



DEAN C. LOGAN
Registrar-Recorder/County Clerk

October 18, 2012

TO:

Supervisor Zev Yaroslavsky, Chair
Supervisor Gloria Molina
Supervisor Mark Ridley-Thomas
Supervisor Don Knabe
Supervisor Michael D. Antonovich
William T Fujioka, Chief Executive Officer

FROM:

Dean C. Logan, Registrar-Recorder/County Clerk

WEEKLY STATUS REPORT: NOVEMBER 6, 2012 GENERAL ELECTION

The following report is the second in a series of weekly election status reports published in order to inform your Board and the public of our preparation for the November 6 General Election. The information and data included here link to the County's goal of "service excellence". Additionally, these reports support the Department's ongoing commitment to open and transparent elections for the citizens of Los Angeles County.

The report contains various updates pertaining to recent election-related activities, sample ballot mailing, vote by mail ballots, and poll worker recruitment efforts. The report is organized into five sections. These are:

1. Status of Vote by Mail and Ballot Mailing
2. Sample Ballot Mailings
3. Poll Worker Recruitment/Training and Polling Place Recruitment
4. Voter Registration
5. Special Projects: Vote By Mail Reissues, Outreach Campaign, and Early Voting Party

1. Status of Vote by Mail and Ballot Mailing

The mailing of Vote By Mail (VBM) ballots began Tuesday, October 9, the first day provided under the Elections Code. Including Permanent Vote By Mail (PVBM) voters, we have issued **1,247,214** requested VBM ballots, to date. So far, 35,314 of those have been returned by voters.

It is important to note that voters have until 7 days before the election to request a Vote by Mail ballot. For this election, that date is October 30, 2012. Request forms are available on the back cover of the Official Sample Ballot booklet or online at www.lavote.net. Voted ballots must be received by our office or returned at any polling place in the County by the 8:00 p.m. close of polls on Election Day.

We are also reminding Permanent Vote by Mail voters who may have re-registered close to October 9th that they may have received two Vote by Mail ballots as a result of the intersection between their registration transaction and the mailing of ballots. While this may only affect a small number of isolated cases we are working to be sure to alert voters that: **only one ballot will be counted**. Our Vote by Mail system is set to only process one voted ballot per voter identification number.

Military and Overseas Voting

Our office begins processing Special Vote By Mail applications for uniformed service members and citizens living outside the United States sixty days prior to an election. We mailed over **26,690** military and overseas ballots and have received back **3,364** voted ballots to date.

2. Sample Ballot Mailings

As of today, we have mailed nearly **4.3 million** Sample Ballot booklets to voters across Los Angeles County. Supplemental mailings will continue in the coming weeks to voters who registered after Sample Ballot preparation began. Sample Ballots are also available online through our poll look up feature on www.lavote.net. Voters can view their Sample Ballot online in any of the nine languages offered, as required by federal law.

For the 16,000 voters who have opted to receive their Sample Ballots electronically, links to view and download their Sample Ballot from our website were e-mailed recently. This paperless option helps reduce printing and mailing costs.

3. Poll Worker Training/Recruitment and Polling Place Recruitment

Training:

Poll worker training commenced this week and training sessions will be held throughout the County until November 4, 2012. During this period the RR/CC Poll Worker Training Unit will conduct a total of **445 training sessions** for Inspectors and Clerks.

Supplemental online training is also available to all poll workers for completion prior to Election Day.

Polling Places:

Polling place recruitment is complete. All of the **4,621** required polling places have been confirmed for the November election. Since the Official Sample Ballots were sent to voters, there have been 23 changes in polling locations, and postcard notices have been sent to make voters aware of the change in their polling place.

Polling Places By Supervisorial District November 6, 2012 General Election						
	District 1	District 2	District 3	District 4	District 5	Totals
Required	784	856	937	1,032	1,015	4,621
Confirmed	784	856	937	1,032	1,015	4,621
Postcard Pcts.	5	7	4	4	3	23

Poll Workers:

For the November 6, 2012 General Election, we require more than 22,000 Clerks, Inspectors and Coordinators to staff our 4,621 polling places. Our recruitment efforts began several weeks ago and are nearly complete.

