



December 8, 2020

Linda Lamone
Administrator
Maryland State Board of Elections
151 West Street, Suite 200
Annapolis, MD 21401

Re: *2020 General Election Voter Education Campaign Report*

Thank you for providing KO Public Affairs LLC with the opportunity to develop, implement and oversee a statewide voter education and public awareness campaign around the 2020 General Election. Under the approved scope of work, KO was charged with developing a statewide campaign, including earned media, TV, radio and digital advertising to inform Maryland voters about how to participate in the election. The campaign also included broad stakeholder engagement to reach Maryland's diverse communities.

In addition to KO, the campaign team included:

- **Mission Media** – a full-service advertising and marketing firm to assist with creative design, campaign production and media buying.
- **Sandy Hillman Communications** – a public relations firm and woman-owned minority business enterprise to assist with earned media and stakeholder engagement throughout the state.
- **GreiBO** – a public relations and marketing firm based in Baltimore to assist with stakeholder outreach to the African American community statewide, including webinars, key influencer messaging and social media.
- **Cool & Associates** – a full-service management consulting firm that brings Hispanic strategy, workforce development, education, marketing and outreach to the forefront of any organization. Veronica Cool and her team assisted with broad stakeholder outreach to the Latino community, Spanish-speaking earned media, and translation of all campaign materials.
- **Campfire Communications** – a full-service communications firm led by Henry Fawell working with Hillman Communications on earned media, stakeholder outreach and rapid response during the campaign.

Campaign Overview

A paid media campaign was used to educate voters on how to participate in the 2020 General Election including updating voter information and voter registration, same day voter registration, requesting, completing and returning a mail in ballot, and information on how to vote in person during early voting and Election Day.

With COVID-19 altering the voting process significantly, it was imperative that Marylanders had clear direction to help them prepare and formulate their individual voting plan, and to bolster overall engagement across the state. The paid digital marketing campaigns ran from August 27, 2020 through November 3, 2020 and the paid traditional media campaign (TV, radio and print) phased in slightly later on September 14.

Creative assets for the campaign were designed to inform voters with important information and deadlines during the election and bring voters to SBE's MD Votes webpage for more information. The webpage - www.elections.maryland.gov/2020 - was intended to serve a central communications hub for the campaign and included iconography consistent with the paid media campaign.

The campaign's initial \$1.3 million budget was supplemented with a \$575,000 grant from the Center for Election Innovation and Research (CEIR). Approximately 80% of the budget was allocated across TV, radio, print, and Digital platforms to reach general population, African American, Hispanic and Asian American Pacific Islander (AAPI) communities. Ads and video tutorials were produced in English and Spanish.

The earned media and stakeholder engagement effort was designed to support the paid media campaign and educate Marylanders on how to participate in the election process. Between August 12, 2020 and November 6, 2020, 28 press releases were proactively distributed by SBE in English and Spanish to media outlets, reporters and stakeholder groups across the state. The media team also coordinated written responses and/or interviews to respond to hundreds of media inquiries during the campaign.

Social media calendars and toolkits were produced English and Spanish and comments on SBE's social media channels were monitored and responded to in real time as appropriate. In-community events, including virtual webinars and town halls, flyer distribution, and sound trucks were used to remind Marylanders how to vote, in addition to social media content from key influencers.

Campaign Highlights

Turnout for the 2020 General Presidential Election was higher than 2016 and 2012 with voters participating by mail and in-person during early voting and on Election Day. A record number of Marylanders took advantage of voter registration during early voting and the state's new policy to allow for same day registration on Election Day. Overall, the voter outreach campaign,

through a combination of paid media, earned media and stakeholder engagement, reached millions of Marylanders.

Highlights include:

- The digital campaign received 65,849,393 impressions, 870,707 clicks and 2,417,030 plays of campaign videos (not including the ads viewed on TV).
- 547,868 unique users were directed the SBE landing page directly from the digital campaign (not including those who may have seen an ad and came back later to the website). The average user remained on the landing page for :40 seconds.
- Google Search ads received a click-through-rate of 32.16%, meaning the ads were extremely effective answering user queries and directing them to the MD Votes webpage.
- The campaign included more than 6,000 TV spots (primarily during in news and prime-time programming), more than 3,700 radio spots, including Black radio, on stations throughout the state, and 104 print ads in publications throughout the state.
- OTT (Over-the-Top) streaming services garnered another 825,000 impressions, while an additional 1.2 million impressions were generated by digital print publications (publisher impressions).
- Non-traditional media, social media influencer engagement and in-community events, including sound truck and flyer distribution were used to engage African American voters throughout the state.
- The campaign partnered with Out for Justice and the NAACP to reach the justice-involved population, and for the first time, voter registration and ballot request forms were sent to eligible voters in detention centers.
- Hispanic paid media and outreach resulted in more than 3.2 million impressions across the state.
- 13 print ads ran targeting the AAPI community and resulted in more than 400,000 digital publisher impressions.
- 18 high-impact digital billboards ran in Baltimore and Prince George’s County for the final twenty-two days of the campaign with multiple messages.
- 28 proactive press releases were distributed during the campaign to approximately 750 media outlets and reporters generating just over 1400 media placements.

- The campaign engaged more than 1900 business, civic, community and faith-based organizations throughout the campaign, providing messaging, social media toolkits and summaries of SBE announcements.
- SBE staff participated in more than 20 special community events, including webinars and townhalls to inform voters about the election process.

Paid Media Campaign Strategy

Digital

The digital campaign targeted all eligible Maryland households geographically by splitting the state into regions that were given budgets relative to their total populations. Additionally, a digital media campaign targeted inactive voters to urge them to renew or update their registration. These voters were provided by SBE. Similarly, users who requested a mail-in ballot were served a campaign that reminded them how to return their ballot. Those users were then excluded from the campaigns messaging about in-person voting options.

The campaign messaging was segmented into five phases:

1. **Register to Vote:** this campaign ran until the voter registration deadline on October 13, asking Maryland voters to register to vote or verify and update their voter information. Registered voters and those who had requested a mail-in ballot were excluded.
2. **Request a Ballot:** this campaign ran until the October 20th deadline to request a mail-in ballot. This campaign urged all Maryland registered voters to consider voting via a mail-in ballot and explained the steps to request a ballot. All users who had already requested a ballot were excluded.
3. **A Return Your Ballot** campaign targeted voters who had requested a ballot and reminded them how to complete and return their ballot by November 3rd.
4. **Inactive Voters** messaging targeted any voters who had not voted in the last presidential general election or were identified by SBE as voters who were not able to be reached by mail. These voters were served messaging reminding them to update, verify, or complete their voter registration.
5. **Vote In-Person:** Once the mail-in ballot return date had passed, the final phase of the campaign ran to support messaging around finding a vote center, information for early voting and off-peak hours, as well as Election Day in-person voting options.

Traditional (TV, Radio, Print)

TV, radio and print media channels were used to provide broad reach to Maryland households throughout the state. Budgets were allocated based on population, mindful of geographic dispersion. As a result, the majority of funds were allocated on Baltimore and Washington D.C. media, including African American radio, with an overlay of media in Western Maryland and Eastern Shore. Particularly with radio, the media buy was intentionally inclusive to reach residents with various political perspectives and creative intended to inform Marylanders about how to participate in the election process.

The traditional campaign messaging was driven primarily by various deadlines throughout the Maryland voting process and shifted as Election Day got closer.

- The initial messaging phase from September 14 - October 13 utilized TV, radio, and print mediums with a primary focus on registering to vote and requesting a mail-in ballot, and a secondary message of finding a vote center and preparing for in-person voting.
- The second messaging phase from October 14 - November 3 utilized TV, radio, print, streaming video, and digital outdoor billboards with a primary focus on preparing for early and Election Day in-person voting, with secondary messages of returning mail-in ballots by Nov. 3, and same-day voter registration options.

African American Paid Media

The African American paid media strategy mirrored that of the broad general public, which was intentional in the inclusion of Black radio stations and newspapers to target the African American community. Media partners enhanced the reach of the campaign by sharing digital media ads and assets through their social channels.

Two unique digital campaigns were created to reach African American audiences. The first was designed to explain the election process, while the second used trusted community influencers to remind voters how to vote in the election, and featured community influencers. Specific paid outreach was targeted toward African American residents throughout the state.

Hispanic Paid Media

High-profile Spanish-language media outlets were used to support general voting messages to the Hispanic audience throughout the state of Maryland. Community influencers were also engaged as an effective way to push voter education and engagement in the election process.

- Specific paid outreach was targeted at Hispanic residents throughout the state.
- A mix of Spanish-language print, radio, and TV reached a broad audience throughout the state, particularly in areas that over-index with Spanish-speaking residents.
- Media partners enhanced their reach by sharing digital media ads and assets through their social channels.

- Influencers throughout the Hispanic community were engaged to educate and motivate voters to participate in the election.

Asian American and Pacific Islander (AAPI) Paid Media

To reach the diverse AAPI audience across the state, the campaign provided creative assests and content in English, while the publications supported the content with language-specific text and detail.

- Specific Korean, Chinese, and Pan Asian publishers were engaged to reach a broad spectrum of AAPI Maryland residents.
- Newspapers that get high exposure in AAPI businesses were utilized.
- Digital ads were geo-targeted to reach Maryland voters.

Paid Media Allocation

OVERALL ALLOCATION BY MEDIUM

Traditional Media	% Allocation
Digital	26.5%
Print	12.2%
Radio	16.2%
TV/OTT	39.4%
Billboards	5.3%
Influencer	.4%
Total	100%

** Digital that ran as a part of a Print/Newspaper publisher buy is included in “print”

DIGITAL ALLOCATION BY CHANNEL

Digital Media	% Allocation
Search	14.77%

Video	25.40%
Social	24.48%
Display	35.34%
Total	100.00%

DIGITAL ALLOCATION BY MARKET

Market	% Allocation
Central	39.00%
Eastern	6.00%
Northern	6.00%
Western	11.00%
Southern	38.00%
Total	100.00%

DIGITAL MARKET BREAKDOWN

County Area:	Central	Eastern	Northern	Western	Southern
	Baltimore Anne Arundel Howard Baltimore City	Dorchester Somerset Wicomico Caroline Kent Queen Anne's Talbot Worcester	Harford Cecil	Allegany Carroll Washington Frederick Garrett	Montgomery St. Mary's Calvert Prince George's Charles
Total Population:	2,351,417	353,679	358,296	678,157	2,278,619
Budget Allocation:	\$86,213 (39%)	\$13,263 (6%)	\$13,263 (6%)	\$24,316 (11%)	\$84,003 (38%)

TRADITIONAL GENERAL AND AFRICAN AMERICAN ALLOCATION BY MARKET

Market	% Allocation
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Baltimore	39.9%
Washington	34.8%
Salisbury/Eastern Shore	2.7%
Hagerstown	1.8%
Cumberland	.8%
Frederick	.8%
Southern MD	1.2%
Statewide (cable)	18%
Total	100.00%

Digital Media Performance Overview

- Google Display, YouTube, Facebook/Instagram, Snapchat, Google Search, and Gmail were used to promote the campaign digitally. All channels targeted users 18-65+ living across the state.
- Google Display served visual ads to users browsing websites including blogs and news sites.
- The 6-second non-skippable bumper ad videos were shown to Marylanders on YouTube.
- Facebook/Instagram targeted users on their apps as well as the desktop sites with both video and image ads.
- Snapchat served image and video ads to Marylanders within the Snapchat app on their phone.
- Google Search displayed text ads to users browsing Google for search queries about registering to vote, requesting a mail-in ballot, and all the options available to them for voting in the election.

DIGITAL MEDIA PERFORMANCE

Channel	Clicks	Video Views	Impressions	CPM
Search	553,963	--	1,722,532	\$28.39
Facebook/Instagram	210,168	1,907,383	7,919,039	\$9.10
Display	71,977	--	40,851,332	\$2.86
Snapchat	17,713	--	2,195,433	\$4.09
YouTube	16,886	509,647	13,161,057	\$6.39

Total	870,707	2,417,030	65,849,393	\$5.03
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- Google Display had the most effective CPM, bringing the most users at the lowest cost.
- Google Search led to the highest number of clicks on campaign ads.
- Facebook/Instagram netted the highest number of views of campaign videos.
- CPM refers to “cost per thousand” impressions.

DIGITAL MEDIA WEBSITE PERFORMANCE

Channel	Sessions	Users	Bounce Rate	Pages / Session	Avg. Session Duration
Search	509,216	386,600	50.86%	1.93	00:01:29
Facebook/Instagram	172,161	78,224	86.25%	1.16	00:00:07
Display	81,887	66,815	79.55%	1.40	00:00:43
YouTube	12,499	11,263	89.71%	1.16	00:00:14
Snapchat	5,376	4,966	96.63%	1.05	00:00:03
Total	781,139	547,868	67.16%	1.34	00:00:40

- Google Search led to the most engaged users who stayed on the website for one minute and 29 seconds.
- Google Search also brought the most sessions to the landing page at 65.19% of the total.

TRADITIONAL MEDIA WEBSITE PERFORMANCE

Channel	Sessions	Users	Bounce Rate	Pages / Session	Avg. Session Duration
Hispanic Social	2,243	2,105	81.36%	1.29	00:00:17
Washington Post Flexplay	1,129	972	85.83%	1.23	00:00:34
AAPI Digital	439	329	86.10%	1.24	00:00:26
Washington Post Display	343	264	82.51%	1.34	00:01:10

Fox 5	232	216	84.99%	1.33	00:00:38
The Afro	145	103	73.79%	1.54	00:01:30
Cumberland Times	83	75	84.34%	1.28	00:00:34
Washington Informer	52	47	84.62%	1.33	00:00:08
WCBM	29	29	86.21%	1.28	00:00:29
MPT	5	3	40.00%	2.00	00:11:38
Total	4,700	4,143	78.98%	1.39	00:01:44

- Social media from Hispanic publications led to the highest number of sessions on SBE's website from traditional media.
- Users from Washington Post Display, The Afro, and MPT had the three highest average lengths of time on site.

Traditional Media Channels (General Population and African American Media)

TV / OTT

Station	Affiliate	Market
WBAL	NBC	Baltimore
WJZ	CBS	Baltimore
WMAR/BounceTV	ABC/Bounce	Baltimore
WBFF/WNUV	FOX/CW	Baltimore
MPT	Public TV	Baltimore
WRC	NBC	Washington
WUSA	CBS	Washington
WTTG	FOX	Washington
WJLA	ABC	Washington
WMDT/EMDT/GMT	ABC/CW/MeTV	Salisbury
WBOC	CBS	Eastern Shore

WDVM	Ind	Hagerstown
Xfinity	Comcast/Fios/Misc.	Statewide by County
OTT	Streaming	Statewide by County

RADIO

Station	Owner	Market	Format
WBAL-AM	Hearst	Baltimore	Talk
WIYY	Hearst	Baltimore	Rock
WOLB	Radio One	Baltimore	Talk
WWIN	Radio One	Baltimore	Urban AC
WERQ	Radio One	Baltimore	Urban
WZBA	Shamrock	Baltimore	Classic Rock
WCBM-AM	WCBM	Baltimore	Talk
WLIF	Entercom	Baltimore	AC
WMMX	Entercom	Baltimore	Hot AC
WJZ	Entercom	Baltimore	Sports
WEAA	Morgan State U	Baltimore	Jazz
WYPR	NPR	Baltimore	News/Talk
WCAO	iHeart	Baltimore	Gospel
WPOC	iHeart	Baltimore	Country
WQSR	iHeart	Baltimore	AC
WTOP/WTLP	Hubbard	Washington/ Frederick	News
WAMU/WRAU	American U/NPR	Washington/	News/Talk

		Salisbury	
WMMJ	Radio One	Washington	Urban AC
WHUR	Howard U	Washington	Urban AC
WASH	iHeart	Washington	AC
WWFG	iHeart	Salisbury	Country
WSBY	iHeart	Salisbury	Urban AC
WQHQ	iHeart	Salisbury	AC
WAYZ	M Belmont	Hagerstown	Country
WBHB	M Belmont	Hagerstown	Rock
WLIN	M Belmont	Hagerstown	News/Sports
WVEG	Manning	Frederick	Classic Hits
WFRE	Connoisseur	Frederick	Country
WFMD-AM	Connoisseur	Frederick	Talk
WCBC-AM	Cumberland Broadcasting	Cumberland	Talk
WCBC-FM	Cumberland Broadcasting	Cumberland	Classic Hits

PRINT

Publication	Sales Group	Market
Baltimore Sun	Baltimore Sun	Baltimore
Towson Times	Baltimore Sun	Baltimore/ Baltimore County
Laurel Leader	Baltimore Sun	Howard/ Prince George's/ Anne Arundel
Columbia Flier	Baltimore Sun	Baltimore/

		Howard
Howard County Times	Baltimore Sun	Baltimore/ Howard
Capital Gazette	Baltimore Sun	Anne Arundel/ Queen Anne's
WP Metro Section	Washington Post	Washington/ Prince George's/ Montgomery
Star Democrat	APG Chesapeake	Talbot/ Caroline/ Dorchester/ Queen Anne's/ Kent
Cecil Whig	APG Chesapeake	Cecil/ Harford
SOMD News	APG Chesapeake	Charles/ Calvert/ St. Mary's
Hagerstown Mail	LocalIQ	Hagerstown
Cumberland Times	Cumberland Times- News	Garrett/ Allegany
Garrett County Weekender	Cumberland Times- News	Garrett/ Allegany
Salisbury Daily Times	LocalIQ	Wicomico/ Worcester/ Somerset
Afro Newspaper	Afro Newspaper	Baltimore Metro/ Prince George's
Washington Informer	Washington Informer	Washington Metro

OUT-OF-HOME/DIGITAL BILLBOARDS

Vendor	Type	Market
Clear Channel Outdoor	Digital Network	Baltimore
Clear Channel Outdoor	Digital Network	Prince George's
Vision	Individual Digital	Baltimore

Traditional Hispanic and AAPI Media

HISPANIC MEDIA

Vendor	Type
Univision	TV
Telemundo	TV
El Zol	Radio/Digital
Radio America	Radio/Podcast
Ke 'Pachenga	Radio
Mundo Latino	Print/Digital
El Tiempo Latino	Print/Digital
El Poder de Ser Mujer	Print/Digital/ Radio

AAPI MEDIA

Vendor	Culture	Type
World Journal	Chinese/ Pan Asian	WeChat/ Epaper/ Digital
Korea Daily	Korean	Digital

New World Times	Chinese	Print
Washington Chinese Post	Chinese	Print
A&C Business	Pan Asian	Digital/ Print/ WeChat

Earned Media and Stakeholder Engagement

KO worked with Sandy Hillman Communications, in partnership with Veronica Cool & Associates, GreiBO, and Campfire Communications, to develop and execute a comprehensive media relations and stakeholder engagement campaign to educate Marylanders about the 2020 General Election. Building on the network used during the primary election in June, the team regularly communicated with media and stakeholder groups throughout the state.

The broad stakeholder outreach and earned media campaign was intended to supplement the paid campaign to reach and engage stakeholder groups representing Maryland’s African American, Latino, AAPI, Disability, LGBTQ communities, as well as Maryland’s non-profit, business, religious and faith-based organizations, and veterans, seniors, homeless, justice-involved, and other hard to reach communities.

Between August 12, 2020 and November 6, 2020, 27 press releases were proactively distributed by SBE in English and Spanish to media outlets, reporters and stakeholder groups across the state. The media team also coordinated written responses and/or interviews to respond to hundreds of media inquiries during the campaign. This effort was critical in keeping Maryland voters informed with up-to-date information. The team built a database of over 740 media outlets and reporters, and more than 1900 stakeholder organizations and generated over 1400 media placements. In the final weeks of the campaign, pertinent information was distilled and sent to stakeholder groups, along with suggested social media posts and videos.

2020 General Election News Releases

DATE	ANNOUNCEMENT
8/12/20	Board of Elections Approves Early Voting Days for General Election
8/14/20	Maryland Board of Elections Encourages Timely Return of Ballot Applications and Mail-In Ballots
8/19/20	Maryland State Board of Elections Increases Ballot Drop Boxes for General Election
8/27/20	Maryland State Board of Elections Encourages Eligible Residents to Register to Vote in November’s General Election <i>Elections Officials also Urge Those Already Registered to Vote to Verify Their Registration Information Online</i>

8/28/20	Board of Elections Approves Vote Center Plans for 17 Counties <i>Call for Election Judges Continues</i>
8/31/20	Applications for General Election Mail-In Ballots on the Way to Eligible Maryland Voters
9/1/20	Maryland State Board of Elections to Use Multiple Printing Vendors
9/4/20	Board of Elections Approves Vote Center Plans for Four Counties
9/8/20	Get Your Ballot Sent by Mail, Not Email, to Save Time and Money
9/11/20	Maryland State Board of Elections Announces Printing Contract for Mail-In Ballots
9/14/20	Maryland State Board of Elections Issues Statement on USPS Postcard
9/16/20	Maryland State Board of Elections Posts Early Voting and Election Day Voting Center Locations
9/18/20	Maryland State Board of Elections Posts Ballot Box Locations
9/22/20	Maryland State Board of Elections Recognizes National Voter Registration Day
9/24/20	Maryland State Board of Elections Begins Mailing Ballots to Voters
10/8/20	Maryland State Board of Elections Announces Ballot Counting Schedule and Online Resource to Track Mail-In Ballot Submissions
10/8/20	Maryland State Board of Elections Has Sent 1.1 Million Mail-In Ballots
10/12/20	Deadline to Register to Vote in 2020 General Election is Tomorrow <i>Tomorrow Is also Deadline to Verify Voter Information Online</i>
10/20/20	Maryland State Board of Elections Issues Statement on Ballot Drop Boxes
10/22/20	Maryland In-Person Early Voting Begins Monday
10/26/20	Maryland Breaks Record for Single-Day Early Voting Turnout
10/28/20	Maryland Voters Encouraged to Cast Mail-In Ballots by Drop Box
10/30/20	State Board of Elections Announces Process for Hospitalized or Quarantined Marylanders to Vote
10/30/20	State Board of Elections Reminds Marylanders to Take Advantage of Remaining Early Voting Days
11/2/20	Maryland State Board of Elections Offers Advice for Election Day Voting, Reminds Voters of Ballot-Counting Process
11/5/20	Maryland State Board of Elections Issues Latest Tally of Mail-In Ballots Yet to Be Counted
11/6/20	Maryland State Board of Elections Announces Same-Day Registration Records, Issues Updated Tally of Mail-In Ballots Yet to Be Counted

Special Events – Webinars and Forums & Partnerships

SBE participated in 20 community forums, webinars and or special media broadcasts to help educate constituency groups about the election process.

While SBE hosted forums with African American and Hispanic stakeholders, the most successful forums were hosted by civic engagement and advocacy groups, the faith-based community or media partners. Of note, SBE participated a webinar with members of Maryland colleges and universities to answer detailed questions regarding opportunities for students to exercise their right to vote in the general election. The virtual event was attended by a representative of the 14 campuses of the University of Maryland as well as other institutions, including the Maryland Independent College and University Association (MICUA), Frostburg State University, Bowie State University, Morgan State University and Johns Hopkins University.

In addition, SBE routinely participated (and will continue to participate) in an Elections Workgroup meeting hosted by the advocacy community, including Common Cause, NAACP, Out for Justice and so many others. This regular forum allowed SBE to share up-to-date information with key stakeholders and solicit feedback, resulting in more effective messaging in the paid and earned media campaign.

For example, the partnership established with Out for Justice resulted in voter registration and ballot request applications being sent to eligible voters in detention centers and a radio ad with NAACP to remind returning citizens that they were eligible to register and vote.

