Cover page: IDEAS AWARD APPLICATION

Name of your state office/nominating Secretary of State: Oregon Secretary of State Shemia Fagan

Contact information for questions or follow-ups regarding the nomination:

Title of the project: Voting in Oregon Feels Good: “Pre-Bunking” Misinformation in the 2022 Election Cycle With Eye-Catching and Memorable Animation

Name of the project lead: Nikki Fisher, Civic and Elections Education Director, Nikki.Fisher@sos.oregon.gov 503-302.9618

Brief Description of the project: (One paragraph or less)

False information has eroded public trust in elections, here in Oregon and across the country. In response, the Oregon Secretary of State launched a voter education campaign called “Voting in Oregon Feels Good,” which aimed to “pre-bunk” false information by proactively reaching voters with accurate information about voting in Oregon. The campaign included four animated videos, social media graphics and web content in the six most spoken languages in Oregon. The materials garnered more than 8,896,642 impressions (Oregon has 3 million registered voters) and led to a 259% increase in traffic to official sources of election information online.

General Subject of the nomination: Elections, combating mis-, dis-, mal- information
Executive summary:

History: Including length of time in operation, Describe the factors that led to the development of the program, including program goals and problems it sought to address

Secretary Fagan took office on January 4, 2021, two days before a group of election deniers stormed the U.S. Capitol and caused the death of seven people. The events of January 6 sent a clear message to elections officials around the country: we cannot take public trust in our democracy for granted; we must work to build it. When she took office, Secretary Fagan, set a new mission for the Secretary of State Agency to build trust between the people of Oregon and our state government so that public services can make a positive impact in peoples’ lives.

While Oregon was not the focus of false election information in 2020, the national narratives helped fuel extreme local reactions. Since 2020, several county clerks in Oregon received death threats related to the certification of the election, and a survey of workers in the Elections workers across the country conducted in March 2022 by Brennan Center for Justice found that 77% experienced threats or harassment while on the job.

Upon taking office, a common theme emerged in Secretary Fagan’s conversations with Oregon’s 36 County Clerks: Mis-, dis-, and mal- (MDM) information was spreading across the state, eroding trust in the system, and putting elections workers at risk. Public surveys show that about 1 in 5 Oreganians believes some version of the Big Lie, the false belief that the 2020 election was stolen. Conversations with the National Association of Secretaries of State and elections officials in other states confirmed what we were seeing in the Pacific Northwest: MDM was a major threat and needed to be taken head on.

To build trust in Oregon’s vote-by-mail system, Secretary Fagan pushed for the funding and creation of a voter education campaign that, instead of responding to MDM, would “pre-bunk” false information about elections.

Research shows that reaching voters before they hear false information is the best way to fight MDM. To do that, we needed funding for a coordinated, statewide campaign specifically designed for this purpose – something that had never been done in the State of Oregon. In her administration’s first legislative session in 2021, Secretary Fagan requested and secured one-time funding from the Oregon Legislature for a voter education project to be coordinated by the Secretary of State’s office. In May of 2022, we launched the Voting In Oregon Feels Good campaign.

Voting In Oregon Feels Good had the following goals:

- **Goal #1**: Pre-bunk false election information by proactively reaching voters with accurate information from official sources.
- **Goal #2**: Provide information about election security and civic engagement messages to low information voters.
- **Goal #3**: Create simple, accessible, and engaging content that stood apart from political ads and other government PSAs.

Our program was implemented in two primary stages:

- During the May Primary Election, the campaign focused on pre-bunking false information about Oregon’s closed primary system and a new law that allows mail-in ballots to arrive after election day if they are postmarked on time.
- During the November General Election, the campaign focused on election security and civic engagement messages.

*Impact and results are discussed below.*
Significance: Discuss how the program exemplifies best practices in state government, including its unique, innovative and cost-effective aspects. Please consider how it supports the public policy goals of your office and assists your state office in executing its responsibilities.

The Voting In Oregon Feels Good campaign solved a challenge that is faced by many public-sector projects: How do you communicate information to an audience that by definition isn’t interested in it?

Oregon’s Secretary of State is charged with building trust between the public and state government. To do so, we must find ways to communicate with the hardest to reach audience. Voting in Oregon Feels Good demonstrates one path to achieving that critical mission.

As the Chief Election Officer for the State of Oregon the Secretary must ensure safe and secure elections for all Oregonians. In addition to requesting and securing modernization funds the Secretary also requested and secured additional staffing for the office to ensure work that like this campaign can be conducted in a cost-effective ongoing manner. By adding additional staff to committed to public outreach and communication the agency can continue this work into the future. This campaign utilized research and materials on best practices provided by the National Association of Secretaries of State and built on the Trusted 2022 campaign. For this campaign, we needed to reach low-engagement voters with information about voting before they were exposed to false information. This group of voters doesn’t engage with typical election materials, so we didn’t attempt to give them typical election materials. Instead, we invested in high-quality video, graphic and audio assets that were engaging and stood apart from political ads and other government PSAs they were used to seeing.

