



Elections 2.0:

Using New Media as a Tool to Enhance Election Transparency



Specific New Media outlets chosen showed the greatest potential for:

- Reaching large number of targeted audiences
- Reaching a broad range of demographics
- Providing updates in real-time
- Educating viewers virally
- Allowing user versatility as to “where and when” they get information
- Providing the flexibility to control and update site content



New Media Tools



Facebook



Online Press Room



Twitter

Lavote.net

Video Blog



YouTube



RSS Feeds



RR/CC Website Press Room

The screenshot shows a web browser window titled "Press Room - Windows Internet Explorer" with the address bar displaying "http://www.lavote.net/GENERAL/Press_Room.cfm". The website content includes a navigation menu on the left with categories like "County Clerk Operations", "Voter & Election Information", "Recorder Operations", "General Information", and "Press Room". The main content area features a "PRESS ROOM" header, a mission statement, and an "UPDATES" section with various news items and links. A right-hand sidebar contains buttons for "Press Releases", "Photos/Images", "Video Library", "PSAs", "Streaming Video", "Audio", and "Blogs & Tweets". The browser's taskbar at the bottom shows several open applications and the system clock indicating 5:09 PM.

Los Angeles County
Registrar-Recorder/County Clerk

County Home | Department Home | About Us | Contact Us

SEARCH

County Clerk Operations

Voter & Election Information

Recorder Operations

General Information

Press Room

- Press Release
- Media Kits / Fact Sheets
- Frequently Asked Questions
- Board Correspondence
- Awards
- Election Results
- Statement of Votes Cast
- Election Calendar & Measure Information
- Candidate Filing
- Survey Results
- Calendar of Events
- Links

PRESS ROOM

The Los Angeles County Registrar-Recorder/County Clerk (RR/CC) Media Information & Support Services Section is committed to providing members of the public and news media with timely and clear information regarding the RR/CC. The RR/CC Press Room includes press releases, statistical information, media kits, fact sheets, survey analysis reports, calendar of events and election information.

For members of the media requiring additional information please contact the Media Information Office at 802-452-2726 or 802-452-2648.

UPDATES

5/19 - May 19, 2009 Statewide Special And Consolidated Elections Wrap-Up

5/18 - Available Online Resources For The May 19, 2009 Statewide Special And Consolidated Elections

5/13 - May 15, 2009 Statewide Special And Consolidated Elections - Fact Sheet

Media Communications Arrangements
Media Communications Arrangements - May 19th Statewide Special and Consolidated Elections

2008 General Election Post Election Report
Post Election Report - 2008 General Election

RR/CC Op-Ed
8/3/08 Op-Ed Making Votes Count

Rules for Media Observing Election Procedures
Rules for Media Observing Election Procedures

Connect with us:

- Feed - Press Releases (About RSS)
- Follow us on Twitter (About Twitter)
- Available Videos on Youtube

Press Releases

Photos/Images

Video Library

PSAs

Streaming Video

Audio

Blogs & Tweets

Facts

- 4,328,026 registered voters (as of 5/22/2009)
- view by party
- 3,057 Polling Places for May 19, Statewide Special and Consolidated Elections
- Historical Voter Turnout

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Creating lives through effective and caring service

Microsoft

Start | Inbox - Microsoft O... | http://www.electio... | Press Room - Wl... | Blog page.doc (Pre... | 2009 Professional P... | 2009 Professional P... | Blog page.pdf | 2009 Professional P... | 5:09 PM



RR/CC Twitter Page

Hey there! **lacountyrrcc** is using Twitter.

Join today!

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **lacountyrrcc's** updates.

Already using Twitter from your phone? [Click here](#)

lacountyrrcc

Name LAVote.net
Location Los Angeles County
Web <http://www.lavote.net>
Bio Clean Logan, Los Angeles County Registrar-Recorder/County Clerk -- VOTE... You Count!

