

**I. Cover Page**

Kentucky Secretary of State

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Title of Project: Cheers for Poll Workers

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Description of the project: The Secretary of State's Office partnered with the Kentucky Brewers Association in an effort to spread the word about the need for poll workers for the 2020 general election. The Secretary of State's office designed beer labels pushing the need for poll workers and how to register to vote. A QR code was included on the label for easy access to signing up.

General Subject Area: Elections

## II. EXECUTIVE SUMMARY

- **History**—Before Secretary Adams became Secretary of State, he spoke before a state legislative committee explaining the dire need for election poll workers. The typical poll worker would be considered in their elder years and getting to a place where they can't participate. It was time for a new push for poll workers.

Then came COVID-19, and then need for poll workers was not only dire, but causing less precincts to be open because there was no one to work the polls.

The Secretary of State's office took on the challenge of supplying county clerks with enough poll workers to cover the precincts they needed to have a successful general election.

Our office realized we needed to focus on the younger generation and create a buzz around the problem.

- **Significance**—Part of the problem with state government is a lack of relating to the public. Big cement buildings tend to signify government to most people. Our office felt it important to have a little fun with the problem. After seeing a similar project in a neighboring state, we teamed up with the Kentucky Distillers Association to make beer can labels promoting becoming a poll worker and reminding people to register to vote. Distilleries are a thriving industry in Kentucky. Supporting that industry was good for the public to see coming from the Secretary of State's office.
- **Impacts/Results**—Because of the overwhelming success of the beer can labels, more Kentuckians than needed signed up to be poll workers. The convenience of the QR code, which led straight to a portal where people could not only sign up to be poll workers, but also register to vote was key to the success of the program. More than 5,000 Kentuckians registered to be poll workers for the general election through the portal.

## III. SUPPORTING MATERIALS

- [https://www.wdrb.com/politics/ky-secretary-of-state-teams-up-with-breweries-to-promote-election-participation-on-beer-cans/article\\_ba3f33d6-ed45-11ea-b11b-87a3ce4881c2.html](https://www.wdrb.com/politics/ky-secretary-of-state-teams-up-with-breweries-to-promote-election-participation-on-beer-cans/article_ba3f33d6-ed45-11ea-b11b-87a3ce4881c2.html)
- <https://spectrumnews1.com/ky/lexington/news/2020/09/01/michael-adams-secretary-of-state-kentucky-poll-workers-beer-labels>
- <https://www.usnews.com/news/best-states/kentucky/articles/2020-09-02/kentucky-gets-crafty-with-shortage-of-election-poll-workers>
- <https://www.wtvq.com/2020/09/01/brewers-helping-recruit-poll-workers-for-november/>

