

Clark County Drop Box Incident

Secretary of State Steve Hobbs

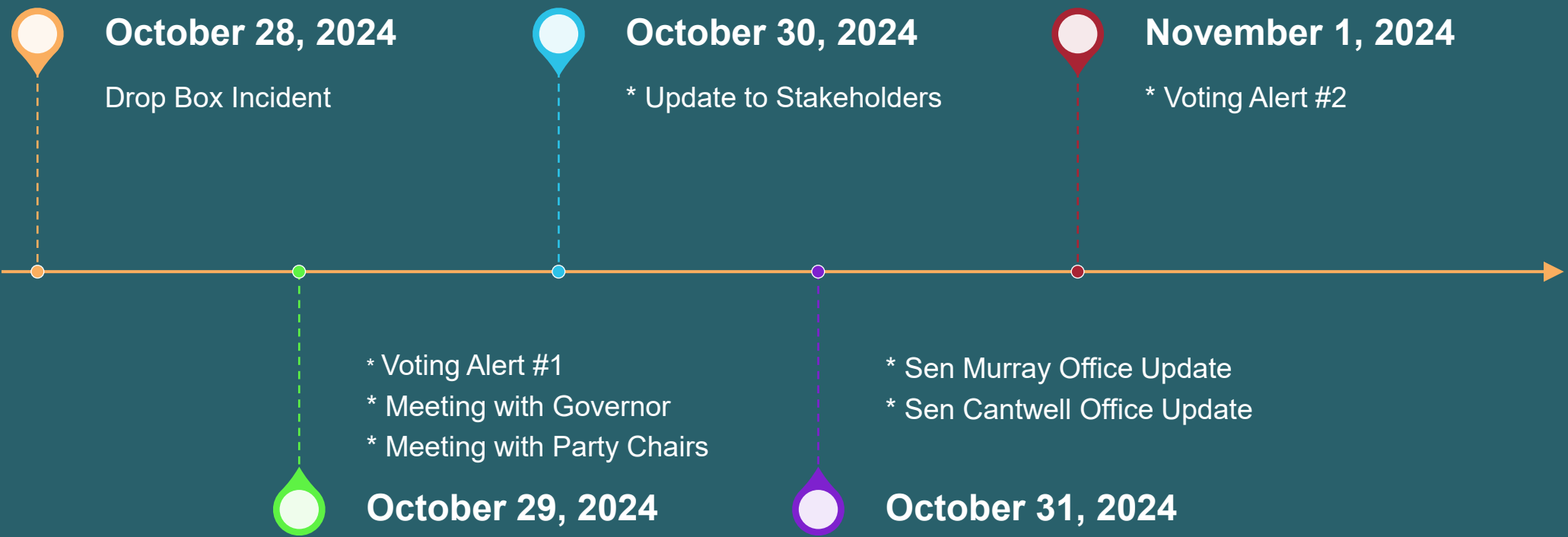
Assistant Secretary Kevin McMahan



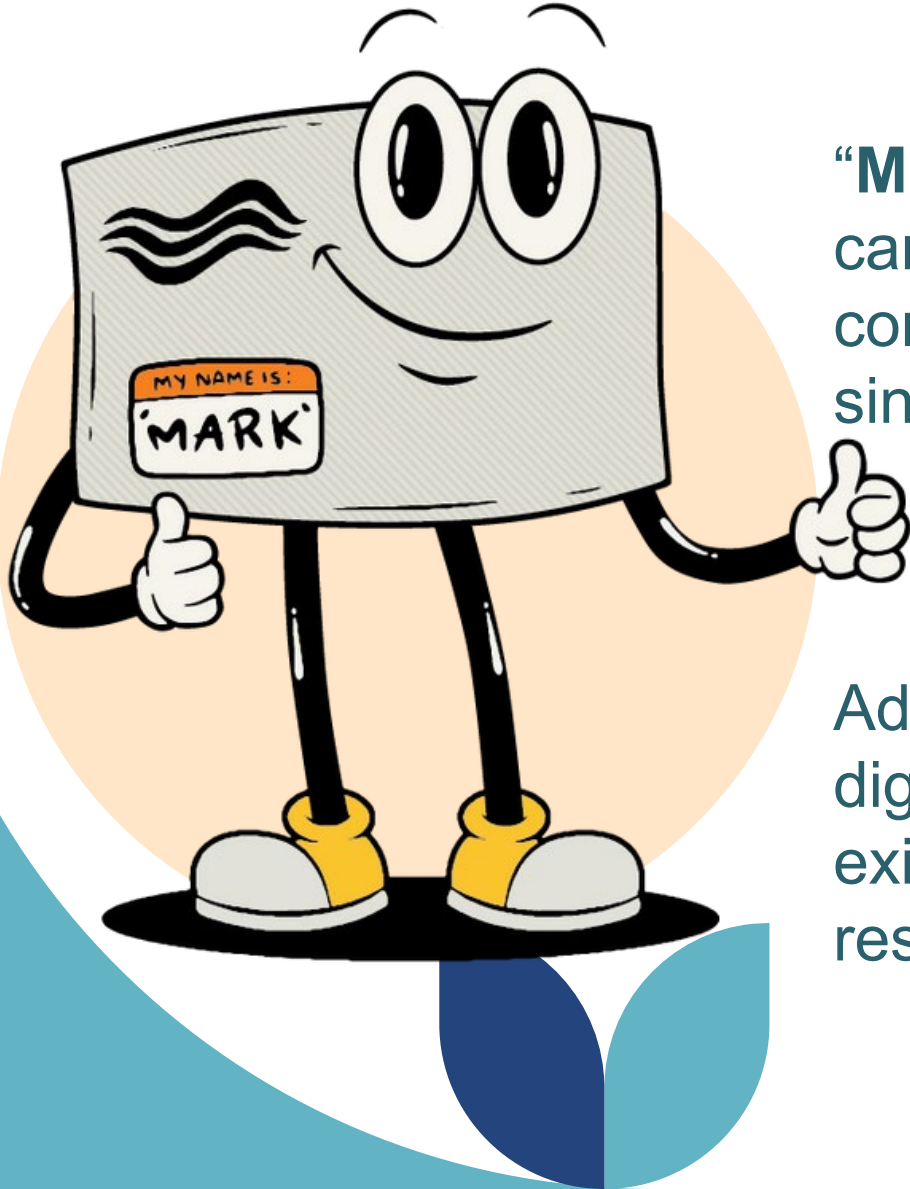
WASHINGTON

Secretary of State

Clark County Incident Timeline



Strategic Messaging Campaign



“**Mark the Ballot**,” a multiplatform public awareness campaign to help curb misinformation and build confidence in Washington’s elections was in flight since Presidential Primary (March 2024).

Ads were strategically placed across local print, radio, digital video, social media, and more. These pre-existing partnerships were critical aspects to our response to Clark County drop box incident.

Pivot to Local Voter Outreach



Outreach Campaign

- Bennett Media Group (radio)
- The Columbian (newspaper ads)
- Oregon Public Radio
- Facebook Voting Alerts
- Spotify ads
- X ads (formerly Twitter)



Clark County Voting Alert #1

Content



Washington State Elections

October 29 at 4:44 PM

Voters potentially impacted by the drop box vandalism at the Fishers' Landing transit center should check their returned ballot status at VoteWA.gov. If it does not say "Received", you can print a replacement ballot or request one be mailed. Since election officials cannot guarantee the speed of mail delivery for a replacement ballot, we recommend visiting a voting center in person. The Clark County Elections office at 1408 Franklin Street is open 8 a.m. to 5 p.m. Monday through Friday, 9 a.m. to 4 p.m. on Saturday, November 2, and 7 a.m. to 8 p.m. on Election Day, November 5. To guarantee same-day collection, voters are encouraged to return their ballots to drop boxes by 5:30 p.m. each day through Election Day, Nov. 5.