SPECIAL EVENTS

<u>EVENT DATE</u>	<u>EVENT DESCRIPTION</u>	<u>AUDIENCE REACHED</u>
8/28	SBE Virtual Hispanic Stakeholders Meeting	Hispanic Stakeholders throughout the state of MD
8/28	SBE Virtual African American Stakeholders Meeting	AA Stakeholders throughout the state of MD
9/8	Virtual voter information event with Mt. Olive Baptist Church	Congregants of Baltimore City church
9/10	Virtual Meetings with Political Parties	Leadership at Maryland Democratic and Republican Party
9/15	Archdiocese Virtual Elections Presentation	Parochial leaders of the Hispanic community
9/18	2020 Vision OUR Voice, OUR Victor Virtual Registration and Education Event	Congregants of Silver Spring church
9/22	Virtual forum with Moving Us Forward	Members of Prince George's County voter education organization
9/23	Centro Sol Virtual Elections Discussion	Spanish speakers statewide
9/24	AARP Town Hall	Maryland's AARP members
9/26	Somos Baltimore Latinos - The importance of the Latino Vote	Baltimore Area
9/29	Greater Baltimore Urban League	Leadership and members of the Urban League

10/7	WHUR: Everything You Need to Know	WHUR Listener Audience
10/8	Eastern Shore Chapter of Maryland Women for Biden-Harris	Women voters on Maryland's Eastern Shore
10/12	Maryland Youth Voter Webinar	Hispanic young voters-statewide
10/13	CAF inform Series	Latino Voters in MD-Spanish
10/14	Psalmist Baptist Church virtual voters' town hall	Baltimore-area voters
10/15	Virtual town hall hosted by Senator Cardin	Statewide voters
10/15	CAF inform Series	Latino Voters in MD-English
10/16	Mayor's Office of Immigration Affairs Biweekly Briefing	Organizations serving Baltimore City-based immigrant communities
10/20	WJLA-TV Town Hall	Maryland voters
10/21	AARP Town Hall	Maryland's AARP members
10/24	NAACP Maryland State Conference Political Action Session	Statewide voters
10/26	College/University Virtual Forum	A representative of the 14 campuses of the University of Maryland, as well as other institutions including MICUA, Frostburg State University, Bowie State University, Morgan State University and Johns Hopkins University
10/27	Maryland Latinos & 2020 Vote	Statewide Hispanics voters
10/28	Virtual forum on voter engagement with Legal Studies Institute	Young voters around the state
10/28	Pratt Library en Espanol	Spanish speakers in Baltimore City & surrounding counties
10/28	Anne Arundel Community College's Voter Engagement Panel	Anne Arundel Community College students and faculty
11/2	WHUR: What voters need to know	WHUR Listener Audience

Appendix:

Creative Assets Library (w links)

Earned Media Hits

Hispanic Media Highlights

African American Highlights

MD VOTES

2020 PRESIDENTIAL ELECTION CAMPAIGN CREATIVE

On behalf of the Maryland State Board of Elections (SBE) and unified under the MD Votes banner, campaign messaging and graphics were developed to be simple and direct, to support the importance of voting, and to provide the electorate and those eligible to vote with details on how to register and vote in the state. With the challenges brought on by COVID-19, it was critical for Marylanders to understand how to participate in the 2020 Presidential General Election. Our campaign strived to provide relevant, actionable information and resources to make the process clear, and to encourage participation. Many of the assets were produced both in English and Spanish.

Iconography

Our set of Icons tied to the local, state, and national patriotism that is inherent to the act of voting. Consistent application of the Icons throughout all paid and earned media, stakeholder engagement, and on the SBE website's landing page helped to unify the message and visually compliment the information being provided.

The complete set of Iconography is represented below, along with the Spanish language assets.



Voter Registration



Ballot



Vote by Mail



Returning Ballot



Vote Location



Election Judge



Accessibility



Update your Voter Registration



Lookup Voter Information



Request a Ballot



Track your Ballot



Sign Envelope



Early Voting



Election Day

MD VOTES

MD Votes



Ballot



Returning Ballot



Request a Ballot



Track your Ballot



Sign Envelope



Early Voting



Election Day

MARYLAND VOTA

MD Votes

Television/Video :30

Two :30 video spots were produced for the campaign. The campaign graphics were animated to provide clear, direct messaging and to reinforce the campaign messages that Marylanders saw through other pieces of the campaign and SBE communications.

The initial video was focused on a primary vote-by-mail message, with secondary messaging explaining in-person voting options. This video ran during the first part of the campaign window. The second video focused on in-person voting, encouraging early voting to disperse crowds and thus reduce risk of COVID-19 community spread. As a secondary message, it reminded Marylanders of the opportunity to register to vote in-person at Vote Centers. The second video was also produced in Spanish.

The videos are linked from the underlined titles below, and screenshots from each show key messages.

:30 Television: Vote-By-Mail (Spot #1)

Flight Dates: 9/13 – 10/13



:30 Television: Vote-Early (Spot #2)

:30 Television (Spanish): Vote-Early (Spot #2)

Flight Dates: 10/20 – 11/3



Radio :30

Two Radio spots were produced as part of the 2020 Presidential General Election campaign. The first began running on September 14th and ran through October 13th with a primary message of vote-by-mail. The second ran October 14th through Election Day on November 3rd to encourage early and Election Day in-person voting. Each spot was recorded with both male and female voice talent, and appropriate versions of the spot were trafficked to each station based on their audience demographic. The recordings are linked below.

Radio Spot 1: Vote-By-Mail

Flight Dates: 9/14 – 10/13

[Female](#)

[Male](#)

Radio Spot 2: Early Voting

Flight Dates: 10/14 – 11/3

[Female](#)

[Male](#)

Print Ads

Two print ads were produced for the MD Votes campaign, and produced primarily in larger, 1/2-page sizes when possible due to the extent of information that needed to be communicated, as well as the impact made by larger size ads. The first ad, which ran through October 13th, focused on mail-in ballots, while the second that ran from October 14th through November 3rd focused on early voting. A sample of each print is below. Both ads were also produced in Spanish. The English version was utilized for the AAPI audiences.

Ad 1: Vote-By-Mail

Flight Dates 9/14 – 10/13

MD VOTES

2020 PRESIDENTIAL GENERAL ELECTION

TUESDAY, NOVEMBER 3, 2020

ARE YOU REGISTERED?

To be eligible to vote, you must register or update your voter registration information by Tuesday, **October 13**.

STAY SAFE. VOTE-BY-MAIL.

- ★ STEP 1: REQUEST A BALLOT - MUST BE RECEIVED BY OCTOBER 20**
To vote-by-mail in the 2020 Presidential General Election you must request a ballot. Your ballot request must be received by **October 20**.
- ★ STEP 2: LOOK OUT FOR YOUR BALLOT**
You can track your ballot application status online. Ballots will begin arriving in early October.
- ★ STEP 3: COMPLETE YOUR BALLOT & SIGN THE ENVELOPE**
Follow the instructions.
- ★ STEP 4: RETURN YOUR BALLOT BY NOVEMBER 3**
Return your completed ballot to an official election **drop box** by **8pm on November 3** or **postmark by November 3**.

OR VOTE IN-PERSON	EARLY VOTING	ELECTION DAY
	October 26–November 2 7am–8pm	November 3 7am–8pm

Learn more about registering, requesting a ballot, or in-person voting options at **ELECTIONS.MARYLAND.GOV/2020**

Ad 2: Vote Early

Flight Dates 9/14 – 10/13



★ Confirm your voting location ahead of time; ★
official locations have changed due to
COVID-19 safety precautions.

★ **VOTE EARLY**
MONDAY, OCTOBER 26–
MONDAY, NOVEMBER 2
7am–8pm

Stay safe and avoid the lines;
vote in-person at an early vote
center near you.



★ **VOTE ON ELECTION DAY**
TUESDAY, NOVEMBER 3
7am–8pm

Vote in-person at a vote
center near you.




Find an early vote center,
Election Day vote center, or official
election drop box near you:

ELECTIONS.MARYLAND.GOV/2020

*If you are voting by mail, return your completed ballot to a
drop box by 8pm on November 3 or postmark by November 3.*

Spanish Ad 1: Vote-By-Mail

Flight Dates: 9/14 – 10/13

 **MARYLAND VOTA**

ELECCIONES GENERALES PRESIDENCIALES DE 2020

★ **MARTES 3 DE NOVIEMBRE DE 2020** ★

¿ESTÁ REGISTRADO?

Si quiere votar, debe registrarse o actualizar sus datos de elector antes del **13 de octubre**.

VOTE SEGURO. VOTE POR CORREO.

★ **PASO 1:**
SOLICITE SU BOLETA ANTES DEL 20 DE OCTUBRE

Para poder votar por correo en las Elecciones Generales Presidenciales de 2020, primero debe solicitar una boleta. La solicitud de boleta debe recibirse antes del **20 de octubre**.

★ **PASO 2:**
ESPERE SU BOLETA

You can track your ballot application status online. Ballots will begin arriving in early October.

★ **PASO 3:**
LLENE SU BOLETA Y FIRME EL SOBRE

Siga las instrucciones.

★ **PASO 4:**
DEVUELVA SU BOLETA ANTES DEL 3 DE NOVIEMBRE

Su boleta debe ser depositada en un buzón electoral oficial antes de las 8 pm del 3 de noviembre, o enviada y sellada por correo postal el 3 de noviembre o anterior.

O VOTE EN PERSONA	VOTE DE MANERA ANTICIPADA 26 octubre- 2 noviembre 7am-8pm	VOTE EL DÍA DE LAS ELECCIONES 3 noviembre 7am-8pm
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Aprenda más sobre cómo registrarse, pedir una boleta o las opciones para votar en persona en ELECTIONS.MARYLAND.GOV/2020



★ **Verifique con anticipación dónde debe votar;** ★
los centros de votación oficiales han cambiado debido a las precauciones de seguridad de COVID-19.

★ **APROVECHE EL VOTO ANTICIPADO**
ENTRE EL LUNES, 26 DE OCTUBRE
AL LUNES, 2 DE NOVIEMBRE
7am–8pm

No ponga en riesgo su salud y no haga largas filas: vote en persona en el centro de voto anticipado más cercano.

A calendar icon with a yellow and black striped border and a red ribbon. The dates '26 OCT-2 NOV' are written in blue on the calendar page.

★ **VOTE EL DÍA DE LAS ELECCIONES**
MARTES 3 DE NOVIEMBRE
7am–8pm

Vote en persona en un centro de votación cerca de usted.

A calendar icon with a yellow and black striped border and a red ribbon. The date '3 NOV' is written in red on the calendar page.

Encuentre el centro de votación anticipada,
centro de votación del Día de la Elección
o buzón electoral más cercano en:
ELECTIONS.MARYLAND.GOV/2020

Si vota por correo, deposite su boleta completa en un buzón electoral antes de las 8 pm del 3 de noviembre, o envíela por correo con matasellos el 3 de noviembre o antes.

Digital Ads

Our digital campaign utilized Google Search, Google Display, Facebook, Instagram and YouTube to reach a broad and diverse audience of eligible voters. Using a mix of text based creative, static ads, responsive ads, gifs and videos, the campaign was designed to optimize based on performance in order to garner visits to the SBE website for additional information. Most ad sets were created in Spanish as well as English. A sample of a social static ads for each segment of the campaign is below, with the full ad set linked from the titles. AAPI placements used English language digital, and screenshot of the ads implemented with those vendors is also shown.

Register to Vote:

Register to Vote (Spanish):

Call to Action: Register Now

Flight: 8/27 – 10/13



Request a Ballot:

Request a Ballot (Spanish):

Call to Action: Request Your Ballot

Flight: 8/27 – 10/20



Vote Early:

Vote Early (Spanish):

Call to Action: Find a Vote Center

Flight: 10/21 - 11/3



Return Your Ballot:

Return Your Ballot (Spanish):

Call to action: Find a Drop Box

Flight: 10/5 - 11/3

MD VOTES



**RETURN
YOUR MAIL-IN
BALLOT.**



**USE A DROP BOX
OR POSTMARK BY
NOV 3.**



MARYLAND VOTA



**DEVUELVA
SU BOLETA
DE VOTO POR
CORREO.**



**DEPÓSITELA EN UN BUZÓN
ELECTORAL O ENVÍELA POR
CORREO CON MATASELLOS EL
3 DE NOV O ANTES.**



Make Your Vote Count: (lapsed voters)

Call to Action: Start Here

Flight 9/10 - 10/13





General Ad Set:


General Ad Set (Spanish):


Call to Action: Learn More

Flight: 9/14 – 10/13

• ARE YOU REGISTERED TO VOTE? 

• REQUEST A BALLOT AND VOTE BY MAIL 

• VOTE EARLY 

• OR VOTE ON ELECTION DAY 

MD VOTES

The English version of the advertisement features a light beige background with a blue header bar containing white stars. The SBE logo is in the top right. The text is arranged in a staggered, overlapping layout. The 'VOTE EARLY' and 'OR VOTE ON ELECTION DAY' sections include calendar icons with dates and times. The bottom of the ad has a red banner with white stars and the text 'MD VOTES'.

• ¿ESTÁ REGISTRADO PARA VOTAR? 

• SOLICITE UNA BOLETA Y VOTE POR CORREO 

• VOTE CON ANTICIPACIÓN 

• O VOTE EL DÍA DE LA ELECCIÓN 

MARYLAND VOTA

The Spanish version of the advertisement follows the same layout as the English version. It features a light beige background with a blue header bar containing white stars. The SBE logo is in the top right. The text is arranged in a staggered, overlapping layout. The 'VOTE CON ANTICIPACIÓN' and 'O VOTE EL DÍA DE LA ELECCIÓN' sections include calendar icons with dates and times. The bottom of the ad has a red banner with white stars and the text 'MARYLAND VOTA'.

AAPI Screenshots

4:06 88%
 W 即時 焦點 美國 大選 紐約

漲250點。史坦普500指數上漲17.8點或0.53%收3380.8點。那斯達克綜合指數上漲159點或1.42%收1萬1326.51點。



在眾議院多數黨領袖霍尼(Sny Hoyer)辦公室發出通知，指眾議院有望在1日對民主黨的紓困法案進行投票後，道指和史指短暫下跌。交



중앙일보 THE KOREA DAILY

뉴스 로컬뉴스 HelloKtown ASK미국

내가 있는 곳이 바로... 펼쳐보기 더욱 스마트해진 한미 모바일 뱅킹! Hanmi Bank

트럼프, 1차 양성 판정... 알고도 숨겼다

- '트럼프 입' 백악관 대변인도 ...
- 코로나19 확진 멜라니아 "상...
- 트럼프, 코로나 입원중 깜짝...

노벨 의학상에 올터·호턴·라이스...C형 간염 바이러스 발견 공로

한국산 태극기 LA에 휘날린다

- 송고한 의미까지... '외교 행낭'에 담겨 LA로

VOTE EARLY OCT 26-NOV 2 7AM-8PM SBE LEARN MORE

· 노벨상 이번주 발표...한국인 수상자 나올까

대선2차 여론조사 내 생각에 차기 대통령은 ***

최대 2만5000불 그랜트 오늘부터 5일간만 접수

SBA론 상환 면제 '5개월 연장' 추진

코로나로 직격탄 교통사고 변호사 "우영 히든어쇼"

Outdoor Digital Billboards

Digital Billboards were used toward the end of the campaign, communicating with very succinct messages to inform people about important dates and ways to vote. By utilizing Digital Boards, we were able to change the messages easily to be timely and relevant.

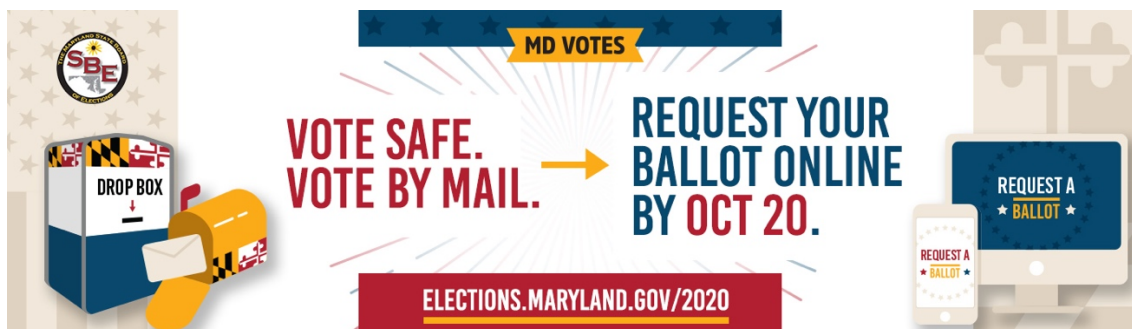
Flight: 10/12



Flight: 10/13



Flight: 10/14-10/20



Flight: 10/21-11/2



MD VOTES

 **VOTE EARLY**  **OR VOTE ON ELECTION DAY** 

FIND A VOTE CENTER: ELECTIONS.MARYLAND.GOV/2020

Flight: 11/3



MD VOTES

 **VOTE TODAY!** 

FIND A VOTE CENTER: ELECTIONS.MARYLAND.GOV/2020

Infographic

Using our approved visuals and brand language, a full infographic was developed for distribution and posting by various stakeholder groups and the SBE as needed. A second infographic, focused on mail-in voting, was created specifically for those individuals within the Maryland criminal justice system.

Primary Infographic

The infographic is titled "WAYS TO VOTE THIS ELECTION" and is divided into two main sections: "BY MAIL" and "IN-PERSON". At the top center is the SBE logo. The "BY MAIL" section is on the left, featuring a ballot envelope icon, and the "IN-PERSON" section is on the right, featuring a location pin icon. A vertical dashed line separates the two sections. Both sections follow a 7-step process. The "BY MAIL" steps are: 1. Update or verify voter registration by October 13; 2. Request a mail-in ballot online, by mail, or by fax by October 20; 3. Track the status of the ballot request; 4. Receive the ballot; 5. Complete the ballot; 6. Sign the envelope; 7. Return to a drop box or postmark by 8PM on November 3. The "IN-PERSON" steps are: 1. Update or verify voter registration by October 13; 2. Find a vote center; 3. Vote early from October 26 to November 2, 7AM-8PM; 4. Vote in-person on November 3, 7AM-8PM. A note under step 4 states: "You can register to vote in-person on election day prior to casting your vote." At the bottom right, a red box contains the text: "MD VOTES Learn more about registering, requesting a ballot, or in-person voting options at ELECTIONS.MARYLAND.GOV/2020".

WAYS TO VOTE THIS ELECTION

BY MAIL

- 1. UPDATE OR VERIFY** your Voter Registration Information by **OCTOBER 13**.
- 2. REQUEST** a mail-in ballot online, by mail, or by fax by **OCTOBER 20**.
- 3. TRACK** the status of your ballot request.
- 4. RECEIVE** your ballot.
- 5. COMPLETE** your ballot.
- 6. SIGN** the envelope.
- 7. RETURN** to drop box or postmark by **8PM** on **NOVEMBER 3**.

IN-PERSON

- 1. UPDATE OR VERIFY** your Voter Registration Information by **OCTOBER 13**.
- 2. FIND** a vote center.
- 3. VOTE EARLY** **OCTOBER 26—NOVEMBER 2, 7AM—8PM**.
- 4. VOTE IN-PERSON** on **NOVEMBER 3, 7AM—8PM**.
You can register to vote in-person on election day prior to casting your vote.

MD VOTES
Learn more about registering, requesting a ballot, or in-person voting options at ELECTIONS.MARYLAND.GOV/2020

The infographic features a central white rounded rectangle on a beige background with a star pattern at the bottom. At the top center is the SBE logo (State Board of Elections). Below it is a red banner with 'MD VOTES' in yellow and 'VOTE BY MAIL' in white. A vertical dashed line with downward arrows runs through the center, flanked by icons for each step. On the left, a large envelope icon with 'BALLOT' and stars is shown with radiating lines. On the right, a dark blue box contains text about registration and a website link.

SBE
STATE BOARD OF ELECTIONS

MD VOTES
VOTE BY MAIL

-  **1. UPDATE OR VERIFY** your Voter Registration Information by **OCTOBER 13**.
-  **2. REQUEST** a mail-in ballot online, by mail, or by fax by **OCTOBER 20**.
-  **3. TRACK** the status of your ballot request.
-  **4. RECEIVE** your ballot.
-  **5. COMPLETE** your ballot.
-  **6. SIGN** the envelope.
-  **7. RETURN** by mail. Postmark by **8PM** on **NOVEMBER 3**.

Learn more about registering, requesting a ballot, or in-person voting options at ELECTIONS.MARYLAND.GOV/2020

SBE

FORMAS DE VOTAR EN LAS ELECCIONES

POR CORREO

- 1. ACTUALICE O VERIFIQUE** su información de elector antes del **13 DE OCTUBRE**.
- 2. SOLICITE** una boleta de voto por correo por internet, por correo postal o por fax antes del **20 DE OCTUBRE**.
- 3. REVISE** el estado de su solicitud de boleta.
- 4. RECIBA** su boleta.
- 5. COMPLETE** su boleta.
- 6. FIRME** el sobre.
- 7. DEVUELVA** su boleta en un buzón electoral o por correo postal antes del **3 DE NOVIEMBRE A LAS 8PM**.

EN PERSONA

- 1. ACTUALICE O VERIFIQUE** su información de elector antes del **13 DE OCTUBRE**.
- 2. ENCUENTRE** un centro de votación.
- 3. VOTE POR ANTICIPADO** **26 DE OCTUBRE – 2 DE NOVIEMBRE, DE 7AM A 8PM.**
- 4. VOTE EL DÍA DE LA ELECCIÓN** el **3 DE NOVIEMBRE, DE 7AM A 8PM.**
Puede registrarse para votar en persona durante la votación anticipada o el Día de la Elección, antes de emitir el voto.

MARYLAND VOTA

Obtenga más información sobre cómo registrarse, solicitar una boleta o votar en persona en ELECTIONS.MARYLAND.GOV/2020

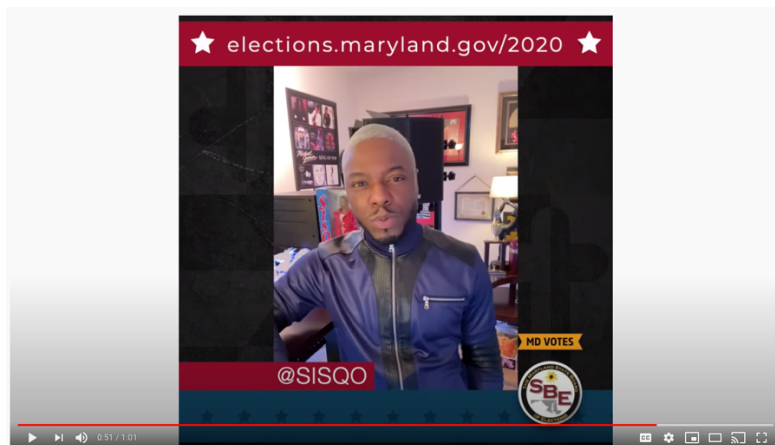
African American Community Video, Flyers, Sound Truck

Two videos were created specifically to reach African American Marylanders via Digital Marketing and owned media channels. An “explainer” video educated the public on how to vote, highlighting action steps and important dates. An “influencer” video utilized individuals from the community to encourage participation in the 2020 elections. Both videos are linked below.

Explainer Video



Influencer Video



Baltimore City Sound Truck



Flyer for Community Engagement Opportunities

MOVERS & MOGULS

LUNCH BOX EDITION



KALILAH WRIGHT
CEO, MESS IN A BOTTLE

JEFF BOWDEN
EXECUTIVE VICE PRESIDENT, DTLR

SHARON PINDER
PRESIDENT & CEO, CRMSDC

JASON BASS
FOUNDER, KISS TOMORROW HELLO

WITH HOSTS **DANA PECK** AND **KEVIN MPECKABLE PECK**

MARYLAND ENTREPRENEURS, CEOS & LEADERS TALK ABOUT PIVOTING IN COVID, MANEUVERING THE FOURTH QUARTER & THE POWER OF VOTING IN 2020

TUESDAY, SEPTEMBER 22ND @1PM
STREAMING LIVE ON
LIVE FACEBOOK.COM/AFROAMERICANNEWS

AFR gre 20

MOVERS & MOGULS

GAMECHANGERS EDITION



JASMINE NORTON
OWNER, THE URBAN OYSTER

TERENCE DICKSON
OWNER, TERRA LOFT CONSULTING

KATIE MARIE FICKLING
PARTNER, CAPITAL LOUNGE BALTIMORE

TONY RANDALL
OWNER, NEXT PHAZE CAFE

WITH HOST **JASON BASS**

MARYLAND RESTAURANTEURS COME AROUND THE TABLE TO DISCUSS MOVES THEY'VE MADE, PIVOTING TO MAKE TOUGH DECISIONS, & THE POWER OF VOTING IN 2020

TUESDAY, OCTOBER 13TH @1PM
STREAMING LIVE ON
LIVE FACEBOOK.COM/REVIVALBALTIMORE

REVIVAL gre 20

Returning Citizens Radio

Using grant funding, a radio ad was produced in partnership with Out for Justice and the NAACP to inform returning citizens of their right to participate in the election. This effort was in addition to other steps taken to reach out to eligible voters involved with the justice system.

[Radio Ad](#)

Spanish Community Video

A series of Spanish language videos utilizing the campaign design and featuring influencers throughout the state were created to engage and educate the community in the election and to turn out the Hispanic vote. Videos were also made available on YouTube for various community groups to promote.