As you’ll see in the section below, the success of the campaign’s key performance indicators tells us that we rose to these challenges and met out goal.

Impacts/Results: Explain how this program has contributed to the improved functioning of state government (you may highlight both financial and administrative/pragmatic agencies impacts, including its benefits to citizens and other stakeholders, including other agencies and unit.

The Voting In Oregon Feels Good campaign delivered on its goals, as measured by key performance indicators.

Goal #1: Pre-bunk false election information by proactively reaching voters with accurate information from official sources.

- Key performance indicator: Website traffic at Oregonvotes.gov increased by 259% when compared to the last midterm election. Oregonvotes.gov is the entry point to all official elections information in the state.
Key performance indicator: Use of My Vote, Oregon’s online tool for providing individualized information about voting, such as ballot status or registration information, increased by 512%.
**Goal #2:** Build trust in elections by reaching voters with positive messages about Oregon’s vote-by-mail system.

- Key performance indicator: Campaign impressions of 8,896,642 million between October 7 and Election Day.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Spend</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
<th>Views</th>
<th>Video Completion Rate</th>
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<tbody>
<tr>
<td>Paid Social</td>
<td>$65,000</td>
<td>5,253,684</td>
<td>34,837</td>
<td>0.66%</td>
<td>$1.87</td>
<td>4,550,468</td>
<td>1.31%</td>
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<tr>
<td>Audio</td>
<td>$23,381</td>
<td>1,470,187</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>CTV</td>
<td>$52,981</td>
<td>676,287</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>309,678</td>
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<tr>
<td>Pre-Roll</td>
<td>$32,026</td>
<td>1,496,484</td>
<td>2,586</td>
<td>0.17%</td>
<td>-</td>
<td>1,433,829</td>
<td>55.34%</td>
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<tr>
<td>Local TV</td>
<td>$21,096</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$200,483</td>
<td>8,896,642</td>
<td>37,423</td>
<td>0.42%</td>
<td>$5.36</td>
<td>6,293,975</td>
<td>51.58%</td>
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</tbody>
</table>

**Goal #3:** Create accessible content in other languages that stood apart from political ads and other government PSAs.

- Key performance indicator: Campaign performed better in Spanish, Russian, Vietnamese, and Simplified Chinese. This demonstrates a desire for this information in communities who speak languages other than English.

<table>
<thead>
<tr>
<th>Ad Set</th>
<th>Spend</th>
<th>Impressions</th>
<th>Reach</th>
<th>CPM</th>
<th>Clicks</th>
<th>CTR</th>
<th>Video Views</th>
<th>VCR</th>
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<tbody>
<tr>
<td>Oregon 25-54</td>
<td>English In-Feed</td>
<td>$11,990</td>
<td>1,793,559</td>
<td>605,000</td>
<td>$6.68</td>
<td>2,849</td>
<td>0.16%</td>
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<td>Oregon 25-54</td>
<td>English Story</td>
<td>$41,462</td>
<td>2,437,967</td>
<td>326,210</td>
<td>$17.01</td>
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<td>Spanish In-Feed</td>
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<td>Spanish Story</td>
<td>$5,967</td>
<td>382,528</td>
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<td>3,289</td>
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<td>Oregon 25-54</td>
<td>Russian In-Feed</td>
<td>$379</td>
<td>26,984</td>
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<td>$14.03</td>
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<td><strong>1.44%</strong></td>
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<td>Oregon 25-54</td>
<td>Russian Story</td>
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<td>15,171</td>
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<td>174</td>
<td><strong>1.15%</strong></td>
<td>9,581</td>
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<tr>
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<td>Vietnamese In-Feed</td>
<td>$758</td>
<td>64,426</td>
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<td>43,861</td>
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<td>Oregon 25-54</td>
<td>Vietnamese Story</td>
<td>$333</td>
<td>8,041</td>
<td>6,110</td>
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<td>Oregon 25-54</td>
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<td>65,821</td>
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<td>$15.12</td>
<td>1,274</td>
<td><strong>1.94%</strong></td>
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<tr>
<td>Oregon 25-54</td>
<td>Chinese Story</td>
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<td>8,659</td>
<td>5,632</td>
<td>$18.15</td>
<td>119</td>
<td><strong>1.37%</strong></td>
<td>3,464</td>
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<tr>
<td><strong>Total</strong></td>
<td>$65,000</td>
<td>5,253,684</td>
<td>1,032,708</td>
<td>$12.37</td>
<td>34,837</td>
<td>0.66%</td>
<td>4,550,468</td>
<td>1.31%</td>
</tr>
</tbody>
</table>
Supporting Materials:

Program materials, brochures, flyers, media clippings, no hard copies. If you have them in a single digital file of reasonable size, members can easily access and review them.