Voter Alert Specifics

Target Audience

Clark County

Length of Alert

24 Hours

Date Posted

October 29, 2024

Social Media Engagement



85,307
Views



53,017
Reach




4,147
Total Interactions



Clark County Voting Alert #2

Content

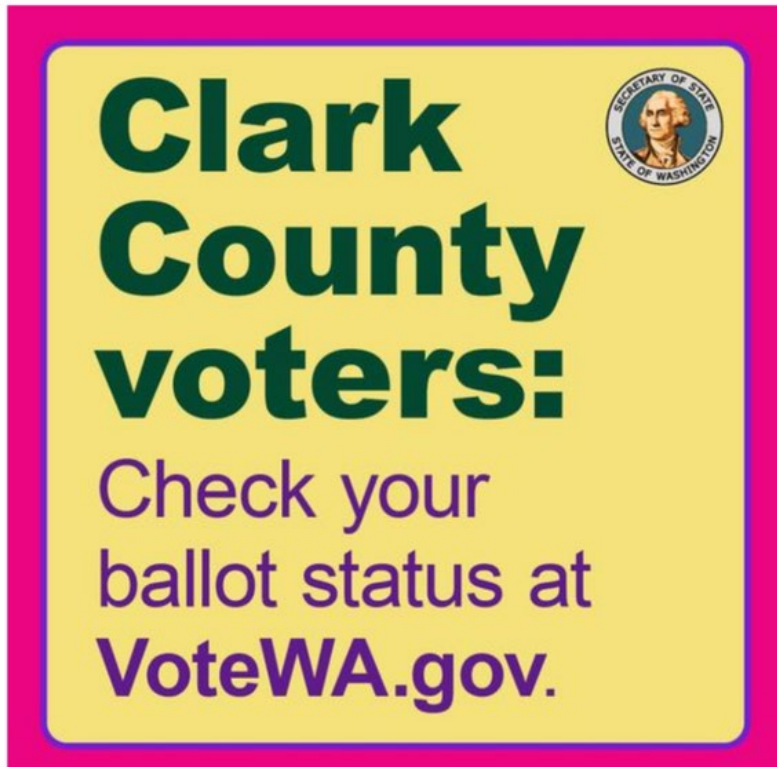
 Washington State Elections
November 1 at 3:24 PM · 🌐

Clark County voters, has it been a few days since you returned your ballot? Go to VoteWA.gov to check if your ballot was received. If not, you can print a replacement ballot from VoteWA.gov or visit the Clark County Elections office at 1408 Franklin Street.

The office is open:

- Monday through Friday, 8 a.m. to 5 p.m.
- Saturday, November 2, 9 a.m. to 4 p.m.; and
- Election Day, November 5, 7 a.m. to 8 p.m.

To guarantee same-day collection, voters are encouraged to return their ballots to drop boxes by 5:30 p.m. each day through Election Day, Nov. 5.



Voter Alert Specifics

Target Audience	Clark County
Length of Alert	24 Hours
Date Posted	November 1, 2024

Social Media Engagement

	56,642 Views
	38,016 Reach
	2,505 Total Interactions

A \$16,000 Investment



Delivered 976,735 digital and audio impression



Delivered 460 clicks to VoteWA in four (4) days

Total impressions – 1.1 million

Takeaways

- Get to know your local media reps and build relationships
- Start small – any amount of advertising can go a long way
- Consider advertising during off seasons to build momentum
- Incorporate communication response within TTX



Thank you