[Register to Vote \(Spanish\)](#)

[Ways to Vote \(Spanish\)](#)

[Vote by Mail \(Spanish\)](#)

[Vote in Person \(Spanish\)](#)

Social Media Toolkit

A social media toolkit (available in English and Spanish) with approved graphics, messaging, and information links was provided to key stakeholders, influencers, media, and the general public to use as appropriate to educate and engage the electorate and all eligible voters across the state of Maryland.

[Social Media Toolkit](#)

MEDIA PLACEMENTS

9/4/20	Baltimore Times	State encourages residents to vote	http://baltimoretimes-online.com/news/2020/sep/04/maryland-state-board-elections-encourages-eligible/
10/11/20	Chestertown Spy	Statement from Maryland election chief	https://chestertownspy.org/2020/10/11/md-elections-officials-say-theyre-ready-to-rock-and-roll/
10/12/20	WRDE-TV	Registration Deadline	https://www.wrde.com/story/42752741/tuesday-is-mds-deadline-to-register-to-vote-in-2020-general-election
8/18/20	Kent County News	Early Voting Dates	https://www.myeasternshorem.com/kent_county_news/community/news/early-voting-dates-approved-for-november-election/article_8347987d-987d-5861-8593-8174041bae91.html
8/7/20	Baltimore Sun	Voting Center Proposal	https://www.baltimoresun.com/politics/bs-md-pol-state-election-board-voting-plan-20200807-pxcc2oyo3bfv5gituswonj5bfq-story.html
8/7/20	WJZ-TV	Voting Center Proposal	https://baltimore.cbslocal.com/2020/08/07/maryland-state-board-of-elections-voting-centers-general-election-2020/
8/7/20	WTOP-FM	Election Board Approves Voting Centers	https://wtop.com/maryland/2020/08/maryland-elections-board-approves-voting-center-model-for-november/
8/10/20	Washington Hispanic	Hogan Okays Voting Centers	https://washingtonhispanic.com/portal/metro/gobernador-de-maryland-aprueba-plan-para-centros-de-votacion/
8/10/20	Baltimore Sun	Voting Centers	https://www.baltimoresun.com/politics/bs-md-pol-hogan-election-plan-20200810-evtrbvjysvbeto6yggklkrfcrs4-story.html
8/10/20	Capital Gazette	Hogan Okays Voting Centers	https://www.capitalgazette.com/politics/bs-md-pol-hogan-election-plan-20200810-evtrbvjysvbeto6yggklkrfcrs4-story.html
8/10/20	WAMU-FM	Voting Centers Proposal	https://wamu.org/story/20/08/10/maryland-elections-board-proposes-fewer-voting-sites-more-options-for-general-election/
8/10/20	Washington Post	Voting Centers	https://www.washingtonpost.com/local/md-politics/policy-change-lets-maryland-election-officials-use-voting-centers-instead-of-polling-places/2020/08/10/ce1e2c6a-db28-11ea-b205-ff838e15a9a6_story.html
8/10/20	WJZ-TV	Voting Centers Approved	https://baltimore.cbslocal.com/2020/08/10/hogan-oks-plan-for-voting-centers-for-2020-general-election/
8/10/20	WTOP-FM	Hogan Okays Voting Centers	https://wtop.com/maryland/2020/08/hogan-oks-plan-for-voting-centers-in-maryland/
8/12/20	Baltimore Sun	Early Voting; Voting Centers	https://www.baltimoresun.com/politics/bs-md-pol-election-board-plan-20200812-whmks7mrhfbfpevq7utuouelri-story.html
8/12/20	Capital Gazette	Early Voting	https://www.capitalgazette.com/politics/bs-md-pol-election-board-plan-20200812-whmks7mrhfbfpevq7utuouelri-story.html
8/12/20	CBS DC	Early Voting	https://washington.cbslocal.com/video/4664109-maryland-board-of-elections-approves-early-voting-dates-for-2020-general-election/
8/12/20	FOX Baltimore	Early Voting	https://foxbaltimore.com/news/vote-2020/early-voting-dates-set-in-maryland-for-2020-election

8/12/20	FOX News	MD Reduces Number of Polling Places	https://www.foxnews.com/politics/maryland-to-drastically-reduce-number-of-polling-places-in-november-despite-govs-concerns-of-disenfranchisement
8/12/20	Maryland Matters	Early Voting	https://www.marylandmatters.org/2020/08/12/state-elections-board-sets-dates-for-early-voting/
8/12/20	WBAL-TV	Early Voting	https://www.wbal.com/article/maryland-board-of-elections-early-voting-dates-approved/33586633#
8/12/20	WJZ-TV	Early Voting	https://baltimore.cbslocal.com/2020/08/12/maryland-board-of-elections-approves-early-voting-dates-for-2020-general-election/
8/13/20	El Tiempo Latino	Early Voting	http://eltiempolatino.com/news/2020/aug/13/la-junta-electoral-de-maryland-definio-lapso-para/
8/13/20	Democratic Underground	Early Voting	https://www.democraticunderground.com/10563803
8/13/20	Ocean City Today	In-Person Voting locations	https://www.oceancitytoday.com/news/in-person-voting-sites-set-for-general-election/article_39d74240-dd93-11ea-ab47-5b5ea3233f01.html
8/13/20	Pasadena Voice	Early Voting	https://www.pasadenavoice.com/stories/board-of-elections-approves-early-voting-days-for-general-election,31826?
8/13/20	Praise 106.1	Early Voting	https://praisebaltimore.com/203871/md-early-voting/
8/13/20	Severna Park Voice	Early Voting	https://www.severnaparkvoice.com/stories/board-of-elections-approves-early-voting-days-for-general-election,31826?
8/13/20	The Baynet	Early Voting	https://www.thebaynet.com/articles/0820/board-of-elections-approves-early-voting-days-for-general-election.html
8/13/20	The Star Democrat	Voting Centers Approved	https://www.stardem.com/news/state_news/gov-hogan-oks-plan-for-voting-centers/article_c1481d85-ed79-5f66-b76f-d7d83bcb33c6.html
8/13/20	WBAL-AM	Early Voting	https://www.wbal.com/article/473844/2/board-of-elections-approves-maryland-early-voting-days
8/13/20	WBAL-AM	Early Voting	https://www.wbal.com/article/index/473844?title=Board-Of-Elections-Approves-Maryland-Early-Voting-Days
8/13/20	WMAR-TV	Voting Center Approval	https://www.wmar2news.com/news/state/gov-hogan-issues-proclamation-granting-board-of-elections-authority-to-create-voting-centers
8/13/20	WOLB	Early Voting	https://wolbbaltimore.com/2216505/early-voting-maryland/
8/13/20	WUSA9	Voting Process	https://www.wusa9.com/article/news/politics/election-2020-voting-in-the-dmv-questions-and-answers/65-3d3f5955-8481-496f-8669-69196efa9b13
8/14/20	Carroll County Times	Voting Centers	https://www.baltimoresun.com/maryland/carroll/news/cc-carroll-election-day-voting-centers-20200814-kvdp7n7qebervos5zrp6ocih7m-story.html
8/14/20	Southern Maryland Chronicle	Early Voting	https://southernmarylandchronicle.com/2020/08/14/board-of-elections-approves-early-voting-days-for-general-election/
8/14/20	The Baynet	Election Statement	https://www.thebaynet.com/articles/0820/maryland-board-of-elections-encourages-timely-return-of-ballot-applications-and-mail_in-ballots.html
8/14/20	The Talbot Spy	Early Voting	https://talbotspy.org/board-of-elections-approves-early-voting-days-for-general-election/

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8/31/20	Maryland Reporter	Election Judges	https://marylandreporter.com/2020/08/31/state-roundup-school-restarts-for-many-hogan-reopening-plan-draws-ire/
8/31/20	The Baltimore Sun	Mail-in ballot applications	https://www.baltimoresun.com/politics/elections/bs-md-pol-ballot-application-20200831-75v4kvnrobhw7jdf6dtr535gae-story.html
8/31/20	The Baltimore Sun/Carroll County Times	Mail-in ballot applications	https://www.baltimoresun.com/maryland/carroll/news/cc-mail-in-ballot-applications-20200831-ucyw5gczo5curnph73e7vmdwru-story.html
8/31/20	The Bay Net Online	Mail-in ballot applications	https://www.thebaynet.com/articles/0820/applications-for-general-election-mail_in-ballots-on-the-way-to-eligible-maryland-voters.html

8/31/20	The Capital Gazette	Mail-in ballot applications	https://www.capitalgazette.com/politics/bs-md-pol-ballot-application-20200831-75v4kvnrobhw7jdf6dtr535gae-story.html
8/31/20	The Patch	Election Judges	https://patch.com/maryland/across-md/election-officials-believe-they-have-enough-judges-lined-staff-polling-places
8/31/20	WBAL-AM at 11 PM	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/d47d3acd-9e50-4bf4-9791-81861ab1d2ac/RADWBAL_08-31-2020_23.05.32.mp3
8/31/20	WBAL-AM Online	Mail-in ballot applications	https://www.wbal.com/article/476526/3/mail-in-ballot-applications-mailed-to-voters
8/31/20	WBAL-AM Online	Mail-in ballot applications	https://www.wbal.com/article/476526/2/mail-in-ballot-applications-sent-to-voters
8/31/20	WBAL-TV 11 News at 11	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/e45ec1a1-a406-43ae-a981-94ad700d1191/WBAL_08-31-2020_23.05.05.mp4
8/31/20	WBAL-TV at 5 p.m.	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/65dfe3df-8158-4f63-8dd6-ffd07477aba2/WBAL_08-31-2020_17.14.25.mp4
8/31/20	WBAL-TV Online	Mail-in ballot applications	https://www.wbaltv.com/article/maryland-absentee-ballot-requests-applications/33853393
8/31/20	WBFF-TV Fox 45 News at Ten	Ballot drop boxes	http://archive.tveyes.com/18120/3452174-51542/2d781f7e-119f-4fa5-9d7b-6f6009e6e5ed/WBFF_08-31-2020_22.36.22.mp4
8/31/20	WBOC-TV Online	Mail-in ballot applications	http://www.wboc.com/story/42569547/applications-for-general-election-mailin-ballots-on-the-way-to-eligible-md-voters
8/31/20	WJLA 24/7 News @ 10P	Ballot drop boxes	http://archive.tveyes.com/18120/3452174-51542/ace5ef63-1933-4bec-9e4d-ba1a56d590ed/NEWS8_08-31-2020_22.33.07.mp4
8/31/20	WJLA 24/7 News Evening Report @ 6PM	Drop Boxes	http://archive.tveyes.com/18120/3452174-51542/f6bf407d-75e0-4637-9fc0-b81e862a841f/NEWS8BACK_08-31-2020_18.16.32.mp4
8/31/20	WJLA-TV Online	ballot drop boxes security	https://wjla.com/features/7-on-your-side/security-7-on-your-side-takes-a-look-at-ballot-drop-boxes
8/31/20	WMDT-TV	Voting Centers	http://archive.tveyes.com/18120/3452174-51542/1f1758af-d26e-436e-93c6-5b72e012c612/WMDT_08-31-2020_17.32.10.mp4
8/31/20	WOLB-AM at 7 a.m.	Voting Center Locations	http://archive.tveyes.com/18120/3452174-51542/35837058-3d57-478d-bace-d2ee60a1f792/RADWOLB_08-31-2020_07.02.29.mp3
8/31/20	WOLB-AM at 9 a.m.	Voting Center Locations	http://archive.tveyes.com/18120/3452174-51542/55b9b408-676f-49fd-8753-c91b33eeb007/RADWOLB_08-31-2020_09.03.46.mp3
8/31/20	WOLB-AM at 9:30 a.m.	Voting Center Locations	http://archive.tveyes.com/18120/3452174-51542/5e39af6b-0ec4-448e-9540-ec98d6573d62/RADWOLB_08-31-2020_09.33.41.mp3
8/31/20	WRDE-TV	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/0ca3dd55-ff00-4980-8d12-bcf9f98b1c76/WRDE_08-31-2020_17.40.20.mp4
8/31/20	WRDE-TV Online	Mail-in ballot applications	https://www.wrde.com/story/42569547/applications-for-general-election-mailin-ballots-on-the-way-to-eligible-md-voters
8/31/20	WYPR-FM at 10 a.m.	Voting Centers	http://archive.tveyes.com/18120/3452174-51542/b4ca8306-9e05-4a1f-b0a3-e93fcde6a8a6/RADWYPR_08-31-2020_10.04.58.mp3

8/31/20	WYPR-FM at 7 a.m.	Voting Centers	http://archive.tveyes.com/18120/3452174-51542/f81ed34c-b631-420b-bd4e-79fa1dcb5481/RADWYPR_08-31-2020_07.05.27.mp3
8/31/20	WYPR-FM at 8:30 a.m.	Voting Centers	http://archive.tveyes.com/18120/3452174-51542/a09dc162-05e3-47ed-a361-85ba804c4dc7/RADWYPR_08-31-2020_08.32.49.mp3
9/1/20	Avenue News	Voting by Mail, Drop Boxes, Early Voting Centers	https://www.avenuenews.com/news/local/2020-general-election-voting-in-baltimore-county-what-you-need-to-know-before-november-3/article_a946f9be-2b1c-51c6-8dcd-94522cf89277.html
9/1/20	Baltimore City Biz List	Election Judges	https://baltimore.citybizlist.com/article/626380/state-roundup-school-restarts-for-many-hogan-reopening-plan-draws-ire
9/1/20	Baltimore Patch	Ballot Boxes	https://patch.com/maryland/owingsmills/s/h88pg/baltimore-county-2020-election-voting-ballot-boxes-polls-mail
9/1/20	Baltimore Post	Mail-in ballot applications	https://thebaltimorepost.com/absentee-ballot-applications-mailed-to-all-maryland-voters-hogan-says/
9/1/20	Maryland Matters	November election Q&A	https://www.marylandmatters.org/2020/09/01/everything-you-wanted-to-know-about-general-election-voting-in-md-but-were-afraid-to-ask/
9/1/20	My MC Media Online	Mail in Ballots, Voting Centers in Montgomery County	https://www.mymcmedia.org/almost-100000-county-residents-have-requested-write-in-ballots/
9/1/20	The Baltimore Sun online	Election Judges	https://www.baltimoresun.com/maryland/baltimore-county/bs-md-co-baltimore-county-election-judges-20200901-ad76zp5v3vf7pbtg3ddsitrhhi-story.html
9/1/20	The Capital Gazette	Election Judges	https://www.capitalgazette.com/maryland/bs-md-co-baltimore-county-election-judges-20200901-ad76zp5v3vf7pbtg3ddsitrhhi-story.html
9/1/20	WBAL-AM at 1 PM	Drop Boxes	http://archive.tveyes.com/18120/3452174-51542/189936ca-aaf6-4f4e-a75e-4466dca04ac8/RADWBAL_09-01-2020_13.03.56.mp3
9/1/20	WBAL-AM at 3 PM	Drop Boxes	http://archive.tveyes.com/18120/3452174-51542/5a1964b5-d1ea-409f-af30-a733bdaecf5e/RADWBAL_09-01-2020_15.04.23.mp3
9/1/20	WBAL-AM at 4:50 a.m.	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/6b704a4a-690b-4d7f-9fc7-aded9ce10592/RADWBAL_09-01-2020_04.53.37.mp3
9/1/20	WBAL-AM at 5 a.m.	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/9c568a2f-a2c4-415e-86e4-b3a8729e17bd/RADWBAL_09-01-2020_05.04.59.mp3
9/1/20	WBAL-AM at 8 PM	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/eb983fae-2bef-4227-be96-2a02ebf4abc0/RADWBAL_09-01-2020_20.03.20.mp3
9/1/20	WBAL-AM at 8:30 a.m.	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/d185920a-f07b-484b-a4fb-5a14d14cc0de/RADWBAL_09-01-2020_08.32.10.mp3
9/1/20	WBAL-TV 11 News at Noon	Early Voting sites, Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/59171d91-22fd-441b-b57f-47cef7bea97b/WBAL_09-01-2020_12.02.12.mp4
9/1/20	WBAL-TV News at 5:30 a.m.	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/72de3bdc-09e5-4c03-88a9-65e4db39dc89/WBAL_09-01-2020_05.34.47.mp4

9/1/20	WBAL-TV News at 6 a.m.	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/d31bc3d8-d2ae-4d5b-a70f-48027e338442/WBAL_09-01-2020_06.02.18.mp4
9/1/20	WBAL-TV Online	How to Vote	https://www.wbaltv.com/article/how-to-vote-2020-maryland-election-deadlines-presidential-election/33824498
9/1/20	WBAL-TV Online	Drop off Boxes, Voting Centers	https://www.wbaltv.com/article/2020-election-voting-vote-carroll-county-ballot-dropbox-vote-center-locations/33862375
9/1/20	WBAL-TV Online WBFF-TV FOX 45 Good Day Baltimore	Drop off Boxes, Voting Centers	https://www.wbaltv.com/article/2020-election-voting-vote-harford-county-ballot-dropbox-vote-center-locations/33862551
9/1/20	WBFF-TV Fox 45 Morning News	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/abdf6f17-051b-4d40-9200-4dedbfaa5155/WBFF_09-01-2020_09.32.27.mp4
9/1/20	WBFF-TV Fox 45 Morning News	ballot drop boxes security	http://archive.tveyes.com/18120/3452174-51542/ad2690de-316f-4cd1-8351-977b5283e15f/WBFF_09-01-2020_08.32.13.mp4
9/1/20	WBFF-TV Fox 45 News at Ten	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/700fcd6e-85e1-4f97-8fa5-9f77c7bc82fe/WBFF_09-01-2020_22.04.11.mp4
9/1/20	WBOC2-TV Good Day Delmarva	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/b9587f08-576e-4d5b-b505-2e6fae445df9/WBOCDT2_09-01-2020_07.07.00.mp4
9/1/20	WJZ News @ 4PM	Voting options	http://archive.tveyes.com/18120/3452174-51542/24e7c7a3-235a-4b48-95cc-384133ba3273/WJZ_09-01-2020_16.03.56.mp4
9/1/20	WJZ News @ 6PM	Drop boxes	http://archive.tveyes.com/18120/3452174-51542/d10734a6-bf5f-4e68-9fc1-9e0f9381f704/WJZ_09-01-2020_18.06.02.mp4
9/1/20	WJZ-TV Online	Mail-in ballot applications	https://baltimore.cbslocal.com/2020/09/01/absentee-ballot-applications-mailed-to-all-maryland-voters-hogan-says/
9/1/20	WMAR-TV Online	Voting Centers	https://www.wmar2news.com/news/election-2020/baltimore-county-leaders-highlight-voting-options-for-general-election
9/1/20	WUSA 9 News at 11pm	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/f4b601bc-cd00-4553-9fd1-ccf801ab6d25/WUSA_09-01-2020_23.15.17.mp4
9/1/20	WUSA-TV at 6 PM	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/010c366f-a58a-43b9-9bcc-5ed9d432da1a/WUSABACK_09-01-2020_18.06.25.mp4
9/1/20	WUSA-TV Online	Mail-in ballot applications	https://www.wusa9.com/article/news/politics/elections/ballot-applications-maryland-sent-what-to-do-next/65-21e4e098-4b9c-48f4-8507-1f356859a28a
9/1/20	WUSA-TV Online	Printed ballots at home	https://www.wusa9.com/article/news/verify/verify-print-ballot-at-home-voting-by-mail/65-5358a5eb-d019-4345-8fbd-47d1ea98bf95
9/1/20	WYPR-FM at 5 PM	Election Judges	http://archive.tveyes.com/18120/3452174-51542/96ce636d-17cd-449c-ba2e-c2a62449f658/RADWYPR_09-01-2020_17.33.15.mp3
9/2/20	Baltimore Post Examiner	Mail-in ballot applications	https://baltimorepostexaminer.com/marylands-republican-lawmakers-say-mail-in-voting-makes-fraud-more-likely/2020/09/01
9/2/20	Chestertown Spy Online	Ways to vote in MD	https://chestertownspy.org/2020/09/02/just-so-you-know-there-are-three-ways-to-vote-in-maryland-in-2020/

9/2/20	MD Patch	General Election Info	https://patch.com/maryland/across-md/everything-you-wanted-know-general-election-voting-maryland-were-afraid-ask
9/2/20	The Talbot Spy	Ways to vote in MD	https://talbotspy.org/just-so-you-know-there-are-three-ways-to-vote-in-maryland-in-2020/
9/2/20	Washington Informer	Incarcerated citizens' right to vote	https://www.washingtoninformer.com/efforts-intensify-for-incarcerated-citizens-right-to-vote/
9/2/20	Washington Informer	Election Judges	https://www.washingtoninformer.com/general-election-will-be-properly-staffed-md-officials-claim/
9/2/20	WBAL-AM at 5 AM	Election judges, secure drop off boxes	http://archive.tveyes.com/18120/3452174-51542/02647cca-bd49-4719-990f-e1c63589331c/RADWBAL_09-02-2020_04.52.43.mp3
9/2/20	WBAL-TV 11 News at 11 PM	Ballot drop boxes	http://archive.tveyes.com/18120/3452174-51542/3ad014b7-5b35-47a2-b709-fee3114e1a10/WBAL_09-02-2020_23.08.29.mp4
9/2/20	WBAL-TV 11 News at 5 PM	Ballot drop boxes	http://archive.tveyes.com/18120/3452174-51542/1290256f-168f-4a7a-8d42-a644ee71500f/WBAL_09-02-2020_17.09.53.mp4
9/2/20	WBFF-TV at 5 p.m.	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/4d8447e0-890a-43f3-b41a-a0e1b8125b1d/WBFF_09-02-2020_17.05.54.mp4
9/2/20	WBFF-TV Fox 45 Early Edition	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/d6926095-18bc-45c4-a4db-91f3012cb469/WBFF_09-02-2020_05.35.42.mp4
9/2/20	WBOC2-TV Good Day Delmarva	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/7580c601-bf06-49a2-88c3-fa4e05455051/WBOCDT2_09-02-2020_07.15.08.mp4
9/2/20	WMAR-TV Good Morning Maryland 4:30 AM	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/72ebe915-931d-458a-80f8-f6f1742a3044/WMAR_09-02-2020_04.36.55.mp4
9/2/20	WMAR-TV Good Morning Maryland 5:30 AM	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/dc7d5dad-2798-461c-9d24-62812416676d/WMAR_09-02-2020_05.32.06.mp4
9/2/20	WMAR-TV Good Morning Maryland 6:30 AM	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/3ef90017-7149-4de6-8151-8401213335ec/WMAR_09-02-2020_06.40.24.mp4
9/2/20	WTOP-FM 5:30 AM	Election judges	http://archive.tveyes.com/18120/3452174-51542/f5798a40-b89e-49fc-b5d0-fe18dfa2cb52/RADWTOP_09-02-2020_05.36.09.mp3
9/2/20	WUSA-TV Get Up DC!	Printed ballots at home	http://archive.tveyes.com/18120/3452174-51542/6759de78-609a-417a-a368-d9c70e2512ea/WUSA_09-02-2020_06.17.20.mp4
9/2/20	WUSA-TV Great Day Washington	Printed ballots at home	http://archive.tveyes.com/18120/3452174-51542/f4aaf4bd-27cf-4289-9a9e-3a7c54df87a7/WUSA_09-02-2020_09.04.41.mp4
9/2/20	WYPR-FM at 7:30 AM	Election judges	http://archive.tveyes.com/18120/3452174-51542/76125524-faca-403a-81cc-37a5aa0dce58/RADWYPR_09-02-2020_07.33.14.mp3
9/2/20	WYPR-FM at 9:30 AM	Election judges	http://archive.tveyes.com/18120/3452174-51542/2ea48d15-9a79-4489-bb00-a115c065c546/RADWYPR_09-02-2020_09.33.01.mp3
9/3/20	El Tiempo Latino	Local governments get ready for mail in voting	https://eltiempolatino.com/news/2020/sep/03/gobiernos-locales-alistan-el-voto-por-correo-y-ade/

