



NASS IDEAS Award 2025 Application:

Know on the Geaux: Meeting Voters Where They Are

Louisiana Secretary of State Nancy Landry

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Nomination Subject Area: Elections

Since 2020, election administrators nationwide have fought on multiple fronts: combating false information; recruiting and maintaining a strong bench of poll workers; and, through legislation and office policies, reassuring citizens that their votes are safe and secure. Secretary of State Nancy Landry took her message of election security and poll worker recruitment straight to the people with a multifaceted outreach campaign. In doing so, Louisiana saw an increase in the number of voters who believed in the integrity of the state's elections and the number of people interested in serving as election commissioners.



## Executive Summary:

### *History*

There are nearly 4,000 election precincts across Louisiana's 64 parishes with roughly 18,000 paid election commissioners staffing those voting locations. After being sworn into office in January 2024, Secretary of State Nancy Landry lived up to her promise to "hit the ground running." Two special legislative sessions, a presidential preference primary, and a three-month regular legislative session all before June 15th presented a unique opportunity to test the new administration's abilities. In the early parts of 2024, a poll showed that 61% of Louisiana voters believed its elections were safe and secure, the average age of an election commissioner was 65-70, and several parishes were facing a shortage of commissioners heading into a Presidential election. After the 2024 legislative session, staff at the Secretary of State's office had the tools they needed to launch a multi-faceted outreach campaign to educate local election officials and the public about changes in the law and security measures taken to protect voters and tap into a curious electorate to become active participants as election commissioners.

The goal of this program was to:

- Educate voters about how elections are kept safe and secure in Louisiana by giving local officials, staff, and voters at large the knowledge they need to spread the word about election integrity in the state
- Empower more individuals to speak confidently and convincingly about the election process and procedures by recruiting them to serve as election commissioners
- Ensure that all talking points on election security are crafted in a concise, easy-to-remember format

The program was executed via:

- Statewide Tour
  - Secretary Landry undertook a statewide tour in which she traveled to 21 parishes
  - During these visits, she met with local election officials and voting machine warehouse staff. Meeting with staff and local officials had a "boots on the ground" effect, whereby locals were empowered with information to share with their constituents
  - Staff organized TV and radio interviews in all seven state media markets. This strategy provided a personal opportunity to educate voters on election integrity called "The 4 Ps of Election Integrity" - the people, policies, procedures, and physical security measures
- In-person Voter Education
  - Informing voters about "The 4 Ps of Election Integrity" by handing out small, easy-to-understand "push cards" at early voting sites along with Louisiana's highly praised "I Voted" sticker
  - Placing posters at each voting site in the state, entitled "Louisiana Elections: Safe and Secure," featuring steps our office takes to ensure election security before, during, and after each election (approximately 1.9 million voters voted in person in Louisiana's presidential election)
- Outreach Campaign
  - A carefully crafted outreach campaign that included traditional advertising media like newspaper and radio, while simultaneously tapping into the new age digital and streaming channels
- Election Commissioner Recruitment
  - Recruiting future election commissioners at early voting polling locations in six of Louisiana's biggest parishes by offering simple "Poll Worker Interest" cards as voters sign in

### *Significance*

This project created a simple, easy-to-remember phrase about Louisiana's election integrity, while at the same time encouraging voters to see for themselves how the state keeps elections safe by serving as election commissioners. By utilizing free and earned media and by meeting voters where they are, we were able to help alleviate two major issues facing our elections in an easy-to-replicate, low-cost manner, with positive repercussions for years to come.