13 following 186 followers

Updates 107

Favorites

Following

RSS feed of lacountyrrcc's updates

Updated results pending in LA County today; will Tweet as soon as they are posted. On deadline to complete canvass for 32nd Cong District.
38 minutes ago from web

@smcvote For clarification the figures in your Tweet reflect % returned of total registered voters. LA's return % of issued is 48.01.
about 4 hours ago from web in reply to smcvote

Canvass update: Preliminary estimate of ballots remaining to be counted is approx. 88,600. Figure is a projection only & subject to change.
10:07 AM May 21st from web

Canvass update: 753,242 ballots tallied on Election Night; 287,130 were vote by mail ballots. Next update 5/22 starting @ 2 p.m.
9:43 AM May 21st from web

Post-election canvass activity started today with the random drawing of precincts for the mandated 1% manual tally verification process.
1:09 PM May 20th from web

Next update of election results for L.A. County will be posted on



RR/CC Facebook Page

facebook Home Profile Friends Inbox 6 Eileen Shea Settings Logout Search

Los Angeles County Registrar-Recorder/County Clerk
Wall Info Boxes Events Discussions Extended Info >>

Los Angeles County Registrar-Recorder/County Clerk Just Fans

Los Angeles County Registrar-Recorder/County Clerk : Join us in a discussion on modernizing voter registration. Click on the discussion tab above and share your thoughts on voter registration and how we can make it better.
Sun at 10:49am · Comment · Like · View Feedback (3)

Los Angeles County Registrar-Recorder/County Clerk Dean Logan is participating this week in a working group of colleagues & academics on Voter Registration policy sponsored by Pew Center on the States.
Sun July 30 at 2:08pm · Comment · Like · View Feedback (2)

Los Angeles County Registrar-Recorder/County Clerk 2009 NACRC Annual Conference Presentation: LA Vitals System - A Systems Modernization Initiative
tinycl.com
Source: tinycl.com
Fri July 27 at 12:28pm · Comment · Like · Share

Los Angeles County Registrar-Recorder/County Clerk NACRC 2009 Best Practices Submission: LAVitals System: Enhancing Customer Service While Saving Taxpayer Dollars
tinycl.com
Source: tinycl.com
Fri July 27 at 12:26pm · Comment · Like · Share

Los Angeles County Registrar-Recorder/County Clerk Please check out the information and resources available to our Facebook fans by clicking on the tabs above.
July 22 at 5:35pm · Comment · Like

Los Angeles County Registrar-Recorder/County Clerk Welcome to the Los Angeles County Registrar-Recorder/County Clerk Facebook page! We hope this serves as a useful resource in our service to the community.
Fri July 22 at 5:15pm · Comment · Like

Recent Activity
Los Angeles County Registrar-Recorder/County Clerk discussed MODERNIZING VOTER REGISTRATION on the Los Angeles County Registrar-Recorder/County Clerk discussion board.

Rich Dad Los Angeles
Learn to start a business. Free Rich Dad™ Education workshops in Los Angeles. Aug 17th-Aug 20th. Get secrets to becoming your own boss.
Fri July 27 at 12:26pm · Comment · Like · Share

Why Angelina Looks Great
More than half of Hollywood uses this trick and you can try it for free.
Fri July 27 at 12:26pm · Comment · Like · Share

Need a holiday? Click now
Choice Travel Pass will save you money on travel. 3 day 2 night discount certificate call 1-800-917-9625 now or click to join today.
Fri July 27 at 12:26pm · Comment · Like · Share

Information
Location: 12400 Imperial Hwy, Norwalk, CA, 90650
Mon - Fri
8:00 am - 5:00 pm

Fans
6 of 80 fans See All
Jeff Klein, Nat Singh, Rosemary Coules, Alison Sonntag, Jame Ramirez, Jamie Flores

Remove me from Fans
Create a Page for My Business



RR/CC YouTube Page

County of Los Angeles Registrar-Recorder/County Clerk

New YouTube channels are coming soon. Click here to learn more.

lacountyrcc
Joined: February 24, 2009
Last Sign In: 4 minutes ago
Videos Watched: 34
Subscribers: 2
Channel Views: 444

Our Mission:

To preserve indefinitely the integrity of historical documents which are fundamental to the progression of life: certificates of birth, certificates of marriage, death certificates and property ownership documents.

To sustain the capabilities of the democratic voting process through voter registration certification, conducting elections and certifying the legitimacy of elected office holders.

To provide effective and caring service to the lives of the fifteen thousand to twenty thousand constituents who daily rely on the Registrar-Recorder/County Clerk to provide essential services.