9/3/20	Bayside Gazette	Election Judges	https://baysideoc.com/hogans-administration-seeks-thousands-of-election-judges/
9/3/20	The Washington Informer	Voting Centers will be fully staffed	https://www.washingtoninformer.com/general-election-will-be-properly-staffed-md-officials-claim/
9/3/20	WBAL-TV 11 News at 4:30 AM	Ballot drop boxes	http://archive.tveyes.com/18120/3452174-51542/f26283e4-15e8-4dea-9bf4-a3b0a5b65f40/WBAL_09-03-2020_04.48.35.mp4
9/3/20	WBAL-TV 11 News at Noon	Ballot drop boxes	http://archive.tveyes.com/18120/3452174-51542/9858bc1b-f048-44db-a53b-6d25839593a4/WBAL_09-03-2020_12.16.17.mp4
9/3/20	WBAL-TV Online	Ballot drop boxes	https://www.wbaltv.com/article/concerns-over-slow-mail-election-officials-push-use-of-ballot-drop-boxes/33898614
9/4/20	Baltimore Sun	All voting locations approved except Baltimore	https://www.baltimoresun.com/politics/elections/bs-md-pol-maryland-election-board-20200904-kca6wro7zjgdlapncwdylb3tcy-story.html
9/4/20	Capital Gazette	Election staffing	https://www.capitalgazette.com/politics/ac-cn-anne-arundel-elections-20200904-btjl2wlaufhsnlmjr4pmtajokq-story.html
9/4/20	WBAL-AM Online	How to Vote in Maryland Election	https://www.wbal.com/article/477327/3/maryland-voter-guide-how-to-participate-in-the-general-election
9/4/20	WJZ-TV	voters request mail in ballots	https://baltimore.cbslocal.com/2020/09/04/primary-election-maryland-voters-mail-in-ballot-latest/
9/4/20	WTOP-FM at 5:30 AM	Mail-in ballot applications	http://archive.tveyes.com/18120/3452174-51542/7d1a33c6-b0f9-4a17-852f-eef64ef0a0cf/RADWTOP_09-04-2020_05.36.51.mp3
9/4/20	WUSA-TV	Voting Twice	http://archive.tveyes.com/18120/3452174-43779/e7e3e357-1ab9-4ef4-9abf-d5da7346d15d/WUSA_09-04-2020_09.14.29.mp4
9/5/20	Mundo Latino	Latinos vote and Mail in ballot applications	https://www.somosbaltimorelatino.com/newspaper.html?fbclid=IwAR1THHi1027zTUzPnamb8j_xfzeqUyX9LPhgGozt0rN3ybb1BoBw2XtCoSI
9/5/20	Capital Gazette	All voting locations approved except Baltimore	https://www.capitalgazette.com/politics/bs-md-pol-maryland-election-board-20200904-kca6wro7zjgdlapncwdylb3tcy-story.html
9/5/20	WTOP-FM	Election Judges	http://archive.tveyes.com/18120/3452174-51542/35769ccf-133e-4b90-8990-fe48751974d8/RADWTOP_09-05-2020_17.54.56.mp3
9/6/20	WTOP-FM	Election Judges	http://archive.tveyes.com/18120/3452174-51542/e67d2ab9-2a25-4c72-b768-54f6ecaf2ade/RADWTOP_09-06-2020_21.15.17.mp3
9/7/20	Salisbury Independent	Mail in voting encouraged	https://salisburyindependent.net/wicomico-news/maryland-elections-board-encourages-mail-in-voting/
9/7/20	WBAL-AM	Early Voting Centers, Voting Center Locations	http://archive.tveyes.com/18120/3452174-51542/77137ec2-4dd9-4b65-bb1d-381236f9a2d4/RADWBAL_09-07-2020_05.08.57.mp3
9/8/20	Baltimore Sun	Xfinity Center as Voting Center	https://www.baltimoresun.com/sports/terps/bs-sp-university-maryland-xfinity-center-advanced-polling-election-20200908-74tzymakynboddfnzjcmwmtog-story.html
9/8/20	Radio America, Morning Show	SPA-Sept 4th Board Action & Request Ballot by mail	

9/8/20	The Baynet	Get ballots mailed, not emailed	https://www.thebaynet.com/articles/0920/get-your-voting-ballot-sent-by-mail-not-email-to-save-time-and-money.html
9/8/20	The Daily Caller	Voting Centers	https://dailycaller.com/2020/09/08/maryland-eliminating-polling-places-officials-arent-worried-disenfranchisement/
9/8/20	WAMU-FM	Voting Centers	http://archive.tveyes.com/18120/3452174-51542/f62e2ff4-8526-441b-9ec3-d0e9c9fe102a/RADWAMU_09-08-2020_12.07.28.mp3
9/8/20	WBFF	Mail-in application mix-up	https://foxbaltimore.com/news/local/mail-in-voting-application-mix-up-leaves-baltimore-co-woman-frustrated-with-system
9/8/20	WBOC-TV	Get ballots mailed, not emailed	http://www.wboc.com/story/42602440/md-board-of-elections-advises-voters-to-have-ballots-mailed-not-emailed-to-save-time-and-money
9/8/20	WCBC-AM	absentee ballot applications	https://www.wbcrcradio.com/?news=hogan-says-potential-election-day-logistics-issues-have-not-been-fully-addressed
9/8/20	WHUR-FM	MD Voter Guide	http://whur.com/election-2020/md-voters-guide-2020/
9/8/20	WRDE Coast TV	Get ballots mailed, not emailed	https://www.wrde.com/story/42602440/md-board-of-elections-advises-voters-to-have-ballots-mailed-not-emailed-to-save-time-and-money
9/8/20	WUSA9	ballot dropoff deadline	https://www.wusa9.com/article/news/verify/do-mail-in-ballots-count-verify-how-do-i-mail-in-ballot/65-2940058a-1c71-4160-bb2b-faf590a2af05
9/9/2020	La Agenda Radio	Early voting and voting by mail	https://www.facebook.com/agendaradiodc/videos/1003661713419444/
9/9/20	Baltimore Sun	Mistke on Baltimore Ballots	https://www.baltimoresun.com/politics/elections/bs-md-pol-baltimore-ballots-wrong-question-20200909-audmeiqvn5babeuupnaiesnzoy-story.html
9/9/20	Biz Pac Review	Voting Centers	https://www.bizpacreview.com/2020/09/09/maryland-to-eliminate-almost-85-percent-of-polling-locations-but-officials-say-they-arent-worried-970029
9/9/20	Carroll County Times	Get ballots mailed, not emailed	https://www.baltimoresun.com/maryland/carroll/news/cc-elections-update-091020-20200909-ew5j7psllncmni2zhhlqk66eu-story.html
9/9/20	Chestertown Spy	Get ballots mailed, not emailed	https://chestertownspy.org/2020/09/09/get-your-ballot-sent-by-mail-not-email-to-save-time-and-money/
9/9/20	Chestertown Spy	MD Voting Guide	https://chestertownspy.org/2020/09/09/everything-you-wanted-to-know-about-general-election-voting-in-md/
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9/9/20	The Aegis/Baltimore Sun	County no longer in need of election judges	https://www.baltimoresun.com/maryland/harford/aegis/cng-ag-election-judges-filled-20200909-tdastpfcnb7g54s46kv3s2vy-story.html
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9/9/20	WBOC-TV	Get ballots mailed, not emailed	http://archive.tveyes.com/18120/3452174-43779/1c9bed64-576f-45fc-b5d1-c038273503bf/WBOC_09-09-2020_06.34.44.mp4
9/9/20	WMAR-TV	Polling location	http://archive.tveyes.com/18120/3452174-43779/fe0aea59-16d8-4dab-b38b-971b8ddb794/WMAR_09-09-2020_05.55.55.mp4
9/9/20	WRC-TV	Voting process	http://archive.tveyes.com/18120/3452174-43779/bbb70a05-aa15-4da2-b306-498f23596f8a/WRCBACK_09-09-2020_06.24.09.mp4
9/9/20	WTOP-FM	Voting Centers	http://archive.tveyes.com/18120/3452174-51542/a6eb8c4b-7540-44d5-b4c5-d4bc9a383168/RADWTOP_09-09-2020_17.05.34.mp3
9/10/20	Capital Gazette	Mistke on Baltimore Ballots	https://www.capitalgazette.com/politics/bs-md-pol-baltimore-ballots-wrong-question-20200909-audmeiqyn5babeuupnaiesnzoy-story.html
9/10/20	JMore	Voting in Maryland	https://www.jmoreliving.com/2020/09/10/a-quick-guide-to-voting-in-the-general-election-this-november/
9/10/20	Morgan Messenger	Voters to recieve applications automatically	https://www.morganmessenger.com/2020/09/10/some-maryland-voters-will-receive-mail-in-ballot-applications-automatically/
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9/10/20	WBAL-AM online	Mistke on Baltimore Ballots	https://www.wbal.com/article/478102/3/baltimore-ballot-question-printed-with-error
9/10/20	WJLA	Mail in voting requests quadruple	https://wjla.com/news/local/prince-georgians-quadruple-mail-in-ballot-requests-from-2016-general-election
9/10/20	WYPR-FM	Voting by Mail in Baltimore County	http://archive.tveyes.com/18120/3452174-51542/e161119e-f3ce-449e-8ca6-90d3e6b56c01/RADWYPR_09-10-2020_17.33.35.mp3
9/11/20	Baltimore Sun	Ballot Vendor Cuts ties with State	https://www.baltimoresun.com/politics/bs-md-pol-maryland-ballot-contract-20200911-4kqskyykyrfgnpfrde6txiicxa-story.html
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9/11/20	Capital Gazette	Pick-up of Sun piece	https://www.capitalgazette.com/politics/bs-md-pol-maryland-ballot-contract-20200911-4kqskyykyrfgnpfrde6txiicxa-story.html
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9/11/20	Washington Post	Ballot Boxes	https://www.washingtonpost.com/local/md-politics/ballot-droboxes-maryland-dc-virginia/2020/09/10/4554087c-f1fe-11ea-b796-2dd09962649c_story.html
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9/14/20	El Tiempo Latino	Printing Contract for mail in ballots	http://eltiempolatino.com/news/2020/sep/14/junta-electoral-de-maryland-anuncia-contrato-de-im/
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9/14/20	Associated Press	USPS Postcard	https://apnews.com/0d9debf9807be4c395174ade864e8736
9/14/20	Baltimore Sun	City Voting Locations	https://www.baltimoresun.com/politics/bs-md-pol-baltimore-voting-centers-20200914-6zc32fmcenfedkpnjw4gu4bcmu-story.html
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9/14/20	WAMU-FM	Mail-in voting	http://archive.tveyes.com/18120/3452174-51542/78ea33e7-b140-46da-a067-76e8b9b0f035/RADWAMU_09-14-2020_13.21.05.mp3
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9/14/20	WBAL-AM	USPS Postcard	https://www.wbal.com/article/478692/3/election-officials-usps-sending-voters-postcards-with-incorrect-information
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9/15/20	WTOP Online	USPC Postcard	https://wtop.com/maryland/2020/09/md-state-board-of-elections-critical-of-usps-info-on-voting-by-mail/
9/15/20	WTOP Online	incarcerated voing	https://wtop.com/maryland/2020/09/state-board-of-elections-partners-with-advocates-to-expand-ballot-access-to-the-incarcerated/
9/15/20	WTOP-FM	USPC Postcard	http://archive.tveyes.com/18120/3452174-51542/518a8783-8061-44ab-8c2a-04da31cce44d/RADWTOP_09-15-2020_00.27.52.mp3
9/15/20	WYPR online	Where to vote early, drop boxes, voting centers	https://www.wypr.org/post/where-drop-ballot-vote-early-or-vote-election-day-baltimore
9/15/20	WYPR-FM	General voting info	http://archive.tveyes.com/18120/3452174-51542/bd26f6e8-64b2-46ef-945c-caf0c551cb41/RADWYPR_09-15-2020_17.06.15.mp3
9/16/20	Baltimore Sun	Camden Yards as Voting Center	https://www.baltimoresun.com/politics/bs-md-pol-camden-yards-voting-center-20200916-krtlpktidvg75hhu5y247ewd3e-story.html
9/16/20	Maryland Patch	USPC Postcard	https://patch.com/maryland/across-md/maryland-election-officials-issue-warning-ballot-deadline-after-vague-usps-mailer
9/16/20	Maryland Patch	incarcerated voing	https://patch.com/maryland/across-md/state-board-elections-partners-advocates-expand-ballot-access-incarcerated
9/16/20	Owings Mills/Resisterstown Patch	Mail in ballots/drop boxes	https://patch.com/maryland/owingsmills/s/h8tb2/baltimore-county-voting-elections-mail-ballots-drop-boxes
9/16/20	The Baltimore Post	Early Voting/Election Day Locations	https://thebaltimorepost.com/maryland-state-board-of-elections-releases-early-voting-election-day-voting-center-locations/
9/16/20	The Baynet	incarcerated voing	https://www.thebaynet.com/articles/0920/a-push-to-help-eligible-marylanders-vote-even-from-jail.html
9/16/20	The Daily Record	Fed-Ex Field as Voting Center	https://thedailyrecord.com/2020/09/16/pg-county-to-use-fedexfield-as-vote-center-for-general-election/
9/16/20	WAMU-FM	General voting info	http://archive.tveyes.com/18120/3452174-51542/5ce5c3d4-92ed-4572-88a1-7730f7fb2ca0/RADWAMU_09-16-2020_08.20.49.mp3

9/16/20	Washington Informer	incarcerated voing	https://www.washingtoninformer.com/statewide-push-continues-for-marylands-incarcerated-residents-to-vote-in-november/
9/16/20	WBAL Online	How to vote in Maryland	https://www.wbaltv.com/article/how-to-vote-2020-maryland-election-deadlines-presidential-election/33824498#
9/16/20	WBAL-AM	General voting info	http://archive.tveyes.com/18120/3452174-51542/af8be25f-759f-4147-9bbd-5f4aac75a833/RADWBAL_09-16-2020_08.48.11.mp3
9/16/20	WBFF-TV	USPC Postcard	http://archive.tveyes.com/18120/3452174-43779/2ca8c494-5130-4bbf-8b81-540e23d11f6c/WBFF_09-16-2020_05.07.47.mp4
9/16/20	WDVM 25	incarcerated voing	https://www.localdvm.com/news/maryland/voting-eligibility-for-released-felons-may-be-in-limbo/
9/16/20	WJZ-TV	Early Voting/Election Day Locations	https://baltimore.cbslocal.com/2020/09/16/maryland-state-board-of-elections-voting-centers-latest/
9/16/20	WMAR Online	General Voting info	https://www.wmar2news.com/news/election-2020/everything-you-need-to-know-about-the-2020-general-election
9/16/20	WTOP-FM	General voting info	http://archive.tveyes.com/18120/3452174-51542/625e89d9-e77a-4a26-ae16-c2120e94c64e/RADWTOP_09-16-2020_05.06.33.mp3
9/16/20	WYPR-FM	General voting info	http://archive.tveyes.com/18120/3452174-51542/3b2c432b-0493-451a-88eb-8d5b3df130d7/RADWTOP_09-16-2020_10.19.02.mp3
9/17/20	CBS DC	Pick up of WJZ piece	https://washington.cbslocal.com/video/4710530-maryland-state-board-of-elections-releases-early-voting-election-day-voting-center-locations/
9/17/20	DCist	Voting in Maryland	https://dcist.com/story/20/09/17/everything-you-need-to-know-about-voting-in-maryland/
9/17/20	Dundalk Eagle	Printing Contractor	https://www.dundalkeagle.com/news/local/maryland-state-board-of-elections-announces-printing-contract-for-mail-in-ballots/article_06575a8d-aea6-56c6-9f5f-6721a1e572ab.html
9/17/20	Maryland Matters	Lawmaker calls lack of second early voting site suppression	https://www.marylandmatters.org/2020/09/17/lack-of-second-early-voting-site-in-st-marys-county-is-voter-suppression-lawmaker-says/
9/17/20	Southern Maryland News	Calvert voting locations	https://www.somdnews.com/news/local/calvert-announces-five-locations-for-in-person-voting/article_64a42484-c73c-580d-8a46-345e540a6877.html
9/17/20	The Baynet	Early Voting/Election Day Locations	https://www.thebaynet.com/articles/0920/maryland-state-board-of-elections-posts-early-voting-and-election-day-voting-center-locations.html
9/17/20	WAMU-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/fd851bd6-1110-414f-b981-06152ee49417/RADWAMU_09-17-2020_09.27.00.mp3
9/17/20	WAMU-FM	Voting in Maryland	https://wamu.org/story/20/09/17/voting-in-maryland-heres-what-you-need-to-know/
9/17/20	WBAL-AM	General voting info	http://archive.tveyes.com/18120/3452174-51542/72e964ab-8826-47bf-bd0a-5ce4037a20f4/RADWBAL_09-17-2020_05.47.04.mp3
9/17/20	WBFF-TV	Early Voting/Election Day Locations	http://archive.tveyes.com/18120/3452174-43779/7a1e9854-25b5-4336-b9bc-bed8b97b02aa/WBFF_09-17-2020_09.33.01.mp4
9/17/20	WMAR-TV	Early Voting at Camden Yards other city locations	http://archive.tveyes.com/18120/3452174-43779/56ae7408-0e4c-41d0-a54a-1bd0d4525d61/WMAR_09-17-2020_06.36.24.mp4

9/17/20	WTOP	Voting Guide Lawmaker calls lack of second early voting site	https://wtop.com/maryland/2020/09/election-2020-maryland-voter-guide-what-to-know/
9/17/20	WTOP	supppresion	https://wtop.com/maryland/2020/09/lack-of-second-early-voting-site-in-st-marys-co-is-voter-suppression-lawmaker-says/
9/17/20	WTOP	Voting Guide	https://wtop.com/maryland/2020/09/election-2020-maryland-voter-guide-what-to-know/
9/17/20	WTOP-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/48dce18a-3e76-48e5-962c-2206bc48d4d0/RADWTOP_09-17-2020_06.19.26.mp3
9/17/20	WYPR-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/b84ab4b2-089d-423d-b32f-a20496c1a52c/RADWYPR_09-17-2020_07.45.55.mp3
9/18/20	El Poder de Ser Mujer Newspaper	Ballot Drop Boxes	https://elpoderdesermujer.online/la-junta-electoral-del-estado-de-maryland-publica-las-ubicaciones-de-los-buzones-electorales/?fbclid=IwAR0gRzfCdVgC5n_QOU_iFD5aaTb-svfdgexLbsTwtL_9T8hryDMOs15b13fl
9/18/20	Annapolis Patch	How to vote in Howard County	https://patch.com/maryland/annapolis/s/h8xkc/how-vote-anne-arundel-person-mail-options-explained
9/18/20	Baltimore Sun	How to ensure ballot is not discarded	https://www.baltimoresun.com/politics/bs-md-pol-ballots-thrown-out-20200918-or3xm3o5sbcrxbkognp26i2jene-story.html
9/18/20	Bowie Patch	How to vote in Prince George's Couonty	https://patch.com/maryland/bowie/how-vote-prince-georges-person-mail-options-explained
9/18/20	Capital Gazette	Pick up of Sun story	https://www.capitalgazette.com/politics/bs-md-pol-ballots-thrown-out-20200918-or3xm3o5sbcrxbkognp26i2jene-story.html
9/18/20	Cecil Whig	USPC Postcard	https://www.cecildaily.com/news/elections-board-seeks-to-provide-correct-info-following-usps-mailer/article_f5daf69a-68e1-50dd-b2a1-554f247ca25b.html
9/18/20	Elicott City Patch	How to vote in Howard County	https://patch.com/maryland/ellicottcity/2020-elections-heres-how-where-vote-howard-county
9/18/20	Maryland Matters	One voting center in St. Mary's	https://www.marylandmatters.org/blog/md-democratic-party-single-early-voting-site-in-st-marys-is-extraordinary-obstacle/
9/18/20	The Baltimore Post	Ballot Drop Boxes	https://thebaltimorepost.com/maryland-state-board-of-elections-releases-list-of-ballot-drop-box-locations/
9/18/20	The Baynet	Ballot Drop Boxes	https://www.thebaynet.com/articles/0920/maryland-state-board-of-elections-posts-ballot-drop-box-locations.html
9/18/20	WAMU-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/abed8805-c581-489c-8c4f-465bb9244c52/RADWAMU_09-18-2020_20.21.21.mp3
9/18/20	WBAL-AM	Mail in ballots/new vendors (Nikki's interview)	http://archive.tveyes.com/18120/3452174-51542/6cb2c3a0-d45c-4b44-8079-bc97389c939c/RADWBAL_09-18-2020_08.38.15.mp3
9/18/20	WBFF-TV	Vote by mail	http://archive.tveyes.com/18120/3452174-43779/2e2e71d1-c5e9-4488-8071-bc86db0e5a0b/WBFF_09-18-2020_06.45.53.mp4
9/18/20	WJZ-TV	Ballot Drop Boxes	https://baltimore.cbslocal.com/2020/09/18/maryland-state-board-of-elections-ballot-drop-box-locations/
9/18/20	WTOP-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/d5d87766-ee6f-4748-969f-43763cec2a1d/RADWTOP_09-18-2020_00.45.15.mp3

9/18/20	WUSA9	Ballot Signature	https://www.wusa9.com/article/news/verify/mail-in-ballot-signatures-required-in-dc-maryland-and-virginia-matching-signatures/65-1176cdfb-3da4-4905-9a9a-bb472e935de7
9/18/20	WUSA9	Ballot Signature	http://archive.tveyes.com/18120/3452174-43779/c86e4f01-287a-4a26-a252-e14ace50fe4a/WUSA_09-18-2020_06.33.51.mp4
9/18/20	WUSA9	Mailing from USPS	http://archive.tveyes.com/18120/3452174-43779/2deab92e-084c-433d-951a-af069072bdb0/WUSA_09-18-2020_18.03.18.mp4
9/18/20	WYPR-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/40e6d5fb-444e-4b6b-8571-3b22ca6f321d/RADWYPR_09-18-2020_08.52.32.mp3
9/19/20	Fox5 D.C.	Ballot Drop Boxes	https://www.fox5dc.com/news/maryland-elections-board-releases-list-of-ballot-drop-box-locations
9/19/20	WAMU-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/3e009e20-24f1-48b5-a63a-978bed857b29/RADWAMU_09-19-2020_12.40.25.mp3
9/19/20	WBAL-AM	Mail in ballots/new vendors (Nikki's interview)	http://archive.tveyes.com/18120/3452174-51542/c386c597-9fc1-4ed8-b7f9-ee130b336f77/RADWBAL_09-19-2020_17.57.19.mp3
9/19/20	WBFF-TV	Voting By Mail	http://archive.tveyes.com/18120/3452174-43779/13b6a9ff-82ee-4790-b123-fc39e3f850ba/WBFF_09-19-2020_09.26.11.mp4
9/19/20	WTOP-FM	Mail in Ballot drop boxes	http://archive.tveyes.com/18120/3452174-51542/b27a393d-6087-49cb-9df5-082ba212707a/RADWTOP_09-19-2020_03.35.21.mp3
9/19/20	WYPR-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/16e60322-bb63-434e-b5f3-dc4f40bc78bd/RADWYPR_09-19-2020_10.01.01.mp3
9/20/20	Salisbury Independent	Voting in Wicomico County	https://salisburyindependent.net/special-reports/everything-you-need-to-know-about-the-2020-voting-process-in-wicomico-county/
9/20/20	Salisbury Independent	How to vote in Somerset	https://salisburyindependent.net/special-reports/everything-you-need-to-know-about-the-2020-voting-process-in-wicomico-county/
9/20/20	Salisbury Independent	What to know about 2020 voting	https://salisburyindependent.net/special-reports/everything-you-need-to-know-about-the-2020-voting-process-in-wicomico-county/
9/20/20	WAMU-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/6958522f-e3b0-478c-bf3c-76b600246c66/RADWAMU_09-20-2020_05.26.39.mp3
9/20/20	WBAL-AM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/f271f3da-1e83-48e9-a0b1-8b6ce21a11ed/RADWBAL_09-20-2020_13.38.58.mp3
9/20/20	WJZ-TV	Printing Contract	http://archive.tveyes.com/18120/3452174-43779/d56baeec-6c52-4df4-b250-c910a18c474f/WBAL_09-20-2020_06.24.50.mp4
9/20/20	WTOP-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/1cab746-201d-48a2-889b-50436905e973/RADWTOP_09-20-2020_12.34.37.mp3
9/20/20	WYPR-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/54f36b3d-84cc-41ca-9658-31b505274b83/RADWYPR_09-20-2020_09.19.22.mp3
9/21/20	Bel Air Patch	Mail in ballots, drop boxes	https://patch.com/maryland/belair/harford-county-voting-mail-ballots-election-drop-boxes