This program's results were:

- Statewide Tour
  - Empowerment of our local teams and other elected officials to speak more confidently about election security with their constituents and local media
- In-person Voter Education
  - An increase in the number of voters who believe Louisiana's elections are safe and secure
    - While a poll in February showed that 61% had confidence in the state's elections, the same polling firm found that 70% believed in the security of our elections in an October poll
- Outreach Campaign
  - 8.26 million impressions across all designated market areas (DMAs) for static digital ads
  - 1.1 million impressions for over-the-top digital streaming advertisements
  - 1.49 million listeners reached on the LSU Sports Radio Network
    - 3 ads per LSU Football game during all 12 regular season games
    - 33,030 listener average per game across the LSU Sports digital & streaming platforms
  - Increase in Secretary of State website and social media traffic
    - Over one million impressions on office social media platforms, and 51.3 million total impressions on the Secretary of State's website during the campaign's duration
- Election Commissioner Recruitment
  - Nearly 1,000 voters in just six parishes signed a "Poll Worker Interest" card
    - While the average age of Louisiana's current commissioners is 65-70, the average age of those who signed up for this pilot program was 53, nearly 15 years younger

Going forward, Louisiana intends to expand this program by:

- Conducting an annual media tour to reach voters about election security, the need for and importance of election commissioners, and other important election information
- Continuing to produce posters and other educational materials at all polling sites
- Offering "Poll Worker Interest" cards at all voting sites to expand the number of potential commissioners for future elections





*SUPPORTING MATERIALS*

1. Media (Streaming and Radio) Scripts
2. Static Digital Advertisements
3. Secretary Landry's Guest Column in *The Advocate*
4. "The Four Ps of Election Integrity" Card
5. "Poll Worker Interest Form" Card
6. "Louisiana Elections: Safe and Secure" Poster
7. Pictures From Secretary Landry's State Tour
8. Map of Secretary Landry's State Tour
9. Media Statistics From Coverage of Secretary Landry's State Tour

## *Over-the-top Streaming Video Script*

Here in Louisiana, we're known for our food, our music, and our hospitality. But did you know that we also have some of the safest elections in the country?

I'm Secretary of State Nancy Landry, and thanks to our people, our policies and procedures, and the physical security that goes into protecting your votes - Louisiana's elections are safe and secure.

Visit [g-e-a-u-x vote.com](http://g-e-a-u-x.vote.com) and follow us on social media to find important election information and remember to *geaux* vote, Louisiana!

###

Digital viewers of this document can view this video by clicking [here](#).

Other viewers of this document can visit [youtube.com](http://youtube.com), search for "Louisiana Secretary of State," and search "Louisiana's Elections are Safe and Secure."

## *LSU Sports Radio Network*

This is Secretary of State Nancy Landry.

Defense is important on the football field and during elections.

And Louisiana has an All-American team keeping our elections safe and secure.

Our five-star election integrity measures mean you can be confident when you cast your vote.

To learn more about how we defend your vote and to check upcoming dates and deadlines, visit [G-E-A-U-X vote dot com](http://G-E-A-U-X.vote.com) or download the free *GeauxVote* mobile app.

*Geaux* Tigers!

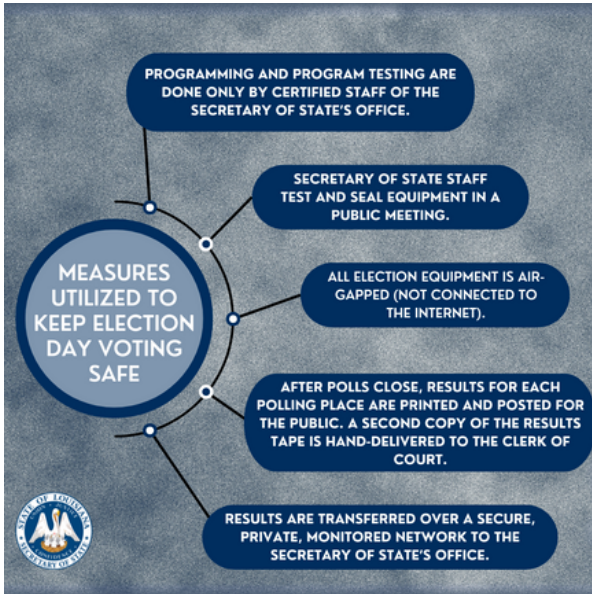
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Digital viewers of this document can hear this audio by clicking [here](#).

Other viewers of this document can visit [youtube.com](http://youtube.com), search for "Louisiana Secretary of State," and search "Secretary of State Nancy Landry--LSU Sports Radio Network Spot."