Poll Worker Recruitment Report November 6, 2012 General Election					
	Oct 5	Oct 16	Oct 23	Oct 30	Nov 6
Inspectors					
Required	4,621	4,621	4,621	4,621	4,621
Recruited	4,602	4,616			
Outstanding	19	5			
Clerks					
Required*	16,922	17,870			
Confirmed	15,877	17,146			
Outstanding	1,045	724			
Coordinators					
Required	350	400			
Confirmed	350	400			
Outstanding	0	0			
Special Recruitment					
County Employees	2,728	3,208			
Multilingual PW	6,067	8,663			
Students	2,004	3,481			

*NOTE: Required number of Clerks may fluctuate due to multilingual requirements.

4. Voter Registration

The last day to register to vote for participation in the General Election is Monday, October 22. To date, there are **4,600,251** registered voters in Los Angeles County. The following table shows the distribution of active voters across the five Supervisorial districts.

Voter Registration Totals by District November 6, 2012 General Election	
	October 16, 2012
District 1	760,910
District 2	854,971
District 3	979,092
District 4	1,004,946
District 5	1,000,332
Countywide	4,600,251

5. Special Projects: 2012 Community and Voter Outreach Activities

A. Media Partnership to Promote www.lavote.net

In an effort to inform the more than 4.5 million registered voters and 3 million eligible but unregistered citizens in Los Angeles County about the upcoming election and the resources the County offers to assist them, the Department has partnered with a number of local media companies, serving the diverse communities that make up Los Angeles County. The goal of our effort is to inform voters of: the date of the election, important deadlines, and promote lavote.net.

We are proud to be partnering with CBS Radio, Emmis Communications, Entravision Communications, and LA 18. With the support of these stations we are expanding our work within our communities, leveraging radio and television resources, and also reaching audiences through a variety of social media platforms used by these companies to interact with their audiences. Attached to this report is a power point that provides additional details.

B. Close of Voter Registration Activities

Monday October 22nd is the last day to register to vote for the upcoming Presidential Election. That day, the Registrar-Recorder/County Clerk (RR/CC) will set up more than 15 voter registration locations throughout Los Angeles County. RR/CC staff and volunteers will be on site at these locations, ready to assist voters who need to register for the first time or update their voter registration. A final list of locations will be released Friday, October 19, 2012.



Los Angeles County
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Media Campaign

General Election, 2012



Los Angeles County
Registrar-Recorder/County Clerk

LA Votes! Overview

The General Election Media Campaign has been broken down into three parts

- Phase I through 10/22 – Register to Vote at Lavote.net
- Phase II 10/23 - 10/30 – VBM Push
- Phase III 10/23 – 11/7– Vote!



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Elements

- Radio
- Television
- Billboards
- Online banners
- PR Campaign
- Robocalls



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CBS Radio

- CBS Radio: KEARTH, KROQ, AMP, KFVB, WAVE
 - Approximately 15 scheduled commercials/mentions daily, messaging dependant on phase period
 - 3 Live interviews KEARTH, KROQ, KNX Radio
 - Online radio banners
 - 25 Billboards
 - 10+ Van hits



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CBS in Action

KROQ
71°
LOGIN | REGISTER

HOME MUSIC NEWS KEVIN & BEAN PLAYLIST EVENTS CONTESTS ON AIR SOUND SPACE STREET TEAM

L.A. VOTES NOV. 6 [CLICK HERE TO REGISTER TODAY](#) [LAvote.net](#)

DRAIN A VEIN BLOOD DRIVE
OCTOBER 11, 2012

Join Us **TOMORROW** For KROQ's "Drain A Vein" Blood Drive

Album Releases Furious 5 @ 9 Internet Roundup The Jags Kevin & Bean KROQ This Week

SHOW UPDATES **LATEST FEATURES** [Listen LIVE](#)

K&B Podcast Wednesday October 10th: Stephen Amell & Katie Cassidy, Elman Nowle & More

THIS NOVEMBER 6TH, LA VOTES! WE'LL VOTE ON IMPORTANT ISSUES LIKE EDUCATION, AUTO INSURANCE, AND TAXES. THIS IS THE LAST WEEK TO REGISTER. REGISTER ONLINE NOW AT LAVOTE.NET. THAT'S LAVOTE.NET. REGISTER, VOTE, COUNT!