9/21/20	Chestertown Spy	Ballot Drop Boxes	https://chestertownspy.org/2020/09/21/maryland-state-board-of-elections-posts-ballot-drop-box-locations/
9/21/20	Majic 102.3	How to vote by mail	https://mymajicdc.com/4089169/voting-by-mail-in-maryland-what-you-need-to-know-watch/
9/21/20	Newstalk 1450	How to vote by mail	https://woldcnews.com/1826928/how-to-vote-by-mail-maryland/
9/21/20	Praise 104.1	How to vote by mail	https://praisedc.com/2059231/voting-by-mail-in-maryland-what-you-need-to-know-watch/
9/21/20	Praise 106.1	How to vote by mail	https://praisebaltimore.com/230191/voting-in-maryland/
9/21/20	Southern Maryland Chronicle	Early voting and election day locations	https://southernmarylandchronicle.com/2020/09/21/maryland-state-board-of-elections-posts-early-voting-and-election-day-voting-center-locations/
9/21/20	Spirit 1340	How to vote by mail	https://myspiritdc.com/1731762/voting-by-mail-in-maryland-what-you-need-to-know-watch/
9/21/20	Talbot Spy	Ballot Drop Boxes	https://talbotspy.org/maryland-state-board-of-elections-posts-ballot-drop-box-locations/
9/21/20	WAMU-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/0aeeabb9-013a-4559-a0cb-f98472a42e10/RADWAMU_09-21-2020_08.43.36.mp3
9/21/20	WBAL-AM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/ef22f8d2-a108-4314-8f89-5c72fe99adbd/RADWBAL_09-21-2020_10.05.33.mp3
9/21/20	WBFF Online	Nov. 3 will not be end of election	https://foxbaltimore.com/news/local/some-results-expected-on-nov-3-in-maryland-but-it-likely-wont-be-the-end-of-election-day
9/21/20	WBFF-TV	Ballot Counting	http://archive.tveyes.com/18120/3452174-43779/c2bdcfab-5d28-4ef7-a1fd-d975c6d49d6b/WBFF_09-21-2020_18.01.37.mp4
9/21/20	WBFF-TV	Voter Registration	http://archive.tveyes.com/18120/3452174-43779/7cb9178d-a3f1-4b56-8dc6-b352e87e8944/WBFF_09-21-2020_09.50.39.mp4
9/21/20	WBOC-TV	Potential Smith Island Voting Center	http://archive.tveyes.com/18120/3452174-43779/5ff32cad-8144-4c5f-9f4f-545edc7a79a3/WBOC_09-21-2020_18.09.06.mp4
9/21/20	WOLB-FM	How to vote by mail	https://wolbbaltimore.com/2236197/voting-by-mail-in-maryland/
9/21/20	WRC-TV	USPC Postcard	http://archive.tveyes.com/18120/3452174-43779/9f64ee9e-7c42-43e0-96c2-3fe77ff1557f/WRCBACK_09-20-2020_10.13.12.mp4
9/21/20	WTOP	Voter Registration Day	https://wtop.com/elections/2020/09/the-campaign-underway-to-get-you-to-put-another-card-in-your-purse-or-wallet/
9/21/20	WTOP-FM	Mail in Ballot drop boxes	http://archive.tveyes.com/18120/3452174-51542/d32396da-509a-4de1-8dfb-5eb7af1471ef/RADWTOP_09-21-2020_04.14.10.mp3
9/21/20	WYPR-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/f2d1486b-1362-4519-94e3-5091805b9e22/RADWYPR_09-21-2020_05.08.11.mp3
9/22/2020	NoticiasYa/Univision	How to vote in DC,MD,VA	https://www.facebook.com/NoticiasDC/videos/610847516267257/
9/22/20	NoticiasYa/Univision	COVID will affect DC and MD elections	https://noticiasya.com/washington-dc/2020/09/22/maryland-y-d-c-tendran-elecciones-diferentes-por-el-covid-19/
9/22/20	City Biz List	Drop Box, Voting locations	https://baltimore.citybizlist.com/article/629710/where-can-you-vote-or-drop-ballots-this-election-weve-got-maps
9/22/20	Delmarva Now	Fewers voting locations	https://www.delmarvanow.com/story/news/local/maryland/2020/09/22/2020-election-fewer-polling-places-affect-maryland-rural-voter-turnout-covid/5721712002/

9/22/20	Delmarva Now	Fewers voting locations	https://www.delmarvanow.com/story/news/local/maryland/2020/09/22/2020-election-fewer-polling-places-affect-maryland-rural-voter-turnout-covid/5721712002/
9/22/20	Maryland Matters	Where to vote, and drop ballots	https://www.marylandmatters.org/2020/09/22/where-can-you-vote-or-drop-ballots-this-election-weve-got-maps/
9/22/20	Maryland Patch Southern Maryland Chronicle	Where to vote, and drop ballots	https://patch.com/maryland/across-md/where-can-you-vote-or-drop-ballots-election-we-ve-got-maps
9/22/20	USPC Postcard	USPC Postcard	https://southernmarylandchronicle.com/2020/09/22/maryland-state-board-of-elections-issues-statement-on-usps-postcard/
9/22/20	The Baltimore Sun	Reddit AMA with Emily Opilo	https://www.baltimoresun.com/politics/bs-md-pol-election-ama-20200922-4lyfcaingvf4xai7xxmlnc2esq-story.html
9/22/20	The Baynet	Voter Registration Day	https://www.washingtonian.com/2020/09/22/how-to-vote-by-mail-dc-maryland-virginia/
9/22/20	The Capital Gazette	Reddit AMA with Emily Opilo	https://www.capitalgazette.com/politics/bs-md-pol-election-ama-20200922-4lyfcaingvf4xai7xxmlnc2esq-story.html
9/22/20	The Daily Record	Morgan State will be voting center	https://thedailyrecord.com/2020/09/22/morgan-state-designated-as-2020-early-election-day-voting-center/
9/22/20	WAMU-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/37482603-70d5-4966-8ed7-d688759f7844/RADWAMU_09-22-2020_08.30.00.mp3
9/22/20	Washingtonian	How to vote in MD, DC and VA	https://www.washingtonian.com/2020/09/22/how-to-vote-by-mail-dc-maryland-virginia/
9/22/20	WBAL Online	Voter Registration Day	https://www.wbaltv.com/article/how-to-register-to-vote-national-voter-registration-day-maryland-election-politics-vote/34110956
9/22/20	WBAL Online	Voter Registration Day	https://www.wbaltv.com/article/how-to-register-to-vote-national-voter-registration-day-maryland-election-politics-vote/34110956
9/22/20	WBAL-AM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/a3726456-0164-4c35-bec3-6d61d6692b4c/RADWBAL_09-22-2020_09.58.21.mp3
9/22/20	WBFF-TV	Voter Registration Day	http://archive.tveyes.com/18120/3452174-43779/4b5c37a1-9d16-4ab6-af80-1dc97d042133/WBFF_09-22-2020_22.35.10.mp4
9/22/20	WBOC Online	Potential Smith Island Voting Center	http://www.wboc.com/story/42660196/smith-island-voters-sign-petitions-to-somerset-board-of-elections
9/22/20	WEAA	General election info	https://drive.google.com/file/d/1DIFHbHic7VPukIzHMLoibV7yG1bFpbvV/view
9/22/20	WJZ-TV	General Voting info	http://archive.tveyes.com/18120/3452174-43779/19bf70fa-4aea-48f9-a1bb-b9e544e00464/WJZ_09-22-2020_17.06.55.mp4
9/22/20	WMAR Online	Morgan State will be voting center	https://www.wmar2news.com/news/election-2020/morgan-state-university-designated-as-2020-early-voting-election-day-voting-center
9/22/20	WMAR-TV	Ballot Drop Boxes	http://archive.tveyes.com/18120/3452174-43779/efa368f8-bbe3-4ef7-99e0-201fbaf69aa1/WMAR_09-22-2020_04.35.14.mp4
9/22/20	WYPR-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/5a6ee401-2b4f-47aa-b7ac-c6cc1c07c9c1/RADWYPR_09-22-2020_16.31.19.mp3

9/23/20	Agenda DC Radio/Digital	Voting by Mail process	https://www.facebook.com/watch/?v=249051256456021
9/23/20	Avenue News	Get ballots sent by mail, not email	https://www.avenuenews.com/news/regional/get-your-ballot-sent-by-mail-not-email-to-save-time-and-money/article_1524d8cc-215c-51e0-9296-5c17fd715e14.html
9/23/20	Avenue News	Drop Box, Early Voting and Election Day locations	https://www.avenuenews.com/news/local/find-your-local-ballot-drop-boxes-early-voting-and-election-day-voting-centers/article_081e8d52-cc71-5a0d-96ff-8e88e18c0543.html
9/23/20	Avenue News	Printing Contract	https://www.avenuenews.com/news/regional/maryland-state-board-of-elections-announces-printing-contract-for-mail-in-ballots/article_703a2fd4-f480-53f8-aa29-2cf0c9f216f3.html
9/23/20	Baltimore Fishbowl	How to vote in MD, DC and VA	https://baltimorefishbowl.com/stories/how-to-cast-your-vote-in-maryland-d-c-and-virginia-on-or-before-nov-3/
9/23/20	Baltimore Sun	Bowie Gym to close for early voting	https://www.baltimoresun.com/maryland/ac-cn-census-vote-0923-20200923-nwgcpc5yfnet7ebkfk7owqd6wa-story.html
9/23/20	Bel Air Patch	Where to vote, and drop ballots	https://patch.com/maryland/belair/s/h92lk/where-can-you-vote-or-drop-ballots-election-we-ve-got-maps
9/23/20	Black News Zone	Morgan State will be voting center	https://blacknewszone.com/2020/09/23/morgan-state-university-designated-as-2020-early-voting-and-election-day-voting-center/
9/23/20	Capital Gazette	Bowie Gym to close for early voting	https://www.capitalgazette.com/maryland/bowie/ac-cn-census-vote-0923-20200923-nwgcpc5yfnet7ebkfk7owqd6wa-story.html
9/23/20	Dragon Digital Radio	The hows and Wheres of Election 2020 (English)	https://www.facebook.com/watch/live/?v=1426349767576160&ref=watch_permalink
9/23/20	HBCU Buzz	Morgan State will be voting center	https://hbcubuzz.com/2020/09/morgan-state-university-designated-as-2020-early-voting-and-election-day-voting-center/
9/23/20	Maryland Reporter	How to vote in MD, DC and VA	https://marylandreporter.com/2020/09/23/how-to-cast-your-vote-in-maryland-d-c-or-virginia-before-or-on-nov-3/
9/23/2020	Noticias Ya	How to vote in DC,MD,VA	https://noticiasya.com/washington-dc/2020/09/22/pasos-para-registrarte-y-votar-en-d-c-maryland-y-virginia/
9/23/20	Towson Patch	Voter Registration	https://patch.com/maryland/towson/register-your-roar-tu
9/23/20	WAMU-FM	General election info	http://archive.tveyes.com/18120/3452174-51542/87c44fa3-3ea1-46f4-bd6d-9b0188fc5d04/RADWAMU_09-23-2020_19.30.14.mp3
9/23/20	WBAL-AM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/ce981f9f-e118-47f3-b55b-51a6704120f9/RADWBAL_09-23-2020_08.47.04.mp3
9/23/20	Westminster Patch	Where to vote early, and drop ballots	https://patch.com/maryland/westminster/s/h92lk/where-can-you-vote-or-drop-ballots-election-we-ve-got-maps
9/23/20	WMAR-TV	Voting Options, Morgan State Eledtion Center	http://archive.tveyes.com/18120/3452174-43779/dbfea2dd-7963-44ab-adea-b0e8158542a7/WMAR_09-23-2020_06.34.08.mp4
9/23/20	WTOP-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/2a3de28a-9c3a-4191-ae90-da2733e5046d/RADWTOP_09-23-2020_05.48.02.mp3
9/23/20	WTTG-TV	Naked ballots	http://archive.tveyes.com/18120/3452174-43779/6a5d2152-0143-4710-91ed-8f39797d7ea1/WTTG_09-23-2020_17.17.13.mp4

9/23/20	WUSA9	Voter Intimidation Laws	https://www.wusa9.com/article/news/local/dc/voter-intimidation-washington-dc-maryland-and-virginia/65-bdd5c770-04e2-45b6-ae62-8e8492c3b150
9/23/20	WYPR-FM	General Voting info	http://archive.tveyes.com/18120/3452174-51542/31ea2148-0ba4-485c-bbcb-e7b7c18e6833/RADWYPR_09-23-2020_06.20.31.mp3
9/24/20	Baltimore City Biz List	How to vote on MD, Dc and VA	https://baltimore.citybizlist.com/article/630021/how-to-cast-your-vote-in-maryland-dc-or-virginia-before-or-on-nov-3
9/24/20	Baltimore Sun	Voters begin receiving ballots	https://www.baltimoresun.com/politics/elections/bs-md-pol-maryland-ballots-on-the-way-20200924-u3ntfsqsvvazhotloeiczaz2n3a-story.html
9/24/20	Baltimore Sun	Ballots Mailed	https://www.baltimoresun.com/politics/elections/bs-md-pol-maryland-ballots-on-the-way-20200924-u3ntfsqsvvazhotloeiczaz2n3a-story.html
9/24/20	Capital Gazette	Ballots Mailed	https://www.capitalgazette.com/politics/bs-md-pol-maryland-ballots-on-the-way-20200924-u3ntfsqsvvazhotloeiczaz2n3a-story.html
9/24/20	CBS DC	Ballots Mailed	https://washington.cbslocal.com/video/4736925-maryland-begins-mailing-ballots-to-voters-ahead-of-general-election/

CLIENT: Maryland State Board of Elections
CAMPAIGN: Maryland 2020 Presidential General Election – Hispanic Outreach Campaign
DATE: 8/10/2020 to 11/10/2020
GOAL: To inform the Latino/Spanish-speaking electorate about the Maryland 2020 Presidential General Election of November 3, 2020 and encourage them to vote.

Summary

Starting on August 10, 2020 Cool & Associates LLC (Cool) launched a twelve-week Hispanic outreach campaign to inform, promote and motivate eligible members of the Hispanic community to vote in the Maryland 2020 Presidential General Election. Conservatively, the campaign yielded **3,245,301** impressions across the State of Maryland.

Cool reached Spanish speakers through an extensive outreach campaign to various stakeholders via traditional media, special events, influencer amplification and community outreach, coupled with nontraditional grassroots efforts including text, What'sApp and social media engagement. The outreach included interviews and presentations on various Hispanic media platforms, paid and earned, across the State of Maryland and the Greater Washington Metropolitan area.

The following is a summary of Cool's efforts, including:

- **Media Outreach** – Translating and distributing 28 State Board of Elections press releases and media advisories to **122 media partners**, often within the same day as the efforts to the English-speaking partners. Procuring and facilitating 25 interviews with Dr. Gilberto Zelaya, the designated Spanish-speaking spokesperson to increase impact and voter awareness. Veronica Cool also served as a media spokesperson. Additionally, Cool's efforts yielded over 30 media placements across various Spanish media platforms.
- **Stakeholder Outreach & Events** – Engaging and informing **1,196 stakeholders** and community organizations that actively serve thousands of Latinos and Spanish-speakers throughout the State of Maryland using traditional methods such as email and telephone, as well as through special events.
- **Influencers & Digital Community Outreach** – Amplifying reach and impact of outreach efforts by using nontraditional grassroots methods, including partnering with influencers and activating digital community outreach across prevalent social platforms, and engaging with stakeholders via WhatsApp, text, and Facebook Groups & Messenger.
- **Content Development, Creative Design Support** – Developing content to effectively engage Spanish-speakers across various platforms, creating video assets featuring key Maryland influencers to support outreach efforts and more deeply engage the Maryland Latino community in the electoral process.
- **Translations & Transcreations** – Transcreating over 20 creative assets, including print ads, icons, six phases of digital ads, SBE instructional video subtitles, radio and TV scripts, TV graphics, media interview talking points, social media toolkits, and stakeholder outreach presentations.

Outreach to Hispanic Media Outlets

Cool distributed all 28 press releases, in addition to statements and advisories, to **122 media partners** in Hispanic media outlets that serve the State of Maryland and the Greater Washington Metropolitan area. These media outreach efforts are documented on the [General Election Media Outreach Tracker](#).

Cool garnered **25 media interviews** and over **30 media placements**, and was able to leverage Dr. Gilberto Zelaya, with the Montgomery County Board of Elections, as well as Veronica Cool as media spokespeople. These media interviews and placements are documented on Appendix A.

The media and influencer engagements yielded an estimated 2,854,838 impressions across the State of Maryland.

TV	Description	Impressions/reach
Univision	48 ads + Digital	296,210
Telemundo	45 :30 secondsc + \$3500 Value add	368,316
RADIO		
El Zol-on air	70 :30s spots	250,000
El Zol-digital	Digital impressions 226K	226,000
Radio America	57 :30S + 30 bonus :30s	200,000
Radio Poder	126 :30s + 24 bonus :30s	105,000
Ke'Pachanga	100 3 daily spots from M-F :15/30s- 5 different versions. 36 Live mentions in our shows 1 daily mention M-F 3 20 to 25 minute interview on our networks (coordinate dates) 20 post 1 post every third day 3 edited videos and their publication on our networks 1xweek 20 1 post every day from October 15 to November 3, 2020 20 1 daily video post from October 15 to November 03, 2020 7 times logo or ads in our live shows! Per Media Kit: 12,200 Listeners 100,000 social media fans among all platforms + hosts	112,200
PRINT		
Mundo latino Print + Digital	<ul style="list-style-type: none"> • 1 FULL PAGE COLOR AD @ ML Newspaper, October edition Print Distribution: Monthly 10,000 • 2 DIGITAL BANNERS weekly @ SBL Facebook page • 1 AD or Banner @ SBL website • 1 Facebook Live Interview • 1 PSA (Public Service Announcement) weekly @ SBL Facebook page • 1 Endorsement like Influencer (post or short video) 	297,696
El Tiempo Latino Print + Digital	<ul style="list-style-type: none"> • Ad size: 1/4 pg., ad 5.33"x10" Color: Yes Frequency: 7x Dates: September 18th, 25th, October 2nd,9,16,23rd, 30th Print Distribution: Monthly 50,000 • 1 Facebook Live Date: TBD • (4weeks) 728x90 Leaderboard ad on our e-daily newsletter • 2 Facebook Posting only to Maryland Residents Date: TBD Digital ads: 728x90, 300x250 Frequency: September 25th-Nov. 3rd • Print Ad size: 1/4 pg., ad 5.33"x10" Color: Yes Frequency: 7x Dates: September 18th, 25th, October 2nd,9,16,23rd 30th • 1 Facebook Live Date: TBD • (4weeks) 728x90 Leaderboard ad on our e-daily newsletter • Digital ads: 728x90, 300x250 Frequency: September 25th-Nov. 3rd 	538,833
El Poder de Ser Mujer Print + Digital	1 full page ad + 5 social media posts (8102) Print Distribution 5,000 Value Add: 5 Social posts + Interview	8,102
PRINT TOTAL		
Influencers		
Walkiria Pool+ CAF INFORMS	My CAF (FB + newsletter + radio) 30K+ reach	37,865
Chele Gonzalez + Cesar Garcia	IG + FB, Radio 87.7	342,341
Maria Rodriguez	Personal posts MDHCC + MDHBC + influencer video	11,508
Jenny the Voice	5 posts/ videos to followers on FB, Instragram +	51,820
Milagros Melendez	7 posts/videos to 3142 followers + shares to Agenda/ETL	8,947
Paid Media Total		2,854,838

Outreach to Stakeholders

Cool connected with **1,196 stakeholders** that included Latino Influencers and Community Leaders, Embassies and Consulates, Elected Officials, Hispanic Churches, non-profit organizations, professional associations, and other organizations including businesses and chambers of commerce throughout Maryland.

Conservatively, the Cool team had **390,463 estimated** with Hispanics across Maryland through texts, emails, phone outreach as well as extensive digital outreach.

Stakeholder Outreach Type		
Phone Calls	same stakeholders were engaged via email/phone and text throughout the last 2 weeks of the campaign	1,196
Text Messages	same stakeholders were engaged via email/phone and text throughout the last 2 weeks of the campaign	927
Emails	same stakeholders were engaged via email/phone and text throughout the last 2 weeks of the campaign	2,184
Weekly Outreach emails	Customized bilingual outreach messages 2x per week	28,704
Event Outreach- Cool	Latinos and the Vote	2,576
WhatsApp messages	CAF 200 Faith Leaders 3x, Average Congregation size 50.	30,000
Facebook Individual Messages (DM's sent to individuals directing organizations, not groups)	65 Individuals (Churches) 1x per week with the organizational reach.	38,803
Partner Outreach-sampling		
Sergio Polanco E-blast	9/8/20 Disseminated Sept 4 Board Action and Request Ballot by mail press releases. Listserv Number=unknown	1
Johns Hopkins Medicine ERG Newsletter	9/10/20, Inez Stewart shared with content with Latino ERGs. Number= Unknown	1
Centro de Ayuda/Center of Help	9/9 Bilingual Eblast was sent to stakeholders, detailing how and when to vote. Distribution Number= Unknown https://www.facebook.com/elcentrodeayuda/posts/1093031914426571	1
El Poder De Ser Mujer	E-Blast to 5000 subscribers	5,000
MD Hispanic Business Conference. MPR Solutions	10/13/2020 Eblast about voting process- Listserv Number=unknown	1
FB Posts & Groups- SAMPLING	Most organizations posted multiple times throughout campaign- only counting 1x	281,069
Stakeholder Estimated Reach		390,463

Special Events

Over the course of twelve weeks, Cool participated in and hosted a total of **11 special events**, including the **SBE Virtual Hispanic Stakeholders Meeting** with Nikki Charlson and Veronica Cool with over 30 attendees.

Cool also coordinated **Maryland Latinos & The 2020 Vote** session, a key event in coordination with leading Hispanic-serving organizations including the Maryland Hispanic Chamber of Commerce, Latino Providers Network, Hispanos Sin Fronteras and Maryland Latinos Unidos, along with community leaders David Rosario, Lilian Castillo, Marco Avila, Veronica Cool and Dr. Gilberto Zelaya.

Additional events wherein a representative of SBE was able to engage and inform the Hispanic community in Maryland include:

- SBE Virtual Hispanic Stakeholders Meeting
- Archdiocese Virtual Elections Presentation
- Centro Sol Virtual Elections Discussion
- Somos Baltimore Latinos – The Importance of the Latino Vote
- District 14 Tele Townhall
- Maryland Youth Voter Webinar
- CAF (Centro de Apoyo Familiar) inform Series – English session
- CAF (Centro de Apoyo Familiar) inform Series – Spanish session
- Maryland Latinos & The 2020 Vote
- Pratt Library en Español
- MD Hispanic Chamber of Commerce’s monthly member meeting

The special events are documented on the [General Election Special Events Tracker](#).



MARYLAND HISPANIC COMMUNITY & 2020 GENERAL ELECTION STAKEHOLDER MEETING

MD VOTES

FRIDAY 8/28/2020 11:00 AM
Via Zoom
<https://us02web.zoom.us/j/88619648919>

The Maryland State Board of Elections (SBE) is hosting this important discussion and listening session about engaging the Maryland Hispanic community in the electoral process and promoting the vote in the 2020 General Election. Learn what tools and materials are available to inform and empower Hispanics and Spanish-speaking voters.

The meeting will begin with a presentation by SBE Deputy Administrator Nikki Charlson, followed by Listening and Q&A Sessions.




TUESDAY OCTOBER 27th 2020
 2:00PM-3:00PM

MARYLAND LATINOS & THE 2020 VOTE
 COMMUNITY DISCUSSION




Dr. Gilberto Zelaya, MD State Board of Elections



Marco V. Ávila, MD Hispanic Chamber of Commerce



Lilly Castillo, Hispanos Sin Fronteras.



Veronica Cool, MD Latinos Unidos



David Rosario, Latino Providers Network

VIA  **LIVE**

Influencers & Digital Community Outreach

To ensure we connected with the greatest number of individuals, Cool leveraged several micro-influencers to produce and promote content, including videos and social media posts. These micro-influencers include Pedro Palomino, Jenny “The Voice” Hernández, Milagros Meléndez, Chele González and Cesar Garcia, Walkiria Pool, María Pilar Rodríguez and Veronica Cool.

Pedro Palomino & Somos Baltimore Latino

Pedro Palomino is an award-winning journalist with a trusted and highly interactive media platform: Somos Baltimore Latino. Currently this Facebook page is the largest Hispanic platform in Baltimore and the surrounding counties, with over 54,696 followers (and a reach of over 200K monthly). Additionally, he publishes Mundo Latino, a monthly newspaper with distribution across the DMV of 10,000. Pedro is a key influencer for various other high-profile campaigns, including the Maryland Department of Health’s Covid-19 awareness campaign and the Maryland Health Connection Open Enrollment campaign. He also participated in the State Board of Election’s 2020 Primary Election voting awareness campaign.

