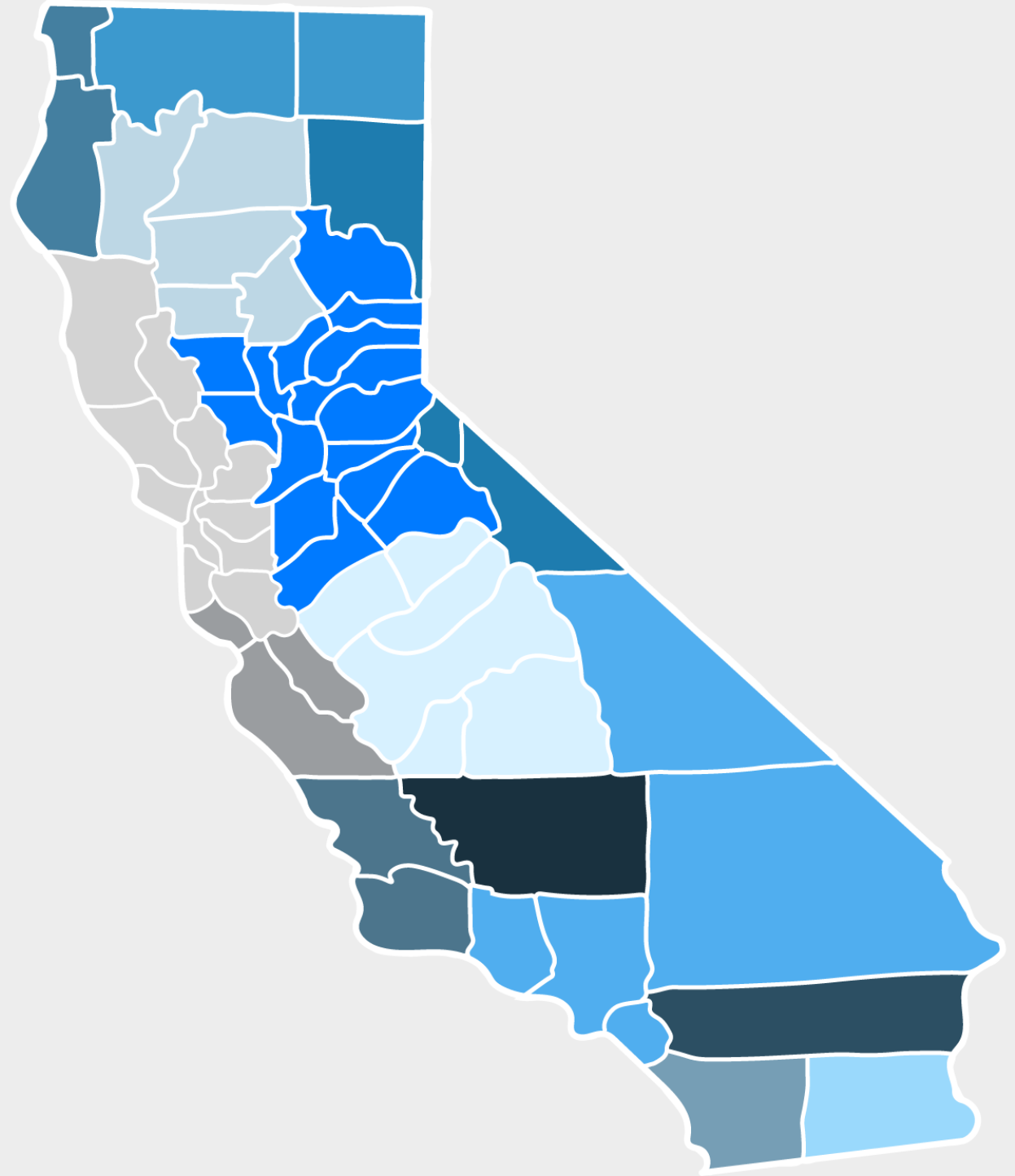
The best defense to combat misinformation is to consistently and proactively promote accurate information. We included proactive messaging and graphics about voter lists, vote-by-mail, signature verification, voter registration, voting technology, and non-partisanship of elections.



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Statewide Reach

- All 58 California counties
- 14 media markets throughout the state
- Campaigns translated to various languages, meeting the specific needs of the state's media markets
- Partnered with 161 ethnic and community media outlets



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RESULTS AT-A-GLANCE

5 consecutive campaign waves resulted in more than:

- **1.27 billion** impressions statewide (paid, added-value, digital, and traditional media channels).
- **160** ethnic, rural, and community independent media outlets.
- **10 million impressions** through diverse local channels.



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RESULTS AT-A-GLANCE x2

- **1,568** Field Team Members mobilized alongside **40** Community Based Organizations (CBO)
- **192,391** interactive face-to-face engagements with community members
- **over 375,000** phone conversations



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OUTCOME

- Delivered accurate, timely election information to voters, the public, and the media, serving as a trusted statewide voter resource
- Strengthened election infrastructure by reinforcing trust, promoting clarity, and advancing inclusion throughout the election process



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THANK YOU!



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