Static Digital Advertisements



## VIEW YOUR SAMPLE BALLOT

- Download the free GEAUXVOTE Mobile app from the App Store or Google Play Store.
- Visit GEAUXVOTE.COM and log in to the online voter portal to access your sample ballot and other important election related information.

**GEAUX VOTE LOUISIANA**  
Secretary of State Nancy Landry

**GEAUX VOTE**

**I WANT YOU TO SIGN UP TO BE POLL COMMISSIONER**

Contact your parish Clerk of Court today!

**SECRETARY OF STATE NANCY LANDRY**

**IMPORTANT DATES**

OCTOBER 18-29 EARLY VOTING (EXCEPT SUNDAY)      NOVEMBER 5 ELECTION DAY

VISIT [GEAUXVOTE.COM](http://GEAUXVOTE.COM) FOR MORE INFORMATION

What's on My Ballot    Voting Location    Request Absentee Ballot

Change Voter Information    Election Calendar    Election Results

# LOUISIANA ELECTIONS: SAFE & SECURE

Visit [GeauxVote.com](http://GeauxVote.com) to learn how we keep elections safe & secure.

SECRETARY OF STATE NANCY LANDRY



## Secretary of State Nancy Landry: Louisiana elections are safe and secure. Here's why.

As Election Day draws near, voters are bound to hear plenty of sensational rhetoric surrounding election administration. Accusations and assumptions based on other states' elections will no doubt make their way into Louisiana despite the fact that Louisiana's elections are safe and secure.

The Heritage Foundation, the Electoral Integrity Project, and the Louisiana Legislative Auditor have all praised the measures we take to ensure election integrity in Louisiana.

These measures can be summed up into what I call the four Ps of election integrity — our people, our policies, our procedures, and our physical security.

Our people — our certified secretary of state technicians, our local officials and their staff, and my staff — are the only individuals who ever program or repair our voting equipment. Our policies include our voter ID law, our anti-ballot harvesting measures, and ensuring that private dollars aren't funding election administration. Our procedures include the testing and sealing of each voting machine before each election in a public meeting. And our physical security includes our machine inspections before and after each voting day, warehouses that keep our machines under lock and key, and utilizing voting machines that are never connected to the internet.

However, I refuse to let confidence turn to complacency.

As secretary of state, I cannot rest on our election laurels when bad actors are always looking for ways to get around our election integrity measures. With an eye toward the future, I championed a package of 11 bills to keep our elections safe and secure. Some have used over-the-top distortions to demonize these measures.

Some have even claimed that, because our elections are already among the best in the nation, no further safeguards are needed. That kind of flawed logic is akin to saying a car doesn't need air bags if it already has seat belts. These measures closed loopholes, ensured uniformity related to the tabulation of absentee ballots, and gave my office tools to keep our voter rolls clean.

Furthermore, Gov. Jeff Landry, Attorney General Liz Murrill, and I are working together to ensure that noncitizens aren't registering or voting in Louisiana elections. In addition to Act 500 by Sen. Mike Fesi, R-Houma, Gov. Landry's vital executive action will give my office another resource to ensure that only eligible Louisiana citizens are registering and voting here.

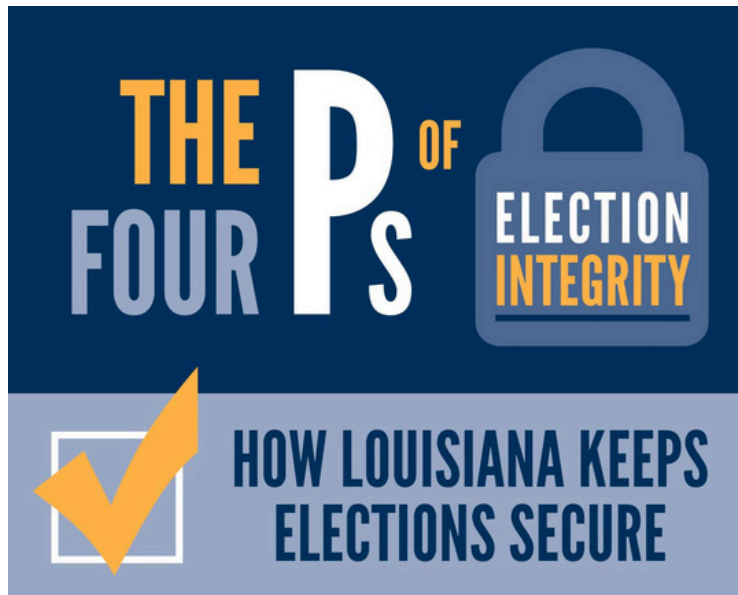
When we announced these important steps, I stated that since 2022, my office has removed 48 noncitizens from our voter rolls. While some say that this number is too low to take any action, I remind them that my first election was decided by 33 votes. Even one non-eligible individual voting in our elections diminishes the political power of American citizens — and it's unacceptable.