Pedro supported the 2020 General Election campaign with social media posts, original and shared content, personal PSA video, printed ads, editorials and participating in the final Statewide Spanish commercial. Some examples of his content are included below with hyperlinks.



Jenny “The Voice” Hernandez

Jenny Hernández is a radio personality, blogger, and a Latino influencer with 13,000 followers on Instagram, 8,603 followers statewide on Facebook, and 5,217 followers on Twitter, as well as a rapidly growing TikTok fanbase. She is well known for her engaging personality and relevant content, and she is a key influencer for various other high-profile campaigns, including the Maryland Department of Health’s Covid-19 awareness campaign and the Maryland Health Connection Open Enrollment campaign. She also participated in the State Board of Election’s 2020 Primary Election voting awareness campaign.

She supported the 2020 General Election campaign with social media posts, original and shared content, several original videos encouraging Spanish-speaking voters to vote, and by participating in the final Statewide Spanish commercial. Some examples of her content are included below with hyperlinks:


Jenny The Voice posted a video to playlist **Mensajes Importantes**.
Paid Partnership

Si aún no has emitido tu voto, pon atención a estas 3 opciones y decide ya cual es la mejor para ti. Estamos en la recta final y no puedes dejar de participar en la Elección 2020.

Aprovecha el VOTO ANTICIPADO EN PERSONA que es hasta el Lunes 2 de noviembre. Incluso sábado y domingo de 7am a 8pm para los votantes interesados en votar en persona [INGRESA AQUI https://bit.ly/3mMLNpO](https://bit.ly/3mMLNpO)

Si ya recibió su boleta, favor de depositarle en cualquier buzón electoral- aquí está la lista completa. Y no confunda un Buzón Electoral con un buzón de la US Post Office. Aquí está la lista completa. VOTO POR BUZÓN ELECTORAL https://elections.maryland.gov/.../PG20_Drop%20Box...

#sponsored #MarylandVota #MDVotes #Maryland



YA VOTASTE ? Send Message


Jenny The Voice is in **D.C(Maryland/Virginia)**.
October 23 at 8:31 AM

LOS INVITO A QUE NO SE PIERDAN ESTE FB LIVE !
MARYLAND LATINOS & THE 2020 VOTING PROCESS
MARTES OCTUBRE 27, 2020 A LAS 2PM

INVITADOS

- Dr Gilberto Zelaya, Maryland State Board of Elections
- Lilly Castillo, Hispanos Sin Fronteras & Workplace Management Group Ltd
- David Rosario, Latino Providers Network & State Farm Insurance
- Maria Pilar Rodriguez, MD Hispanic Chamber of Commerce & MPR Business Solutions LLC
- Veronica Cool, MD Latinos Unidos & Cool & Associates LLC

#MDVotes #latinosvote #marylandvota #Maryland #Latinos #Vote



MARYLAND LATINOS & THE 2020 VOTE
COMMUNITY DISCUSSION

TUESDAY OCTOBER 27th 2020
2.00PM-3.00PM
Via **LIVE**

Dr. Gilberto Zelaya, MD State Board of Elections | David Rosario, Latino Providers Network | Maria Pilar Rodriguez, MD Hispanic Chamber of Commerce | Lilly Castillo, Hispanos Sin Fronteras | Veronica Cool, MD Latinos Unidos

You and 25 others 9 Shares

jennythevoice · Following Maryland


HOY ES UN DIA IMPORTANTE! Hoy es el PRIMER DIA de la votación anticipada. Desde hoy lunes 26 de octubre hasta el lunes 2 de noviembre de 7AM a 8PM (incluyendo sábado y domingo)

Si aun no estas registrado ¡No hay problema! Puedes registrarte y votar en un centro local de votación anticipada del lunes 26 de octubre al lunes 2 de noviembre, de 7 a.m. a 8 p.m. Lleva un documento con su dirección, como una licencia de conducir o una identificación emitida por la MVA.

Es un momento importante y quisiera verte participar. Y por supuesto verte hacerlo. Si subes una foto a las redes sociales para insentivar a otros a votar usa los hashtags #MarylandVota y #MDVotes

#Maryland #marylanders #inmaryland #vote #latinovote #votolatinos2020

348 likes OCTOBER 26



jennythevoice · Following Maryland


Hoy es un día importante! Nunca antes se había visto lo que hasta ahora. Casi 100 millones de personas realizaron su Voto anticipado y hoy muchos siguen acercándose a los centros de votación. Que emoción ver sus fotografías, especiales las de mi comunidad latina.

Que nada te detenga y no te quedes sin emitir tu voto. Tienes hasta las 8pm.

Si tu votaste por medio de la boleta electoral no te quedes con las ganas de subir tu foto con tu sticker de votación así como ésta que subo ahora. Entra a este link <http://bit.ly/IVOTEDsticker> o ve al enlace en mi Bio y escoge tu sticker favorito y consulta sobre tu centro de votación más cercano.

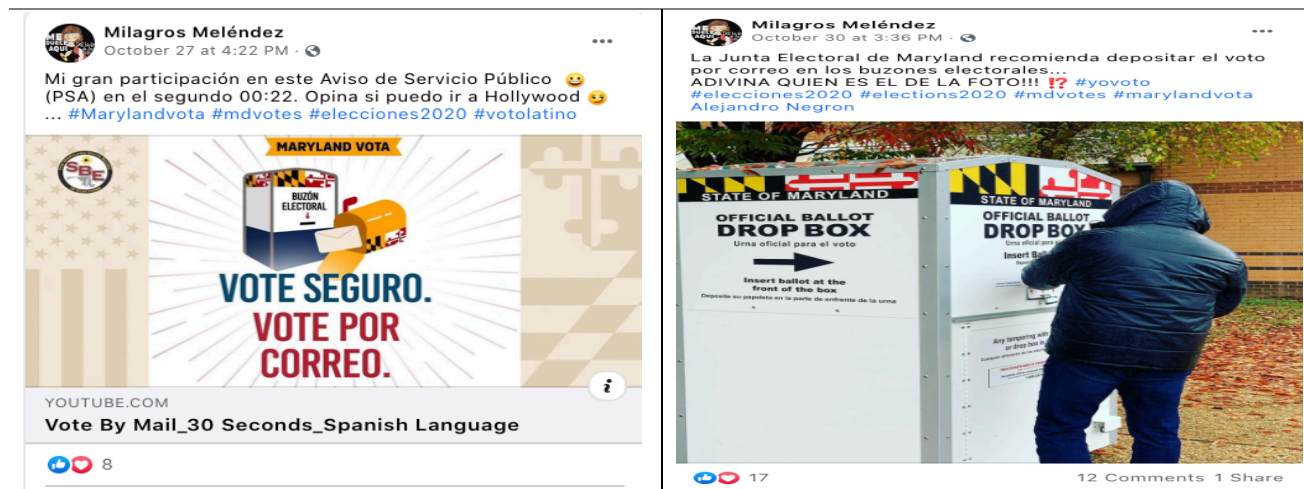
#MarylandVota #MDVote #Vote #vota

322 likes NOVEMBER 3



Milagros Meléndez

Milagros is a journalist for El Tiempo Latino and radio personality for La Agenda Radio in the Maryland–DC Metropolitan area. She has a very interactive social presence on Facebook and Instagram. She leveraged her media platforms and co-hosts, including Alejandro Negrón, to amplify social messages and videos encouraging Latinos to vote, on-air and via digital outlets.



Chele González & César García

Chele and César are radio hosts at La Nueva 87.7, a radio station that serves the Maryland–DC Metropolitan area. Chele and Cesar, along with their radio station La Nueva, have a very broad network and sphere of influence amongst the Latino population both on air and on social media platforms such as Facebook and Instagram. They leveraged their role as the morning show hosts to mention and cover the #MarylandVota campaign at least 50 times in the span of 2 weeks, with an estimated reach of 229,000 per mention.



Walkiria Pool

Walkiria is a well-respected statewide community leader, especially with the Spanish-speaking faith-based community. She holds various leadership roles including the president and founder at the Centro de Apoyo Familiar (CAF), a community organization dedicated to transforming communities through economic and educational empowerment in collaboration with community and faith-based organizations. She also serves as the Co-Chair of the Governor’s Commission on Hispanic Affairs, with statewide reach. Additionally, Walkiria is a radio host of various programs including CAF Informs on Facebook Lives and WWGB 1030 AM Radio Poder

Walkiria supported Hispanic outreach efforts through social posts, e-newsletters, radio interviews and participation in the Spanish influencer videos.

María Pilar Rodríguez

María is the executive director of the Maryland Hispanic Chamber of commerce as well as the leading organizer for the Maryland Hispanic Business Conference. She leveraged her influence to promote the Hispanic Vote through social posts on Facebook and Instagram, as well as through live videos and interviews with various nontraditional platforms. Additionally, she participated in the Spanish influencer video series.

Additional samples of digital outreach efforts are illustrated in Appendix K.

Content Creation & Influencer Videos

Cool developed social content and videos to support SBE outreach efforts. The social media content focused on culturally appropriate copy which was distributed across the SBE social platforms and shared with our stakeholders for further dissemination.

Additionally, Cool created four Spanish Influencer Videos, featuring key community leaders and influencers from around the State of Maryland; designed to amplify the outreach efforts by leveraging these trusted voices. The video messages centered around encouragement and the voting process for the 2020 General Election. These videos were distributed to all stakeholders and media outlets and they were posted on the SBE YouTube channels. The Cool Influencer videos include:

- [0:30 Second “Vote by Mail” Influencer Video](#)
- [0:30 Second “Vote in Person” Influencer Video](#)
- [0:30 Second “Register to Vote” Influencer Video](#)
- [0:60 Second “Ways to Vote” Influencer Video](#)

Participants included:

- Marco Ávila, Chamber President
- Veronica Cool, Entrepreneur, Community Leader
- Cesar Garcia, Radio Host



- Jenny “The Voice” Hernández, Influencer, Blogger, Community Leader
- Bishop Bruce Lewandowski
- Corina Morga, Entrepreneur, Chamber President
- Milagros Meléndez, Journalist
- Pedro Palomino, Journalist
- Jesus Pérez, Community Leader, Advocate for DACA, LGBT and Latino Youth
- Sergio Polanco, Community Leader
- Walkiria Pool, Faith Leader, Radio Personality
- María Pilar Rodríguez, Business Leader, Entrepreneur
- David Rosario, Community Leader, Entrepreneur
- Javier Solis, Community Leader, Entrepreneur
- Gustavo Torres, Community Leader
- Dr. Gilberto Zelaya, Montgomery Election Board



Translations, Transcreations & Real Time Interpretation

Cool translated the following documents and assets in an expedited, same-day manner, in each case ensuring three levels of linguistic review. The information was carefully aligned to the original content already developed by SBE to remain consistent and to ensure accuracy yet adapted through a transcreation process that ensured full cultural competence and effective resonance with the Maryland Latino Community. Cool also researched and updated all URLs and hashtags so as to insert the Spanish versions of all available resources.

Additionally, Cool served as real-time interpreter during the SBE Media Advisory virtual Zoom during November 3rd and 4th.

Press Releases:

- Early Voting Dates – 8/12/2020
- USPS Statement – 8/14/2020
- Additional Ballot Drop Boxes – 8/19/2020
- Register & Request Your Mail-In Ballot – 8/27/2020
- Mail-In Ballot Applications Mailed – 8/31/2020
- Voting Locations Approved – 8/31/2020
- Vote Center Plans Approval for Four Counties – 9/4/2020
- Request Mail-In Ballot – 9/8/2020
- Printing Contract for Ballots – 9/11/2020
- Statement on USPS Postcard – 9/14/2020
- Statewide Early Voting & Election Day Voting Centers – 9/16/2020
- Ballot Drop Box Locations – 9/18/2020
- National Voter Registration Day – 9/22/2020
- Mail-In Ballot Mailing Begins – 9/24/2020

- Ballot Counting Schedule & Online Tracking – 10/8/2020
- 1.1 Million Mail-In Ballots Sent Out – 10/8/2020
- Registration Deadline Approaching – 10/12/2020
- Ballot Box Statement – 10/20/2020
- Early Voting Begins Monday – 10/22/2020
- Record-Breaking First Day of Early Voting – 10/26/2020
- Use Ballot Drop Boxes – 10/28/2020
- Hospital Quarantine Voting – 10/30/2020
- Remaining Early Voting Days – 10/30/2020
- Election Day Is Tomorrow – 11/2/2020
- Outstanding Votes – 11/5/2020
- Same Day Records & Mail-In Ballot Counts – 11/6/2020
- Media Advisory, Election Day – 11/2/2020
- Media Advisory, Results – 11/4/2020

Samples are illustrated in Appendix C.

Other Creative & Marketing Assets:

- Radio scripts
- TV scripts & graphics
- Print ads
 - Print ad 1 – Vote by Mail
 - Print ad 2 – Vote in Person
- Icons
- Digital Ads
 - Phase 1 digital ads – Register to Vote
 - Phase 2 digital ads – Request Your Ballot
 - Phase 3 digital ads – Vote Early or On Election Day
 - Phase 4 digital ads – Return Your Ballot
 - Phase 5 digital ads – All Messages
- Social Media Toolkit
 - Graphics from Toolkit
 - Social posts from Toolkit
- Updating SBE YouTube video subtitles
 - 10:03 minute [“Requesting a Mail-in Ballot”](#) video
 - 06:36 minute [“Receiving & Returning Your Ballot”](#) video

Samples are illustrated in the Appendices C - I.

APPENDIX A – Total Hispanic Outreach, Estimated

TV	Description	Impressions/reach
Univision	48 ads + Digital	296,210
Telemundo	45 :30 seconds + \$3500 Value add	368,316
RADIO		
El Zol-on air	70 :30s spots	250,000
El Zol-digital	Digital impressions 226K	226,000
Radio America	57 :30S + 30 bonus :30s	200,000
Radio Poder	126 :30s + 24 bonus :30s	105,000
Ke'Pachanga	100 3 daily spots from M-F :15/30s- 5 different versions. 36 Live mentions in our shows 1 daily mention M-F 3 20 to 25 minute interview on our networks (coordinate dates) 20 post 1 post every third day 3 edited videos and their publication on our networks 1xweek 20 1 post every day from October 15 to November 3, 2020 20 1 daily video post from October 15 to November 03, 2020 7 times logo or ads in our live shows! Per Media Kit: 12,200 Listeners 100,000 social media fans among all platforms + hosts	112,200
PRINT		
Mundo latino Print + Digital	• 1 FULL PAGE COLOR AD @ ML Newspaper, October edition Print Distribution: Monthly 10,000 • 2 DIGITAL BANNERS weekly @ SBL Facebook page • 1 AD or Banner @ SBL website • 1 Facebook Live Interview • 1 PSA (Public Service Announcement) weekly @ SBL Facebook page • 1 Endorsement Like Influencer (post or short video)	297,696
El Tiempo Latino Print + Digital	• Ad size: 1/4 pg., ad 5.33"x10" Color: Yes Frequency: 7x Dates: September 18th, 25th, October 2nd,9,16,23rd, 30th Print Distribution: Monthly 50,000 • 1 Facebook Live Date: TBD • (4weeks) 728x90 Leaderboard ad on our e-daily newsletter • 2 Facebook Posting only to Maryland Residents Date: TBD Digital ads: 728x90, 300x250 Frequency: September 25th-Nov. 3rd • Print Ad size: 1/4 pg., ad 5.33"x10" Color: Yes Frequency: 7x Dates: September 18th, 25th, October 2nd,9,16,23rd 30th • 1 Facebook Live Date: TBD • (4weeks) 728x90 Leaderboard ad on our e-daily newsletter • Digital ads: 728x90, 300x250 Frequency: September 25th-Nov. 3rd	538,833
El Poder de Ser Mujer Print + Digital	1 full page ad + 5 social media posts (8102) Print Distribution 5,000 Value Add: 5 Social posts + Interview	8,102
PRINT TOTAL		
Influencers		
Walkiria Pool+ CAF INFORMS	My CAF (FB + newsletter + radio) 30K+ reach	37,865
Chele Gonzalez + Cesar Garcia	IG + FB, Radio 87.7	342,341
Maria Rodriguez	Personal posts MDHCC + MDHBC + influencer video	11,508
Jenny the Voice	5 posts/ videos to followers on FB, Instagram +	51,820
Milagros Melendez	7 posts/videos to 3142 followers + shares to Agenda/ETL	8,947
Paid Media Total		2,854,838
Stakeholder Outreach Type		
Phone Calls	same stakeholders were engaged via email/phone and text throughout the last 2 weeks of the campaign	1,196
Text Messages	same stakeholders were engaged via email/phone and text throughout the	927
Emails	same stakeholders were engaged via email/phone and text throughout the last 2 weeks of the campaign	2,184
Weekly outreach emails	Customized bilingual outreach messages 2x per week	28,704
Event Outreach- Cool	Latinos and the Vote	2,576
WhatsApp messages	CAF 200 Faith Leaders 3x, Average Congregation size 50.	30,000
Facebook Individual Messages (DM's sent to individuals directing organizations, not groups)	65 Individuals (Churches) 1x per week with the organizational reach.	38,803
Partner Outreach-sampling		
Sergio Polanco E-blast	9/8/20 Disseminated Sept 4 Board Action and Request Ballot by mail press releases. ListServ Number=unknown	1
Johns Hopkins Medicine ERG Newsletter	9/10/20, Inez Stewart shared with content with Latino ERGs. Number= Unknown	1
Centro de Ayuda/Center of Help	9/9 Bilingual Eblast was sent to stakeholders, detailing how and when to vote. Distribution Number= Unknown https://www.facebook.com/elcentrodeayuda/posts/1093031914426571	1
El Poder De Ser Mujer	E-Blast to 5000 subscribers	5,000
MD Hispanic Business Conference. MPR Solutions	10/13/2020 Eblast about voting process- ListServ Number=unknown	1
FB Posts & Groups- SAMPLING	Most organizations posted multiple times throughout campaign- only counting 1x	281,069
Stakeholder Estimated Reach		390,463
TOTAL ESTIMATED LATINO OUTREACH		3,245,301

APPENDIX B – Hispanic and Spanish Media Interviews

MEDIA/ STAKEHOLDER OUTLET	MARKET/REGION	DATE
La Agenda Radio	DC/MD Metro Area	08/26/2020
DC Express News	DC/MD Metro Area	08/31/2020
La Agenda Radio	DC, MD, VA	09/02/2020
WWGB Radio Poder	DC, MD, VA	09/02/2020
El Poder de Ser Mujer TV	Prince George' s County, MD	09/15/2020
Centro Sol, La Hora del Café	Baltimore Metro Area	09/23/2020
Howard County Community College, Drago Digital Radio	Baltimore Metro Area	09/23/2020
La Agenda Radio	DC, MD, VA	09/23/2020
Howard County Community College, Drago Digital Radio	Baltimore Metro Area	09/24/2020
Telemundo Delmarva	Delmarva	09/29/2020
El Tiempo Latino	DC/MD Metro Area	10/13/2020
Ke' Pachanga Radio	Baltimore Metro Area	10/14/2020
La Agenda Radio	DC, MD, VA	10/14/2020
WWGB Radio Poder	DC, MD, VA	10/19/2020
El Zol Radio 107.9	DC/MD Metro Area	10/20/2020
El Tiempo Latino	DC/MD Metro Area	10/20/2020
WWGB Radio Poder	DC, MD, VA	10/21/2020
La Nueva Radio 87.7	DC/MD Metro Area	10/22/2020
Somos Baltimore Latino	MD Statewide	10/22/2020
WWGB Radio Poder	DC, MD, VA	10/23/2020
Ke' Pachanga Radio	Baltimore Metro Area	10/23/2020
Ke' Pachanga Radio	Baltimore Metro Area	10/30/2020
La Nueva 87.7	DC/MD Metro Area	10/30/2020
Radio America	DC/MD Metro Area	11/02/2020
Telemundo Delmarva	Delmarva	11/03/2020

APPENDIX C – Press Release & Media Advisory Translations

Press Release – Early Voting Dates 8/12/2020

MARYLAND
STATE BOARD OF ELECTIONS
P.O. BOX 6486, ANNAPOLIS, MD 21401-0486 TELEFONO (410) 269-2840

Michael R. Cogan, Chairman
Patrick J. Hogan, Vice Chairman
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Linda H. Lamone
Administrator
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443-854-1444 Veronica@CoolAssociatesLLC.com

La Junta Electoral Aprueba Días de Votación Anticipada para la Elección General

ANNAPOLIS (12 de agosto de 2020) – La Junta Electoral del Estado de Maryland votó hoy para resolver que la votación anticipada se llevará a cabo a partir del lunes 26 de octubre al lunes 2 de noviembre (incluyendo sábado y domingo) de 7 a.m. a 8 p.m. Los centros de votación anticipada también estarán abiertos el día de la elección, martes 3 de noviembre. En los días de votación anticipada, unos 80 centros de votación abrirán en todo el estado. El día de las elecciones, aproximadamente 350 centros de votación estarán abiertos en todo el estado. Los electores pueden emitir su voto en cualquier centro de votación de su condado de residencia. La Junta también planea poner a disposición al menos 127 buzones de votación en todo el estado.

Como se anunció anteriormente, se alienta a los residentes de Maryland a enviar su papeleta por correo en las elecciones de este año como precaución de salud pública durante el estado de emergencia por el COVID-19. La Junta enviará por correo las solicitudes de papeletas por correo a todos los electores de Maryland a finales de agosto, o los residentes pueden solicitar su papeleta por correo en línea visitando elections.maryland.gov. La fecha límite para solicitar una papeleta por correo es el 20 de octubre.

"Si bien alentamos a los residentes de Maryland a enviar su papeleta por correo, el hecho de disponer de nuevos días de votación en persona les da a los residentes de Maryland la oportunidad de votar en persona si así lo desean", dijo Linda Lamone, Administradora de la Junta de Elecciones.

La Junta también alienta a todos los ciudadanos interesados a que se postulen para ser jueces electorales en elections.maryland.gov. Al responder y apoyar al sistema de la democracia, los jueces electorales ganarían un estipendio de hasta \$300 por su servicio. Además, el Gobernador Hogan permite que los empleados del Estado cuenten con 16 horas de licencia administrativa para servir como trabajadores electorales, y se espera que los gobiernos de cada condado también lo hagan. La Junta está aplicando un plan integral de salud pública con directores de distanciamiento social y equipo de protección personal para proteger a los trabajadores electorales y a los votantes en los centros de votación en persona.

La Junta se reunirá de nuevo el miércoles 19 de agosto a las 2 p.m. La reunión se transmitirá en vivo en elections.maryland.gov.

###

FAX (410) 974-2019
Servicio de Retransmisión de MD (800) 735-2258

Número de Teléfono Gratuito (800) 222-8683
<http://www.elections.maryland.gov>

151 West Street Suite 200
Annapolis, Maryland 21401

Press Release – Request Mail-In Ballot 9/8/2020

MARYLAND
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P.O. BOX 6486, ANNAPOLIS, MD 21401-0486 PHONE (410) 269-2840

Michael R. Cogan, Chairman
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Para Ahorrar Tiempo y Dinero, Pida su Boleta por Correo Postal, No por Correo Electrónico.

ANNAPOLIS (8 de septiembre de 2020) – La Junta Electoral del Estado de Maryland les recuerda a los residentes de Maryland que recibir su boleta de votación para el 2020 por correo postal de Estados Unidos es gratis y más conveniente para el elector que recibir su boleta por correo electrónico.

Debido a la contingencia ocasionada por el COVID-19, se alienta a todos los residentes de Maryland a votar por correo y a solicitar una boleta a la Junta Electoral del Estado o a su junta electoral local antes del 20 de octubre de 2020. A finales de agosto, la Junta envió automáticamente a la mayoría de los electores elegibles una solicitud para obtener la boleta junto con un sobre de retorno con franqueo pagado.

Aunque los electores pueden solicitar que su boleta sea enviada por correo electrónico, es más conveniente solicitar que sea enviada por el correo postal de los Estados Unidos, y además es gratis. Cuando un elector solicita que su boleta sea enviada por correo de primera clase, también recibe un sobre de devolución de primera clase con franqueo pagado. El elector sólo tiene que completar la boleta, firmar y sellar el sobre y devolverlo en el sobre de devolución con franqueo pagado cuando le resulte conveniente. Las boletas pueden enviarse a la oficina electoral local o depositarse en un buzón electoral.

Cuando recibe su boleta por correo electrónico, el elector debe encargarse de imprimir la boleta, completarla, encontrar un sobre y pagar el franqueo. Además, los oficiales electorales locales deben copiar cualquier boleta impresa en papel estándar a una boleta oficial para que pueda ser escaneada y contada.