Country: United States

Connect with lacountyrcc

- Send Message
- Add Comment
- Share Channel
- Add to iGoogle

<http://www.youtube.com/lacountyrcc>

Embed This Channel:

Video Player: Election Night Ballot Tabulation at the RR/CC
Views: 41

Playlists:

- Voter Outreach 1 Videos
- RR/CC Dean Logan - Video Blog 9 Videos



How we use New Media

- **Public Outreach**

- **News Media Outreach**



Public Outreach:

- ✓ Communicate information and educate voters in concise, consistent and widely accessible formats
- ✓ Provide increased opportunities for voter engagement and open communication
- ✓ Create opportunities for improved dialogue and understanding of the election process
- ✓ Offer enhanced election transparency



News Media Outreach:



New Media tools are not just for public consumption...

- ✓ Created Press Room on website to provide news media outlets and journalists online access to relevant information, updates and news 24/7, while also providing portals to our New Media outlets
- ✓ Targeted news media outlets with micro-blogging (Twitter) and social network (Facebook) sites to provide real-time news and updates

The RR/CC is followed by many local and national publications, broadcast networks, editors and reporters, including: *LA Times, NY Times, Vista Magazine, Politico, KNBC News, and KNX News Radio*



What is the “Bigger” picture of New Media use?

- **Engaging voters**
 - **Happier Journalists**
 - **Online Election Campaigns**
 - **Information Sharing with Others**



To engage voters as part of the process

The RR/CC makes voter information as accessible and transparent as possible by using multiple new media outlets and functions for information retrieval

Voters are now able to:

- ✓ Access real-time, behind the scenes information and videos about the election process through multiple online sources
- ✓ Interface and engage in direct dialogue with RR/CC
- ✓ Build an ongoing relationship with the elections office that transcends “Election Season”



Happier Journalists

Journalists now have:

- ✓ Accessible news, updates and information online 24/7

Some Interesting Stats*

- Nearly half of journalists report visiting a corporate website or online newsroom at least once a week, while nearly 87% visit at least once a month
- More than 75% of journalists say they use social media to research stories, compared with about 67% last year. (Facebook, Twitter, YouTube)
- More than 53% of journalists now say they visit a social media site such as FaceBook or YouTube at least once a month, up from about 44% last year.
- Nearly 19% of journalists receive five or more RSS feeds of news services, blogs, podcasts or videocasts every week, compared with only 16% a year ago.

*Bulldog Reporter 2008 Journalist Survey on Media Relations Practices study



Election Campaigns Going Online

Barack Obama's 2008 online Presidential campaign and White House transition website set new milestones for future political campaigns

- ✓ Online resources for candidates now the rule, no longer the exception... Voters **expect** information to be available
- ✓ Increased public engagement – By using interactive New Media tools (Twitter, Facebook, Blogging), voters become part of the movement rather than just followers of “static” information.
- ✓ Greater accessibility to candidate information, events and news online