Videos:

- Journey of a ballot: https://www.youtube.com/watch?v=d_9N8dHl2DY
- Make a plan to vote: https://www.youtube.com/watch?v=Mf_109xqJhOQ
- Voting in Oregon Feels Good/Closed Primary: https://www.youtube.com/watch?v=TsvvykXloD4
- Postmarks in Oregon feel good: https://www.youtube.com/watch?v=JHXtVh1Yfo

Videos in other languages:

- https://www.youtube.com/watch?v=1nMkhLsSILs
- https://www.youtube.com/watch?v=A1uZUZp6JhM
- https://www.youtube.com/watch?v=V0Jy6uMq0Pg
- https://www.youtube.com/watch?v=u_gdF0N0mcs
- https://www.youtube.com/watch?v=H-Rp9sZ-Y9c

More videos available at the Oregon Secretary of State YouTube Page https://www.youtube.com/@OregonSOS and included at the additional materials link below.

Additional materials (including videos, gifs, and images)
https://drive.google.com/drive/folders/1xsDcip2aCwLcQgH1uVOLizTsr5sNNVnL?usp=share_link

News stories:

Supporting Materials:
Program materials, brochures, flyers, media clippings, no hard copies. If you have them in a single digital file of reasonable size, members can easily access and review them.

Videos:
- Journey of a ballot: https://www.youtube.com/watch?v=d_9N8dHI2DY
- Make a plan to vote: https://www.youtube.com/watch?v=MY_U9xqJhOQ
- Voting in Oregon Feels Good/Closed Primary: https://www.youtube.com/watch?v=TsvxykXIoD4
- Postmarks in Oregon feel good: https://www.youtube.com/watch?v=JHxLtVh1Yfo

Videos in other languages:
- https://www.youtube.com/watch?v=1nMkhLsSlLs
- https://www.youtube.com/watch?v=A1uZUZp6JhM
- https://www.youtube.com/watch?v=V0Jy6uMqOpg
- https://www.youtube.com/watch?v=u_gdF0N0mcS
- https://www.youtube.com/watch?v=H-Rp9sZ-Y9c

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News stories:
Voting in Oregon Feels Good!

vote! OregonVotes.gov

Just grab your ballot and a blue or black pen!

- You don’t even need a stamp
- You can vote on every candidate and measure, or leave some blank
- It’s not a test
- How you vote is private

Make a plan to vote!
Every step of the process is easy, safe and secure!

- Accurate voter registration lists
- Signature verification
- Unique barcodes
- Paper ballots
- And post-election audits!
每个步骤都简单、安全又可靠!

♦ 准确啲选民登记名单
♦ 签名验证
♦ 独特啲条码
♦ 纸质选票
♦ 选举后仲有审计添!

只需拿出你啲选票，
以及一支蓝笔或黑笔就可以
进行投票啦!

♦ 你甚至不需要盖章
♦ 你可以对每个候选人以及投标啲
议案进行投票，或部分留空唔填
♦ 投票并唔係一场考试
♦ 你啲投票啲私密啲

定出一个投票啲计划!
拿上选票
一支蓝笔或黑笔就够了！
❖ 连邮票都不需要
❖ 给每个候选人和议案投票都行，留空也没事
❖ 不是试卷
❖ 怎么投票是你自己的事！

为投票做出计划吧！

每一步都简单、安全、可靠！
❖ 准确的选民登记名单
❖ 签名验证
❖ 独特的条形码
❖ 纸质选票
❖ 更棒的是，还有选举后审计呢！
Voting in Oregon Feels Good: Animation to 'pre-bunk' false election information

A new statewide public service campaign is being launched designed to 'pre-bunk' false election information by proactively reaching voters with accurate information from an official, trusted source.

The campaign announced Oct. 12, by Oregon Secretary of State Shemia Fagan, is being called Voting in Oregon Feels Good.
Straight Talk: Oregon's Secretary of State takes aim at election misinformation

Shemia Fagan's office released PSAs reminding voters about Oregon's closed primaries and a new law that allows ballots to be postmarked on election day.
As election approaches, officials educate voters

By Elizabeth Castillo (OPB)
Nov. 2, 2022 10:53 a.m. Updated: Nov. 2, 2022 1:28 p.m.

Broadcast: Wednesday, Nov. 2

Ballots have been distributed statewide in Oregon for the Nov. 8, 2022 election. 
Kristyna Wentz-Steff / OPB
Post from Facebook.

Oregon Elections 🎈
Oct 5 · 🌹

Voting in Oregon is so ✨SECURE✨

#DidYouKnow:
☐ Our ballots use signature verification
☐ We keep voter registration lists updated
☐ All Oregon counties do post-election audits

Learn more at: http://OregonVotes.gov
#TrustedInfo2022