"Recibir su boleta por correo es gratis y más conveniente que recibirla por correo electrónico", declaró Linda Lamone, Administradora de la Junta Electoral del Estado. "Para ahorrar tiempo y dinero, solicite que su boleta sea enviada por correo postal. Esto también hará que el proceso de conteo de votos de Maryland sea más eficiente, porque los jueces electorales locales no tendrán que copiar a mano las boletas."

Se recomienda a los electores que envíen sus solicitudes de boletas lo antes posible. Una vez que reciba su boleta de voto por correo, no hay necesidad de esperar. Completa, firme el sobre y envíelo lo antes posible. Las boletas de voto por correo deben ser mataselladas por la oficina de correos el 3 de noviembre o antes. Simplemente depositar la boleta en un buzón de correo el 3 de noviembre no implica que este matasellada. Los electores también pueden depositar sus boletas en algún

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MD Relay Service (800) 735-2258

Toll Free Phone Number (800) 222-8683
<http://www.elections.maryland.gov>

151 West Street Suite 200
Annapolis, Maryland 21401

Press Release – Early Voting Begins Monday 10/22/2020

MARYLAND
STATE BOARD OF ELECTIONS
P.O. BOX 6486, ANNAPOLIS, MD 21401-0486 PHONE (410) 269-2840

Michael R. Cogan, Chairman
Patrick J. Hogan, Vice Chairman
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El Lunes Comienza la Votación Anticipada en Persona en Maryland

ANNAPOLIS (22 de octubre de 2020) – La Junta Electoral del Estado de Maryland recuerda a los electores que desean emitir su voto de manera presencial que la votación anticipada comienza el lunes 26 de octubre y se extenderá durante ocho días consecutivos, incluidos el sábado y el domingo. La votación anticipada en Maryland concluye el lunes 2 de noviembre, el día anterior al día de las elecciones.

Los electores elegibles pueden emitir su voto en cualquier centro de votación anticipada autorizado en su jurisdicción de residencia. La lista completa de centros de votación anticipada está disponible [aquí](http://www.elections.maryland.gov). Los electores también pueden encontrar [aquí](http://www.elections.maryland.gov) los centros de votación anticipada, centros de votación del Día de las Elecciones y las ubicaciones de los buzones electorales en su área con solo ingresar su código postal.

Los electores que no se registraron con antelación, podrán registrarse en persona en los centros de votación, en el día, durante la votación anticipada y en el Día de las Elecciones. Para demostrar su dirección de residencia, los residentes de Maryland que se registren para votar en persona durante la votación anticipada o en el día de las elecciones deberán presentar una licencia de conducir expedida por la Administración de Vehículos Motorizados, una tarjeta de identificación o tarjeta de cambio de domicilio, un cheque de pago o estado de cuenta bancario, una factura de servicios públicos u otro documento gubernamental que incluya el nombre y el nuevo domicilio del elector.

"Les pedimos a los residentes de Maryland que quieran votar de manera presencial que aprovechen la votación anticipada", dijo la administradora de la Junta Electoral del Estado de Maryland, Linda Lamone. "Aunque muchos residentes de Maryland ya votaron, y siguen votando, mediante las boletas de voto por correo, votar anticipadamente es una forma de reducir las filas y limitar los tiempos de espera en los centros de votación. El mejor momento para votar de manera presencial es en los días de semana entre las 10 a.m. y las 2 p.m."

Los electores que ya han solicitado una boleta deben votar utilizando la boleta que recibieron por correo. Solo deben completar la boleta, firmar el juramento en el sobre de devolución con franqueo pagado que acompaña a la boleta, sellar el sobre y enviarlo por correo postal o depositarlo en alguno de [los buzones electorales](http://www.elections.maryland.gov) aprobados.

Los electores no pueden "intercambiar" su boleta de voto por correo durante la votación anticipada o el Día de las Elecciones, ni pueden escanear su boleta de voto por correo en un centro de votación en persona. Si un elector ya ha solicitado o recibido una boleta de voto por correo y desea votar anticipadamente en persona, tendrá que votar con una boleta provisional. Esta boleta se mantendrá hasta que los oficiales electorales confirmen que el elector no envió también una boleta de voto por correo. Este proceso garantiza que se cuente una sola boleta por elector.

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MD Relay Service (800) 735-2258

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151 West Street Suite 200
Annapolis, Maryland 21401

Press Release – Tomorrow Is Election Day 11/2/2020

MARYLAND
STATE BOARD OF ELECTIONS
P.O. BOX 6486, ANNAPOLIS, MD 21401-0486 PHONE (410) 269-2840

Michael R. Cogan, Chairman
Patrick J. Hogan, Vice Chairman
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Linda H. Lamone
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La Junta Electoral del Estado de Maryland Ofrece Consejos para Votar en el Día de las Elecciones y Recuerda a los Electores Cómo Será el Conteo de Boletas

ANNAPOLIS (2 de noviembre de 2020) – La Junta Electoral del Estado de Maryland emitió una serie de recomendaciones pensadas para ayudar a los electores que emitirán su voto en persona el Día de las Elecciones. La Junta Estatal también reiteró cómo es el cronograma de conteo de boletas para asegurar a los electores que todas las boletas debidamente presentadas serán contadas en los resultados oficiales de la elección.

La Junta Estatal aconseja a todos los electores que planeen votar en persona el día de las elecciones lo siguiente:

- Verificar las **ubicaciones de los centros de votación** en su jurisdicción, ya que los centros de votación tradicionales no estarán abiertos debido al COVID.
- Revisar el pronóstico del tiempo en su área antes de dirigirse a un **centro de votación** y vestirse de acuerdo a ello. Si hay posibilidad de lluvia en el pronóstico, los electores deberían llevar sombrillas.
- La mejor hora para votar es entre las 10 a.m. y las 2 p.m. La Junta Estatal recomienda a los electores que se acerquen a votar preparados en caso de que haya filas y les aconseja llevar elementos tales como una silla plegable, un refrigerio o bocadillo y una botella de agua.
- Planificar con anticipación para asegurarse de estar en la fila antes de las 8 p.m. el día de las elecciones para emitir su voto. Los centros de votación permanecerán abiertos para permitir que emitan su voto todos los electores que estén en la fila a las 8 p.m.
- La Junta Estatal les pide a los electores que planeen votar en persona que usen una mascarilla. A los electores que lleguen a los centros de votación sin mascarilla se les ofrecerá una; a los electores que tengan una condición médica o una discapacidad que les impida llevar una mascarilla se les pedirá que voten en una boleta provisional fuera de la sala de votación para proteger a los demás electores y a los jueces electorales. El número de electores permitidos dentro de un centro de votación al mismo tiempo podría verse limitado para asegurar un distanciamiento social adecuado.


Los centros de votación en el Día de las Elecciones estarán abiertos de 7 a.m. a 8 p.m. Se permitirá votar a cualquier elector elegible que esté en la fila antes de las 8 p.m.

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APPENDIX D – Radio Script Transcreations

Client:	SBE	
Job:	Radio Scripts – 2020 General Election	
Action/Date:	8/31/2020	


SCRIPT 1 RADIO VOICE OVER - REGISTER/VOTE BY MAIL
 Tone: clear spoken, slightly upbeat, informative Time: under 30 seconds

English Copy	Spanish Copy
<p>Listen up Maryland: Election Day is almost here. You can vote-by-mail or in person. To vote by mail, you must be registered to vote and your ballot request must be received by October twentieth. Register to vote, update your information, request a ballot online or find information about in person early voting or election day voting at <i>ELECTIONS [DOT] MARYLAND [DOT] GOV [SLASH] TWENTY-TWENTY</i>. That's <i>ELECTIONS [DOT] MARYLAND [DOT] GOV [SLASH] TWENTY-TWENTY</i>. Request your ballot today.</p>	<p>¡Atención Maryland!: Se acercan las elecciones. Haga que su voto cuente. Puede votar por correo o en persona. Para votar por correo tiene que estar registrado para votar y su solicitud de boleta debe recibirse antes del 20 de octubre. Inscribábase para votar, actualice su información, solicite una boleta por Internet u obtenga más información sobre la votación anticipada en persona o en el día de la elección en <i>ELECTIONS [PUNTO] MARYLAND [PUNTO] GOV [BARRA] TWENTY-TWENTY</i>. ¿Se lo repito? <i>ELECTIONS [PUNTO] MARYLAND [PUNTO] GOV [BARRA] TWENTY-TWENTY</i>. ¡Pida su boleta hoy mismo!</p>

SCRIPT 2 RADIO VOICE OVER - VOTE EARLY OR ON ELECTION DAY
 Tone: clear spoken, slightly upbeat, informative Time: under 30 seconds

English Copy	Spanish Copy
<p>Hey Maryland, Election Day is almost here. Did you know you can vote early? Stay safe and avoid the lines... Vote early and in-person at a vote center near you October twenty-sixth through November second, from seven am to eight pm. Or, vote on Election Day, November third between seven am and eight pm. Plan ahead to find your vote center. Visit <i>ELECTIONS [DOT] MARYLAND [DOT] GOV [SLASH] TWENTY-TWENTY</i> to find a voting center near you. That's <i>ELECTIONS [DOT] MARYLAND [DOT] GOV [SLASH] TWENTY-TWENTY</i>.</p>	<p>¡Atención Maryland! Se acerca el día de la elección. ¿Sabe que puede votar con anticipación? Cuide su salud y evite las filas. Vote por anticipado y en persona en un centro de votación cercano del veintiséis de octubre al dos de noviembre, desde las siete de la mañana hasta las ocho de la noche. O vote en el día de la elección, el tres de noviembre, entre las siete de la mañana y las ocho de la noche. ¡Prepárese y busque el centro de votación más cercano! Visite <i>ELECTIONS [PUNTO] MARYLAND [PUNTO] GOV [BARRA] TWENTY-TWENTY</i> para encontrar el centro de votación más cerca de usted. Repito, <i>ELECTIONS [PUNTO] MARYLAND [PUNTO] GOV [BARRA] TWENTY-TWENTY</i>.</p>


APPENDIX E – TV Script & Graphics Transcreations

Client:	SBE	
Task:	Vote Early TV Spot – 2020 General Election Voice Over Script & Graphics	
Action/Date:	10/1/2020	

Vote Early TV Spot:

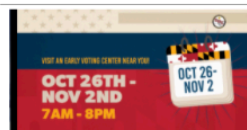
<https://app.box.com/s/rf1p9zux33okewjc0j1febscc2ob8roh/folder/123142413680>

ENGLISH COPY	SPANISH COPY
TV VOICE OVER SCRIPT - VOTE EARLY	
Hey Maryland, Election Day is almost here.	Atención Maryland, ya llega el Día de la Elección.
Stay safe and avoid the lines by voting early.	Si quiere cuidar su salud y evitar las filas, vote con anticipación.
Visit an early voting center near you!	¡Visite el centro de votación anticipada más cercano!
October 26 th through November 2 nd , between 7AM and 8PM.	Del 26 de octubre al 2 de noviembre, de 7AM a 8PM.
Or, vote on Election Day, between 7AM and 8PM.	O vote el Día de la Elección, de 7AM a 8PM.
Confirm vote center locations ahead of time.	Verifique la ubicación de los centros de votación disponibles.
Same-day voter registration is available.	Puede registrarse en persona el día que vota.
If you're voting by mail, return your ballot by 8PM on November 3 rd .	Si vota por correo, debe devolver su boleta antes de las 8 PM del 3 de noviembre.
Visit elections [dot] Maryland [dot] gov [slash] twenty-twenty to find a vote center near you.	Visite elections [punto] Maryland [punto] gov [barra] veinte-veinte y encuentre el centro de votación más cercano.

TV GRAPHICS - VOTE EARLY	
	MARYLAND VOTA ¡ATENCIÓN, MARYLAND!



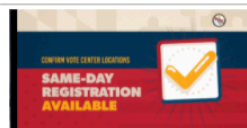
CUIDE SU SALUD, EVITE LAS FILAS
VOTE CON ANTICIPACIÓN



¡VISITE EL CENTRO DE VOTACIÓN ANTICIPADA MÁS CERCANO!
26 OCT – 2 NOV
7AM – 8PM



VOTE EL DÍA DE LA ELECCIÓN
3 NOV
7AM – 8PM




VERIFIQUE LA UBICACIÓN DE LOS CENTROS DE VOTACIÓN DISPONIBLES
PUEDE REGISTRARSE EL DÍA QUE VOTA



SI VOTA POR CORREO, DEVUELVA SU BOLETA ANTES DE LAS 8 PM EL 3 DE NOV



MARYLAND VOTA
ELECTIONS.MARYLAND.GOV/2020
VOTO EN PERSONA
REGISTRO DEL ELECTOR
VOTO ANTICIPADO

Client:	SBE	
Job:	TV Script – 2020 General Election	
Action/Date:	8/31/2020	

TV VIDEO VOICE OVER - REGISTER/VOTE BY MAIL Tone: clear spoken, slightly upbeat, informative This is a tight read in 30 secs, so be as clear and quick as possible when you read each line. Pauses included to assist with editing.	
---	--

English Copy	Spanish Copy
Listen up Maryland: the 2020 Election is coming up—make your vote count. *pause*	¡Atención Maryland! Se acercan las elecciones 2020—haga que su voto cuente.
Eligible voters can stay safe and vote-by-mail—It's easy—but you must be registered to vote and make sure your ballot request is received by October twentieth. *pause*	Si es elegible para votar, puede hacerlo de forma segura, ¡por correo! Es muy sencillo, pero hay que estar registrado para votar y la solicitud de boleta debe ser recibida a más tardar el veinte de octubre.
When you receive your ballot, fill it out, sign the envelope, and return it to a drop box or postmark by November third. *pause*	Una vez que reciba la boleta, complétela, firme el sobre y llévela a un buzón electoral o envíela por correo hasta el tres de noviembre.
Check out <i>ELECTIONS [DOT] MARYLAND [DOT] GOV [SLASH] TWENTY-TWENTY</i> , where you can register, request a mail-in ballot, and learn more about in-person voting options.	Para registrarse, pedir su boleta o saber más sobre las opciones de votar en persona, visite la página web <i>ELECTIONS [PUNTO] MARYLAND [PUNTO] GOV [BARRA] TWENTY-TWENTY</i>

APPENDIX F – Print Ad Transcreations

Print Ad 1, Vote by Mail

VOTO SEGURO. VOTO ANTICIPADO.

MARYLAND VOTA

★ Verifique con anticipación dónde debe votar; los centros de votación oficiales han cambiado debido a las precauciones de seguridad de COVID-19.

★ **APROVECHE EL VOTO ANTICIPADO**
ENTRE EL LUNES, 26 DE OCTUBRE AL LUNES, 2 DE NOVIEMBRE
 7am-8pm

No ponga en riesgo su salud y no haga largas filas: vote en persona en el centro de voto anticipado más cercano.

★ **VOTE EL DÍA DE LAS ELECCIONES**
MARTES 3 DE NOVIEMBRE
 7am-8pm

Vote en persona en un centro de votación cerca de usted.

Encuentre el centro de votación anticipada, centro de votación del Día de la Elección o buzón electoral más cercano en:

➔ ELECTIONS.MARYLAND.GOV/2020

Si vota por correo, deposite su boleta completa en un buzón electoral antes de las 8 pm del 3 de noviembre, o envíela por correo con matasello el 3 de noviembre o antes.

Print Ad 2, Vote by Mail

MARYLAND VOTA

ELECCIONES GENERALES PRESIDENCIALES DE 2020

★ **MARTES 3 DE NOVIEMBRE DE 2020** ★

¿ESTÁ REGISTRADO?

Si quiere votar, debe registrarse o actualizar sus datos de elector antes del 13 de octubre.

VOTE SEGURO. VOTE POR CORREO.

★ **PASO 1: SOLICITE SU BOLETA ANTES DEL 20 DE OCTUBRE**

Para poder votar por correo en las Elecciones Generales Presidenciales de 2020, primero debe solicitar una boleta. La solicitud de boleta debe recibirse antes del 20 de octubre.

★ **PASO 2: ESPERE SU BOLETA**

Las boletas llegarán a partir de los primeros días de octubre. Puede monitorear el estado de su solicitud de boleta por Internet.

★ **PASO 3: LLENE SU BOLETA Y FIRME EL SOBRE**

Siga las instrucciones.

★ **PASO 4: DEVUELVA SU BOLETA ANTES DEL 3 DE NOVIEMBRE**

Su boleta debe ser depositada en un buzón electoral oficial antes de las 8 pm del 3 de noviembre, o enviada y sellada por correo postal el 3 de noviembre o anterior.

O VOTE EN PERSONA

VOTE DE MANERA ANTICIPADA 26 octubre-2 noviembre 7am-8pm	VOTE EL DÍA DE LAS ELECCIONES 3 noviembre 7am-8pm
---	--

Aprenda más sobre cómo registrarse, pedir una boleta o las opciones para votar en persona en ELECTIONS.MARYLAND.GOV/2020

Published Print Ads

LOCALES

Gobiernos locales alistan el voto por correo y adelantado

HERENCIA HISPANA

Aprendiendo a contar nuestras historias con orgullo

ELECCIONES

Dominicana busca convertirse en la primera jueza latina de Prince George's

MARYLIN PIERRE FOR JUDGE

MARYLAND VOTA

ELECCIONES GENERALES PRESIDENCIALES DE 2020

★ **MARTES 3 DE NOVIEMBRE DE 2020** ★

VOTE SEGURO. VOTE POR CORREO.

PASO 1: SOLICITE SU BOLETA ANTES DEL 20 DE OCTUBRE

PASO 2: ESPERE SU BOLETA

PASO 3: LLENE SU BOLETA Y FIRME EL SOBRE

PASO 4: DEVUELVA SU BOLETA ANTES DEL 3 DE NOVIEMBRE

VOTE EL DÍA DE LAS ELECCIONES

APROVECHE EL VOTO ANTICIPADO

VOTE EL DÍA DE LAS ELECCIONES

APPENDIX G – Icon Transcreations

MARYLAND VOTA



APPENDIX H – Digital Ad Transcreations



¿YA ESTÁ REGISTRADO PARA VOTAR? REGÍSTRESE AHORA

¿ESTÁ REGISTRADO PARA VOTAR? MÁS INFORMACIÓN

¿DE QUÉ MANERA VOTARÁ USTED? ENCUENTRE UN CENTRO DE VOTACIÓN

VOTE SEGURO. VOTE POR CORREO. SOLICITE SU BOLETA

MARYLAND VOTA ¿YA ESTÁ REGISTRADO PARA VOTAR? REGÍSTRESE AHORA

MARYLAND VOTA SOLICITE SU BOLETA. SOLICITE SU BOLETA

MARYLAND VOTA ¿YA ESTÁ REGISTRADO PARA VOTAR? REGÍSTRESE AHORA

MARYLAND VOTA VOTE SEGURO. VOTE POR CORREO. SOLICITE SU BOLETA

MARYLAND VOTA DEVUELVA SU BOLETA DE VOTO POR CORREO. ENCUENTRE EL BUZÓN ELECTORAL MÁS CERCANO

MARYLAND VOTA ¿YA ESTÁ REGISTRADO PARA VOTAR? REGÍSTRESE AHORA

MARYLAND VOTA VOTE SEGURO. VOTE POR CORREO. SOLICITE SU BOLETA

MARYLAND VOTA ¿YA ESTÁ REGISTRADO PARA VOTAR? REGÍSTRESE AHORA

MARYLAND VOTA VOTE SEGURO. VOTE POR CORREO.

MARYLAND VOTA LA FECHA LÍMITE EN MARYLAND ES 13 OCT

MARYLAND VOTA NO ESPERE. SOLICITE SU BOLETA.

APPENDIX H – Digital Ad Transcreations Cont'd

¿DE QUÉ MANERA VOTARÁ USTED?

VOTE CON ANTICIPACIÓN

26 OCT-2 NOV
7AM-8PM

MARYLAND VOTA

MARYLAND VOTA

DEVUELVA SU BOLETA DE VOTO POR CORREO.

BOLETA

MARYLAND VOTA

O VOTE EL DÍA DE LA ELECCIÓN

3 NOV
7AM-8PM

MARYLAND VOTA

DEPÓSITELA EN UN BUZÓN ELECTORAL O ENVÍELA POR CORREO CON MATASELLOS EL 3 DE NOV O ANTES.

BUZÓN ELECTORAL

MARYLAND VOTA

¿DE QUÉ MANERA VOTARÁ USTED?

VOTE CON ANTICIPACIÓN

26 OCT-2 NOV
7AM-8PM

MARYLAND VOTA

O VOTE EL DÍA DE LA ELECCIÓN

3 NOV
7AM-8PM

MARYLAND VOTA

¿ESTÁ REGISTRADO PARA VOTAR?

SOLICITE UNA BOLETA Y VOTE POR CORREO

VOTE CON ANTICIPACIÓN

O VOTE EL DÍA DE LA ELECCIÓN

BUZÓN ELECTORAL

BOLETA

26 OCT-2 NOV
7AM-8PM

3 NOV
7AM-8PM

MARYLAND VOTA

¿DE QUÉ MANERA VOTARÁ USTED?

VOTE CON ANTICIPACIÓN

26 OCT-2 NOV
7AM-8PM

VOTE EL DÍA DE LA ELECCIÓN

3 NOV
7AM-8PM

MARYLAND VOTA

MARYLAND VOTA

DEVUELVA SU BOLETA DE VOTO POR CORREO.

BOLETA

DEPÓSITELA EN UN BUZÓN ELECTORAL O ENVÍELA POR CORREO CON MATASELLOS EL 3 DE NOV O ANTES.

BUZÓN ELECTORAL

MARYLAND VOTA

APPENDIX I – Social Media Toolkit Posts & Graphics Transcreations

Toolkit Posts

TODAY 10/13 is the deadline to register or update your registration info online or by paper application. You can register to vote online or update your info here: <https://bit.ly/1qxkgbT> #MDvotes

1. HOY el 13 de octubre es la fecha límite para inscribirse o actualizar su información de inscripción por Internet o mediante una solicitud en papel. Puede registrarse para votar o actualizar su información aquí: <https://bit.ly/1qxkgbT> #MarylandVota #MDvotes

2. El plazo para inscribirse o actualizar su información de inscripción en línea o mediante una solicitud impresa vence el día de hoy 13 de octubre. Se puede registrar para votar o actualizar su información aquí: <https://bit.ly/1qxkgbT> #MarylandVota #MDvotes

Requesting A Mail-In Ballot

Want to vote from home? You can request to receive a mail-in ballot with this online application <https://bit.ly/31c37vL>. Or if you prefer, you can download an application here:

<http://bit.ly/2OpRZnw> #MDvotes

1. ¿Quiere votar desde casa? Puede pedir que le envíen una boleta de voto por correo con esta solicitud: <https://bit.ly/31c37vL>. O, si lo prefiere, puede descargar una solicitud para imprimir aquí: <https://bit.ly/3kLxGiG> #MarylandVota #MDvotes

2. ¿Desea ejercer su derecho al voto desde su casa? Solo tiene que solicitar una boleta de voto por correo mediante esta solicitud <https://bit.ly/31c37vL>. O puede descargar una solicitud aquí: <https://bit.ly/3kLxGiG> #MarylandVota #MDvotes

Do you want to receive a mail-in ballot for the November 3rd general election? It's not too early to apply! You can apply online today here: <https://bit.ly/31c37vL> #MDvotes

1. ¿Quiere recibir una boleta para votar por correo en las elecciones generales del 3 de noviembre? ¡Cuanto antes la pida, mejor! Puede pedirla hoy mismo por Internet aquí: <https://bit.ly/31c37vL> #MarylandVota #MDvotes

2. ¿Desea que le envíen una boleta de voto por correo para las elecciones generales del 3 de noviembre? ¡Solicítela ya mismo, no es necesario esperar! Visite: <https://bit.ly/31c37vL> #MarylandVota #MDvotes

Want to vote by mail for the November 3rd election? You'll need to apply to receive a ballot. It's safe and secure. Apply online to receive your mail-in ballot today here: <https://bit.ly/31c37vL>

1. ¿Quiere votar por correo en las elecciones del 3 de noviembre? Tendrá que completar una solicitud para recibir una boleta. Es confiable y seguro. Complete hoy su solicitud para recibir una boleta de voto por correo aquí:

APPENDIX I – Social Media Toolkit Posts & Graphics Transcreations Cont’d

Toolkit Graphics



“BOLETA DE VOTO EN AUSENCIA” = “BOLETA DE VOTO POR CORREO”



**¡HOY ES EL DÍA DE LA ELECCIÓN!
3 DE NOVIEMBRE**

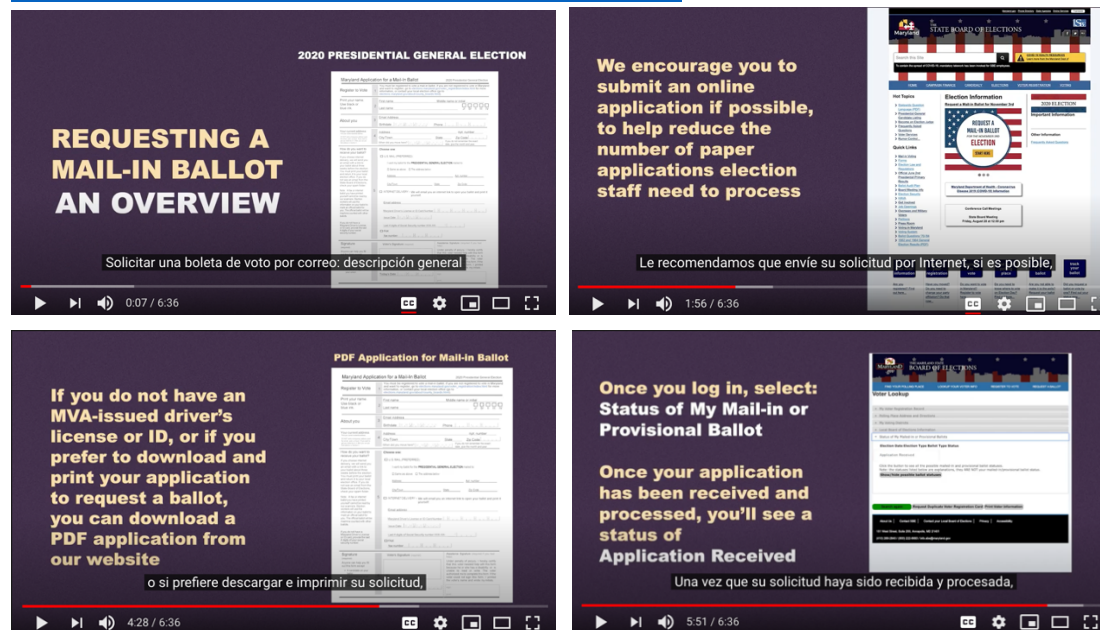
LOS CENTROS DE VOTACIÓN ESTÁN ABIERTOS DE
7 A.M. A 8 P.M.