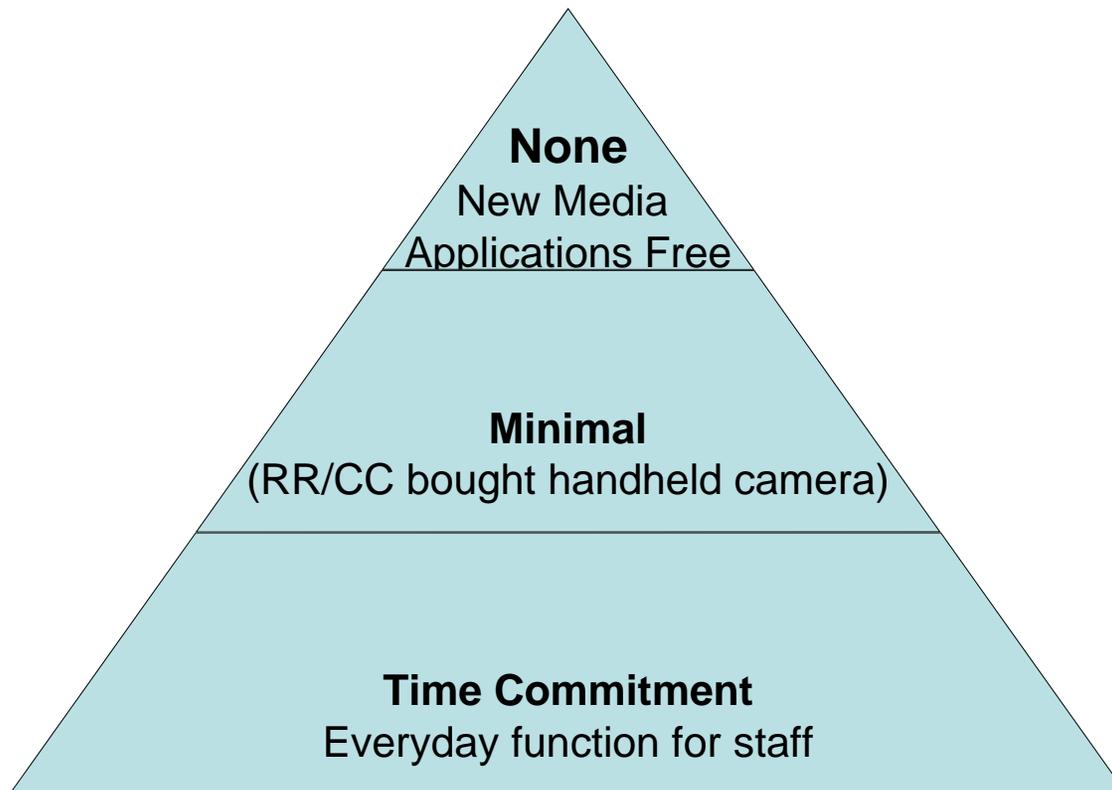


Information Sharing with other counties

- ✓ Provides forum for increased communication and exchange of ideas with election counterparts throughout the country.
- ✓ Increased opportunities to learn about other Best Practices by using new media.
- ✓ Publications section created on website to allow research reports and survey results to be viewed online.



What is the cost ?





What's ahead?

New Media Applications now available on virtually all mobile phones and PDAs

- ✓ Greater use of new “mobile applications” allowing user to post to an online site or blog using text/images/videos captured on the move that will expand the use of Real-Time materials posted to New Media portals.
- ✓ Develop websites and content for “Mobile Website Browsers”

Less is More! Wireless devices need to be coded in a simple, low-bandwidth. The code should also be friendly to all browsers. Fewer graphics and more text is preferred.



What's ahead?

Changing Demographics

“Social networks are exploding in popularity. Forty-three percent of the online community now uses social networking sites....This is up from 27 percent a year ago” Computerworld, 5-20-09

“There was a time when it was cool to be on Facebook. That time has passed. Facebook now has 150 million members, and its fastest-growing demographic is 30 and up” Time Magazine Why Facebook Is for Old Fogies, 2-12-09.

“New York has the most Twitters users, followed by Los Angeles, Toronto, San Francisco and Boston; while Detroit was the fast-growing city over the first five months of 2009” June 2009 Analysis studies by Sysomos, Inc

“Even Gen X is a Twitter” Time Magazine, 8-20-08

“Are Baby Boomers Killing Facebook and Twitter?” Computerworld, 5-20-09



Demographics of Internet Users

Pew Internet & American Life

Demographics of Internet Users

Below is the percentage of each group who use the internet, according to our April 2009 survey. As an example, 77% of adult women use the internet.

	Use the internet
Total Adults	79%
Men	81
Women	77
Race/ethnicity	
White, Non-Hispanic	79%
Black, Non-Hispanic	67
Hispanic (English-speaking)	84
Age	
18-29	92%
30-49	87
50-64	79
65+	42
Household income	
Less than \$30,000/yr	60%
\$30,000-\$49,999	80
\$50,000-\$74,999	94
\$75,000 +	95
Educational attainment	
Less than High School	50%
High School	69
Some College	88
College +	94
Community type	
Urban	75%
Suburban	77
Rural	65

Source: Pew Internet & American Life Project, March 26-April 19, 2009 Tracking Survey. N=2,253 adults, 18 and older, including 561 cell phone interviews. Margin of error is ±2%.

Please note that prior to our January 2005 survey, the question used to identify internet users read, "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" The current two-part question wording reads, "Do you use the internet, at least occasionally?" and "Do you send or receive email, at least occasionally?"

Last updated July 15, 2009.



Who Uses Social Networks?

Emarketer.Com
August 5, 2009

Big gains among older users

According to the "Consumer Internet Barometer" report from [TNS](#) and [The Conference Board](#), 43% of US Internet users visited social networking sites in Q2 2009.

Nearly one-half of females visited social networking sites, compared with 37.6% of men.