My advice to voters as we head into the November election is this:

- Ignore the rumors and over-the-top rhetoric and get your trusted information from the Louisiana secretary of state's office or your local election officials.
- Download the free [GeauxVote Mobile app](#) or visit [GeauxVote.com](#) to find your polling place, review election dates and deadlines, and view your sample ballot.
- Remember to register to vote or update your registration. The deadline to do so for the Nov. 5 election is Oct. 7 if doing so in-person or by mail, and Oct. 15 if doing so online.
- Educate yourself on all candidates and issues on your ballot and make your voice heard by voting early Oct. 18-29 (except Sundays) or on Election Day, Nov. 5.

Thanks to the measures taken by my office and our local election partners, you can be confident that your vote is safe and secure — this year and for years to come.





▶ **THE PEOPLE:**

- Programming and program testing is done only by certified staff of the Secretary of State's office.
- Only Secretary of State staff loads election files onto voting equipment.
- Only certified Secretary of State technicians repair voting equipment.

▶ **THE POLICIES:**

- Louisiana's election policies have received high praise from The Heritage Foundation, which ranks the state in the top ten in the nation for election integrity.
- The Louisiana Legislative Auditor's award-winning March 2022 report gave the Department of State's election integrity policies high marks.
- Louisiana enforces voter ID laws.
- Louisiana has banned ballot harvesting, private funding of elections, and non-citizen voting in any election in the state.

▶ **THE PROCEDURES:**

- Voting equipment is tested and sealed in public meetings before each election.
- The number of votes cast is verified with the number of signatures in each poll book.

▶ **THE PHYSICAL SECURITY:**

- Voting equipment is secured between elections.
- Voting equipment is inspected before and after each voting day.
- Trained commissioners at each polling location keep watch to ensure the physical security of voting equipment.

[www.geauxvote.com](http://www.geauxvote.com)

SECRETARY OF STATE NANCY LANDRY





# Poll Worker Interest Form

Please take a moment to fill out the form below. Thank you!

Name:

Phone #:

Email:

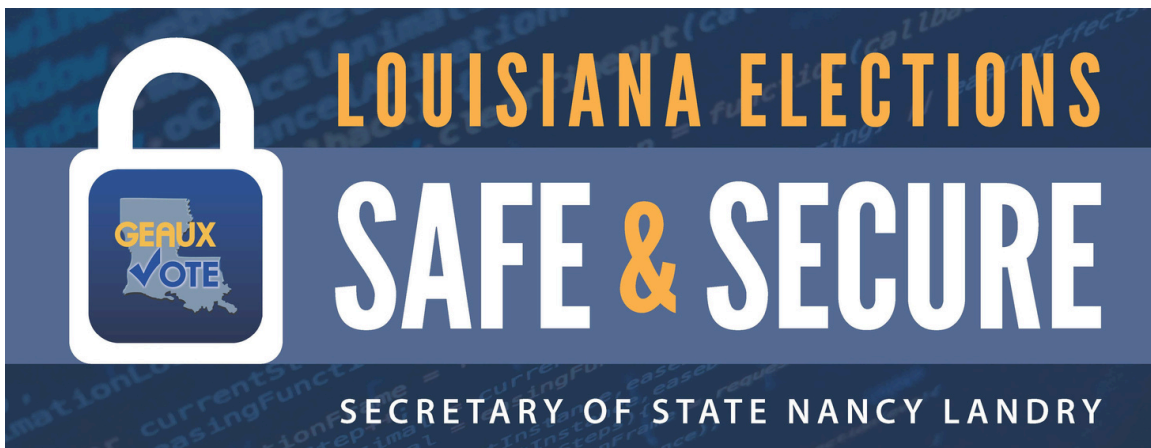
**I am interested in working:**  
*(check all that apply)*