APPENDIX J – Samples of SBE YouTube Video Subtitles

06:36 Minute “Requesting A Mail-In Ballot” Video

<https://www.youtube.com/watch?v=X3SEja6u6xg>



2020 PRESIDENTIAL GENERAL ELECTION

REQUESTING A MAIL-IN BALLOT AN OVERVIEW

Solicitar una boleta de voto por correo: descripción general

We encourage you to submit an online application if possible, to help reduce the number of paper applications election staff need to process

Le recomendamos que envíe su solicitud por Internet, si es posible.

PDF Application for Mail-in Ballot

If you do not have an MVA-issued driver's license or ID, or if you prefer to download and print your application to request a ballot, you can download a PDF application from our website

o si prefiere descargar e imprimir su solicitud,

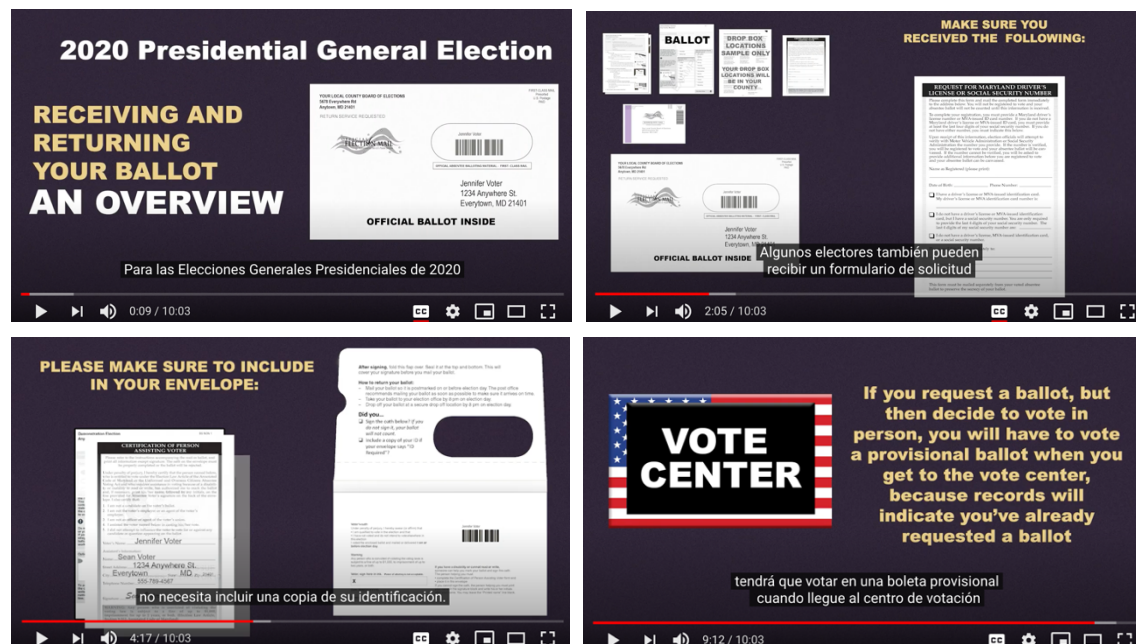
Once you log in, select: Status of My Mail-in or Provisional Ballot

Once your application has been received and processed, you'll see a status of Application Received

Una vez que su solicitud haya sido recibida y procesada,

10:03 Minute “Receiving & Returning Your Ballot” Video

<https://www.youtube.com/watch?v=L7-v7PW4oR0&t=7s>



2020 Presidential General Election

RECEIVING AND RETURNING YOUR BALLOT AN OVERVIEW

Para las Elecciones Generales Presidenciales de 2020

MAKE SURE YOU RECEIVED THE FOLLOWING:

Algunos electores también pueden recibir un formulario de solicitud

PLEASE MAKE SURE TO INCLUDE IN YOUR ENVELOPE:

no necesita incluir una copia de su identificación.

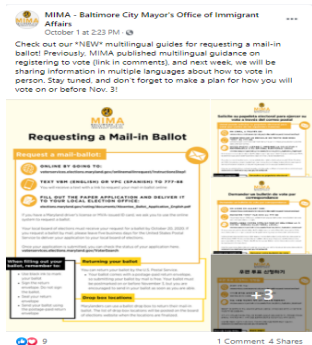
VOTE CENTER

If you request a ballot, but then decide to vote in person, you will have to vote a provisional ballot when you get to the vote center, because records will indicate you've already requested a ballot

tendrá que votar en una boleta provisional cuando llegue al centro de votación

APPENDIX K – Social Media Posts & Articles Published by Other Partners & Influencers

<https://www.facebook.com/MIMABaltimore/photos/pcb.2860951244135464/2860949314135657/>



<https://www.facebook.com/pachangaonlineradio/videos/277846130331518>



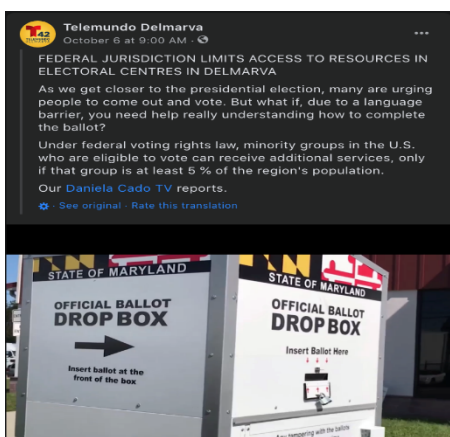
<https://www.facebook.com/sergiopolanco.sp/videos/361841348291746>



<https://www.facebook.com/eltiempolatino/videos/364986867886928>



<https://fb.watch/1xMoexbRb/>



<https://www.facebook.com/eltiempolatino/videos/1005485089923828>



<https://www.facebook.com/pachangaonlineradio/videos/1916930078443903>


Ke Pachanga Online Radio
October 12 at 3:18 PM · 🌐

!! LAST DAY TO REGISTER TO VOTE!!
#MAÑANA_13_DE_OCTUBRE

🚩 The deadline to register to vote or update your information for the 2020 Presidential General Election is Tuesday, October 13, either online or with a paper request. 🚩

!! Puede You can register online or update your information here: <https://bit.ly/1qxkgt> #MarylandVota #MDvotes !! ... See More

🔗 See original · Rate this translation



MARYLAND VOTA

1

<https://www.facebook.com/Elpoderdesermujer.org/photos/pcb.3383408311766473/3383402178433753/>

El Poder de Ser Mujer
October 7 at 10:44 AM · 🌐

Maryland State Electoral Board
Early Voting Centers - General Election 2020
In each county, there are places available to vote before Election Day.
Early voting centers are open from Monday, October 26 to Monday, November 2, from 7 am to 8 pm. To vote ahead, head to a location in your county of residence.
If you vote early, you won't be able to vote on Election Day or by mail. The * (asterisk) next to some locations indicates that that early voting center is new for the 2020 election.
#MujerVota2020 <https://voterservices.elections.maryland.gov>

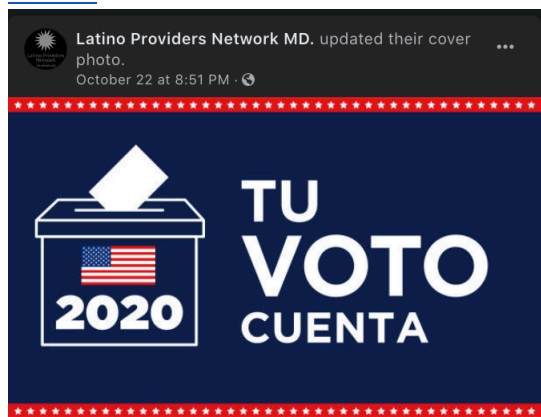
🔗 See original · Rate this translation

Junta Electoral del Estado de Maryland
Centros de Votación Anticipada - Elecciones Generales de 2020

Condado	Nombre del Centro	Dirección	Horario
Allegany County
...
...

<https://www.facebook.com/LatinoProvidersNetwork/photos/a.367933709980483/3412977742142716>

Latino Providers Network MD. updated their cover photo.
October 22 at 8:51 PM · 🌐



TU VOTO CUENTA

<https://www.radio.com/news/voting-early-in-the-2020-election-what-you-need-to-know?fbclid=IwAR2UYp-kEuZiIL6ZUwyabkcg8Xy-dZ2ZCHfybCtzhsZd5aCXK4KOxWI98ss>

El Zoi 107.9
October 23 at 11:15 AM · 🌐

Saturday, Oct. 24 is the first Vote Early Day in history. Learn your options for voting early in the 2020 election.



RADIO.COM
Voting early in the 2020 election: What you need to know
Many Americans are carefully preparing to make sure their vote co...

1

<https://l.facebook.com/l.php?u=https%3A%2F>

Radio Poder 1030
November 3 at 5:56 PM · 🌐

Si todavía no has votado, el día no se ha terminado #Vota #MDvotes #Marylandvota



GO VOTE!
¡VOTA!

MARYLAND STATE BOARD OF ELECTIONS

2020 ELECTION WRAP UP

TABLE OF CONTENTS

Social Media Toolkit

Non-Traditional Media

Virtual Forums

Community Truck & Postcard Distribution

Previously Incarcerated Outreach

Video Production

Social Media Influencer Engagement

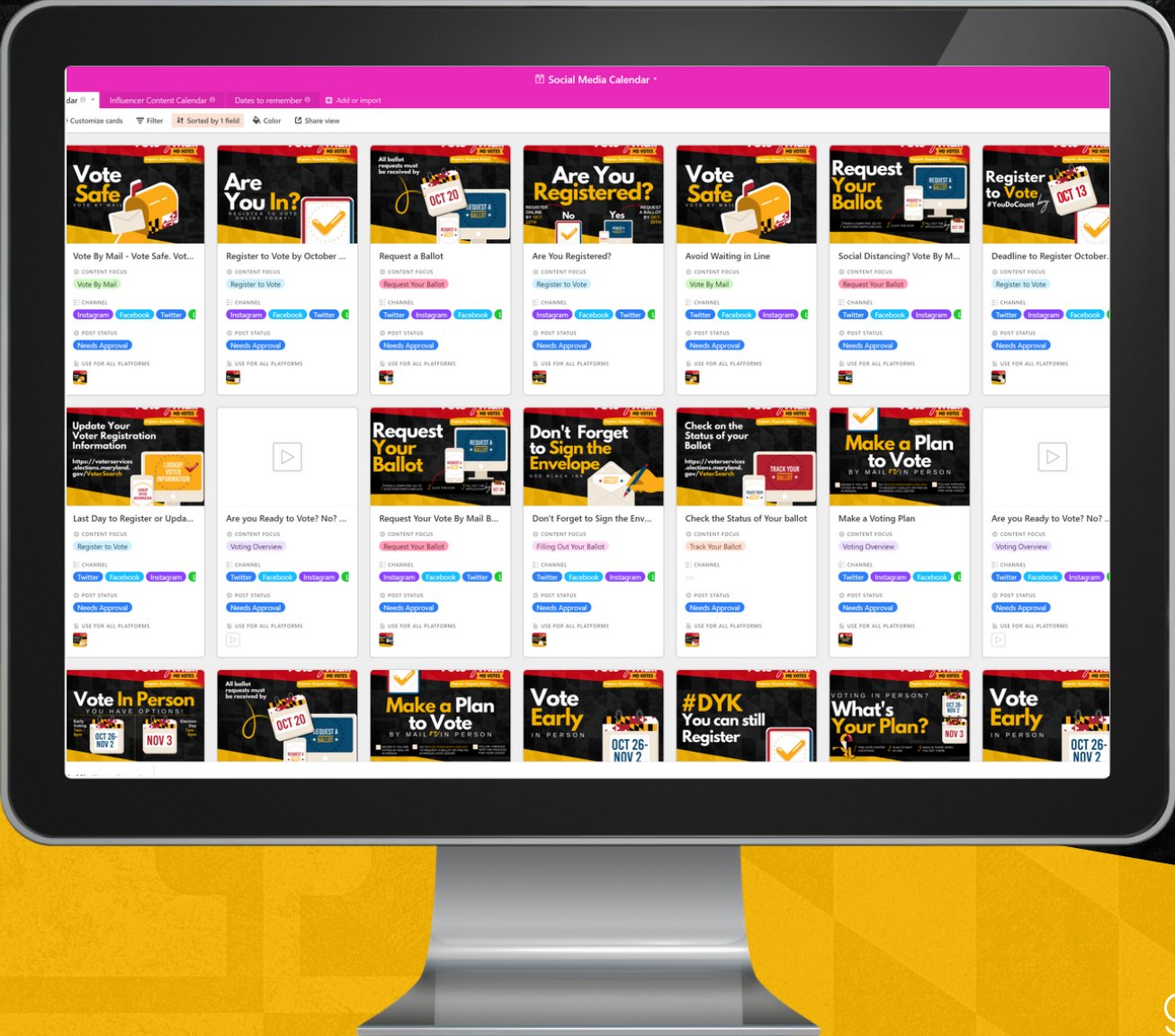
Media Partnerships

SOCIAL MEDIA TOOLKIT

We developed a social media toolkit that was delivered to stakeholders, influencers & community leaders with strategic graphics & messaging aligning with the State Board of Elections master social media

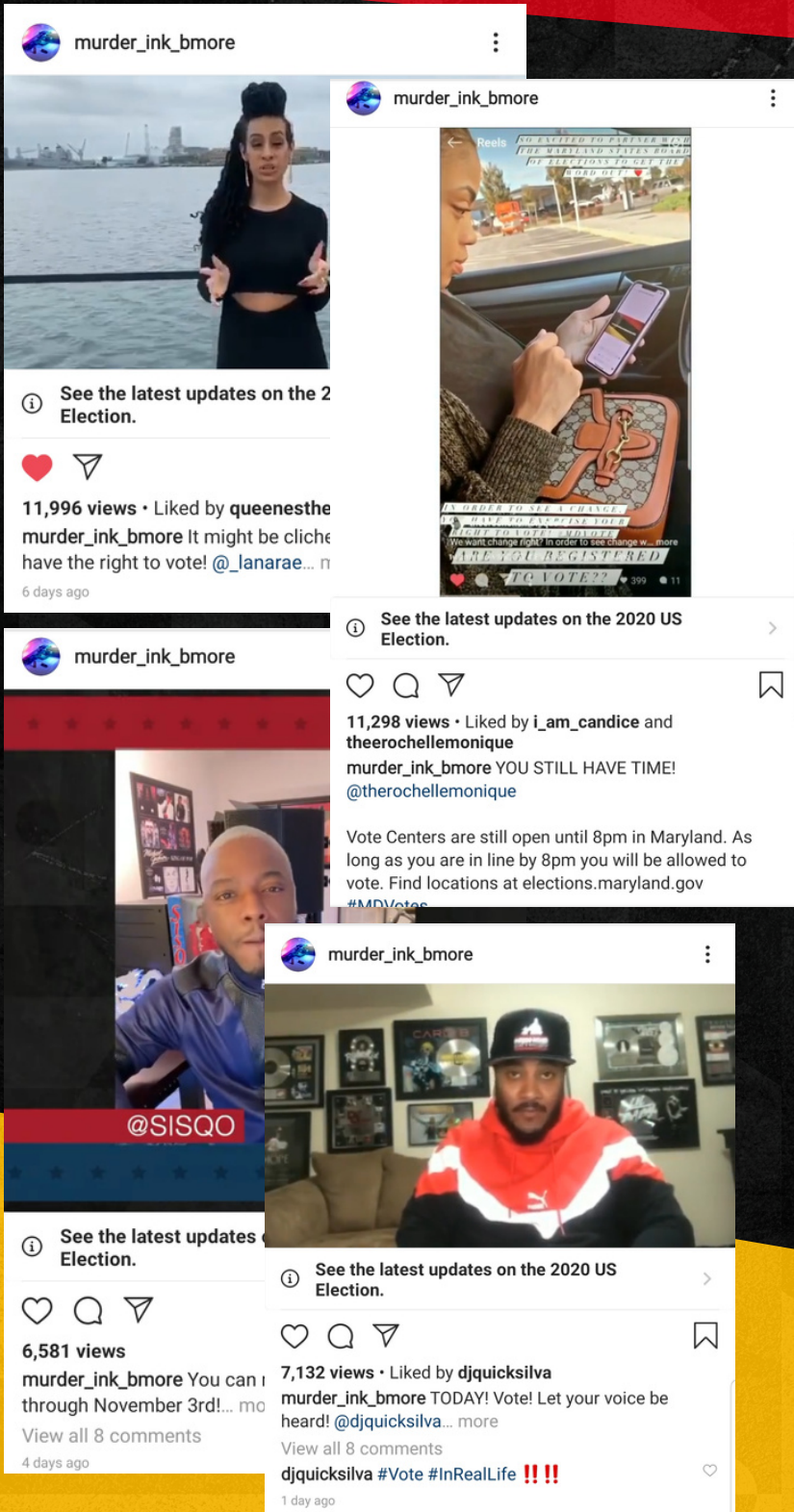
[SEE FULL CALENDAR >>](#)

GRAPHICS



NON-TRADITIONAL MEDIA

Using online news outlets such as MurderInk Bmore, we ran an influencer based campaign to raise awareness about the voting process with millennial and GenZ demographic



INSTAGRAM REACH

270K+

VIDEO VIEWS

90K+

VIRTUAL FORUMS

Leveraging relationships with strategic partners, we facilitated webinar style conversations with influential community voices.



1.8K
TOTAL VIEWERS

IN-COMMUNITY

A 26ft truck traveled neighborhoods from Baltimore City, Baltimore County, to Laurel & PG County, while a street team distributed 20K postcards throughout neighborhoods with high concentrations of hard to reach populations.



Truck Community partners include: Baltimore City NAACP, Black Girls Vote & Baltimore Votes



20K

FLYERS DISTRIBUTED

PREVIOUSLY INCARCERATED OUTREACH

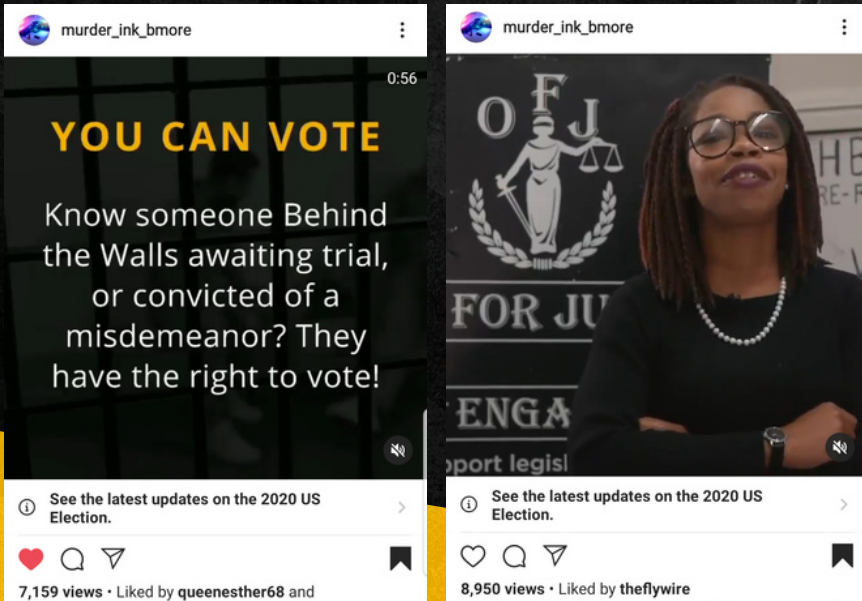
Through a strategic partnership with Out for Justice we produced a radio spot with voice over by Rev. Kobi Little of the Baltimore City NAACP, developed a social media ad, and hosted a webinar style conversation called Behind the Walls.

WEBINAR



1.1K+ VIEWERS

SOCIAL MEDIA



RADIO AD



LISTEN TO RADIO SPOT >>

INSTAGRAM REACH

40K+

grei**3D**

VIDEO PRODUCTION

Created both an explainer and influencer videos using influential community voices as well as high energy visuals to engage African American Maryland voters.

EXPLAINER VIDEO

2 THERE'S WAYS YOU CAN DO THIS



INFLUENCER VIDEO



@SISQO

MD VOTES



SHELONDA STOKES

President, Downtown Partnership of Baltimore
@SHELONDASTOKES

MD VOTES



★ elections.maryland.gov/2020 ★



REV. DR. TONI DRAPER

CEO/Publisher, Afro American Newspaper
@AFRONEWS

MD VOTES



INFLUENCER ENGAGEMENT

Influencers consistently posted content from our social media toolkit to share with their audiences through Facebook, Instagram & their email lists. We also hosted a virtual DJ party to enhance engagement efforts.

INFLUENCERS



9

INFLUENCERS

170K+

COMBINED AUDIENCE THROUGHOUT MARYLAND

DAY PARTY



650

LIVE VIEWS DURING DAY PARTY



MEDIA PARTNERSHIPS

Our existing relationship with the AFRO American Newspaper allowed us the opportunity to conduct a Facebook Live Webinar to their audience highlighting the importance of voting in the African American business community



MOVERS & MOGULS
LUNCH BOX EDITION

KALILAH WRIGHT
CEO, MESS IN A BOTTLE

JEFF BOWDEN
EXECUTIVE VICE PRESIDENT, DTLR

SHARON PINDER
PRESIDENT & CEO, CRMSDC

JASON BASS
FOUNDER, KISS TOMORROW

WITH HOSTS **DANA PECK** AND **KEVIN MPECKABLE PECK**

MARYLAND ENTREPRENEURS, CEOs & LEADERS TALK ABOUT PIVOTING IN COVID, MANEUVERING THE FOURTH QUARTER & THE POWER OF VOTING IN 2020

TUESDAY, SEPTEMBER 22ND @1PM
STREAMING LIVE ON **AFR**

665K

MARYLAND BASED
AUDIENCE

2.4K

ACTIVE VIEWERS

**WATCH THE REPLAY
ON FACEBOOK >>**

Thank You

**FOR ADDITIONAL INFORMATION,
PLEASE CONTACT:**

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esther@greibo.com

SHAUNA K. HENSON
(410) 271-8312
shauna@greibo.com

grei**BO**