More than 70% of Internet users under age 35 browsed social networks.

US Internet Users Who Visit Social Networks, by Gender and Age, Q2 2008 & Q2 2009 (% of respondents in each group)

	Q2 2008	Q2 2009
Gender		
Male	21.3%	37.6%
Female	31.1%	48.0%
Age		
<35	52.4%	71.5%
35-54	21.3%	43.1%
55+	6.4%	18.9%

Source: TNS and The Conference Board, "Consumer Internet Barometer: Second Quarter 2009," June 16, 2009

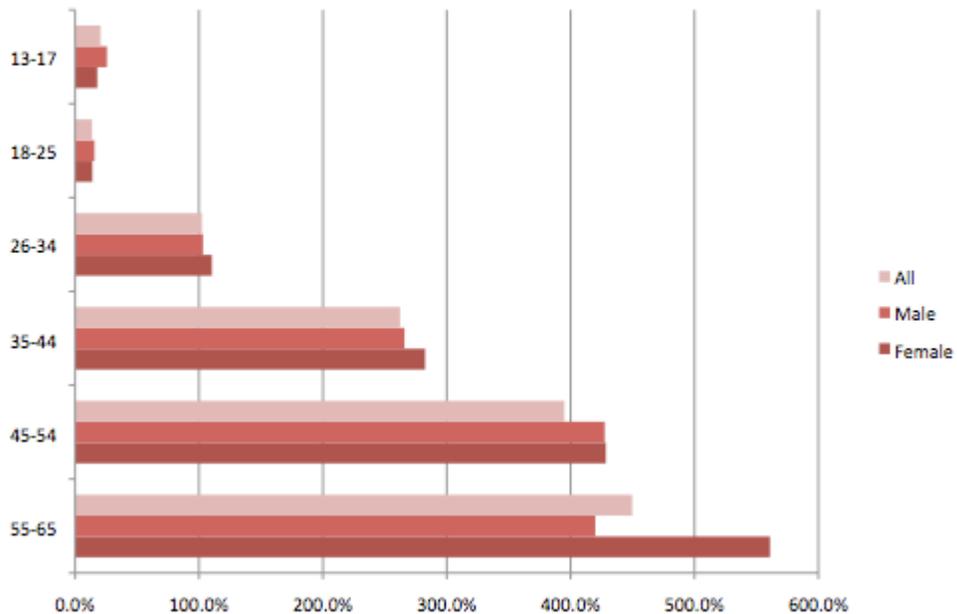


U.S. Facebook Users Over 35 On The Rise

Inside Facebook (March 25, 2009)

“Don’t look now, but the number of Americans over 35, 45, and 55 on Facebook is growing fast.”

US Facebook Audience Growth, 9/08 - 3/09
(InsideFacebook.com)





Twitter demographics and statistics

Quantcast Research (Data as of June 2009)



Female

47% Male
53% Female

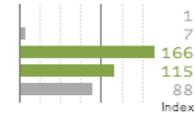


Embed



Young Adults

0% 3-11
1% 12-17
47% 18-34
31% 35-49
21% 50+



Embed



Other Ethnicities

82% Cauc.
7% Afr. Am.
5% Asian
5% Hisp.



Less Affluent

This site attracts a less affluent audience.

21% \$0-30k
28% \$30-60k
24% \$60-100k
27% \$100k+



Household Income | Embed



Graduates And Post Graduates

There is a high index of Graduates and Post Graduates here.

37% No College
46% College
17% Grad. Sch.





Why new media is important?



Twitter emerges as news source during Iran media crackdown

Last Updated: Tuesday, June 16, 2009 | 1:02 PM ET

[Comments 18](#) [Recommend 32](#) [CBC News](#)

Political dissent in Iran in the aftermath of the national election has spread not only to the streets of Tehran, but also online, where protesters of President Mahmoud Ahmadinejad and observers of the election have battled to get news out of the country for three days.



Connect with the RR/CC

For more Information, visit www.lavote.net



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RR/CC Press Releases via RSS Feeds

www.lavote.net/GENERAL/RSS_Feeds.cfm



Become a Facebook Fan www.facebook.com/pages/Norwalk-CA/Los-Angeles-County-Registrar-RecorderCounty-Clerk/227778385157



Videos on YouTube www.youtube.com/user/lacountyrrcc