**Contact your parish Clerk of  
Court for more information.**

- Absentee Commissioner
- Early Voting Commissioner
- Election Day Commissioner

LOUISIANA SECRETARY OF STATE NANCY LANDRY





## BEFORE THE ELECTION

- ▶ Voting machines are securely stored in warehouses by the Secretary of State's Office.
- ▶ All voting machines are publicly tested before each election.
- ▶ All voting machines are publicly sealed using serialized, tamper-evident seals.
- ▶ No voting machine is ever connected to the internet or other wireless network. Period.

## DURING THE ELECTION

- ▶ Comprehensive technical and physical security measures are taken to ensure the integrity of all voting systems.
- ▶ Only trained, certified commissioners and Secretary of State voting machine technicians operate voting equipment.
- ▶ Voters must present ID or have their identity and eligibility confirmed.

## AFTER THE ELECTION

- ▶ Results are audited.
- ▶ The Secretary of State's audit process compares the number of signatures in the precinct register to the number of voters at the polls and ballots cast.
- ▶ The serialized, tamper-evident seals are inspected and broken by the Parish Board of Election Supervisors in a public meeting in each parish.

IF YOU SUSPECT A VIOLATION OF THE ELECTION CODE HAS OCCURRED,  
CALL THE SECRETARY OF STATE'S OFFICE AT **800-883-2805** OR  
EMAIL **ADMIN@SOS.LA.GOV**.

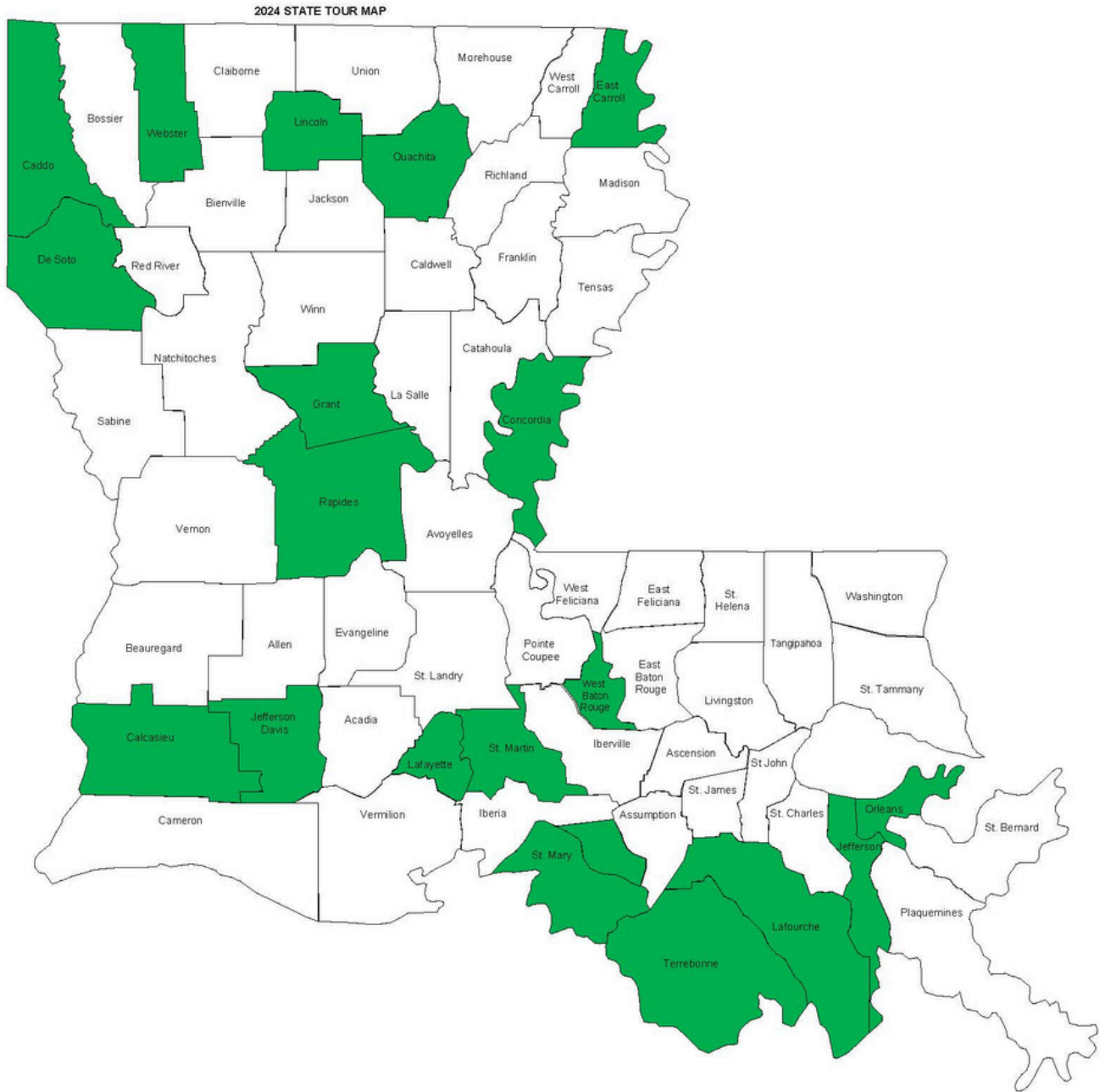
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*Pictures From Secretary Landry's State Tour*



*Map of Secretary Landry's State Tour*



*Media Statistics From Coverage of Secretary Landry's State Tour  
(Statistics from Critical Mention)*

TV Audience: 1,768,105

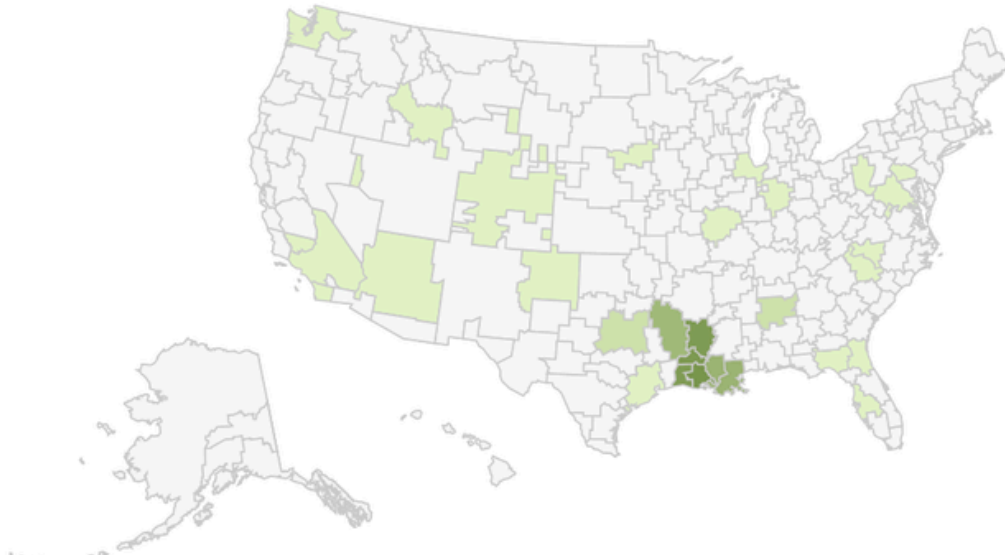
Radio Audience: 1,481,988

TV Publicity Value: \$269,250

Radio Publicity Value: \$7,508

Online/Print Publicity Value: \$8,113,735

Radio Markets: "Louisiana Secretary of State"



TV Markets: "Louisiana Secretary of State"