L.A. VOTES **NOV. 6**

your voice your vote your right

LAvote.net

www.LAVOTE.net



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Entravision

- Super Estrella & El Gato
 - Commercials/mentions on the hour, messaging dependant on phase period
 - Mobile Marketing Campaign “Extravaganza Concert” text back promotion
 - Online radio banners & Pre-roll promotions
 - Daily Social Media push
 - 12 Van hits





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Super Estrella in Action

The screenshot shows the L.A. Vote website interface. At the top, there's a navigation bar with 'EN VIVO' and social media icons. Below that, a main banner features Prince Royce with the text '¿TE GUSTARÍA CONOCER A PRINCE ROYCE EN SUPER ESTRELLAS EN EXTRAVAGANZA 2012?'. To the right, there are 'GOODIES' and a 'RENT-A-WHEEL' advertisement. Below the banner, there are 'GALERÍAS DESTACADAS' with thumbnails for 'CASA LEADERS 9-03', 'LA MIRAGE 9-31', and 'REVENTON SUPER ESTRELLA 2012'. At the bottom, there are ads for Coca-Cola and McDonald's, and a video player showing Prince Royce.



El Gato 103.1

7 seconds ago

En el 2008, aproximadamente 200,000 Latinos que son votantes registrados, no votaron en las elecciones presidenciales del 2008. No se les olvide registrarse para votar. Ahora se puede registrar para votar en línea. Visite www.lavote.net para mas información.

The advertisement features a city skyline at night. A red banner in the top right corner says 'NOV. 6'. The text 'L.A. VOTE' is written in large, stylized letters with a blue-to-red gradient. Below this, there are three icons with text: a ballot box icon for 'Regístrate.', a checkmark icon for 'Vota.', and a person icon for 'Hazte Contar.'. At the bottom, the website 'LAvote.net' is displayed in red and blue.

Like · Comment · Share

Promote

www.LAVOTE.net



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Power 106

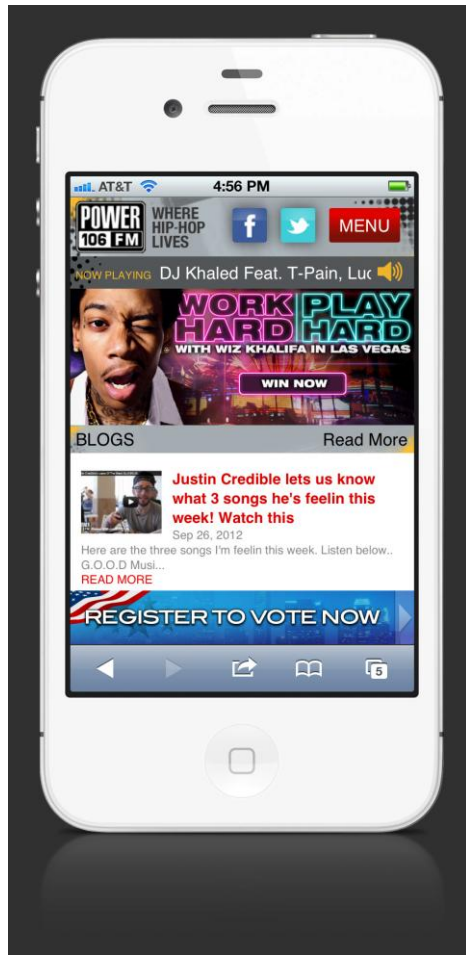
- Radio commercials 5 daily
- Mobile text marketing
- Online banner ads
- Social media posts
- 3 Mobile station appearances
- Booth at at Big Boy's Block Party





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Power 106 in Action





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LA 18

- :30 Television commercials
- Korean, Chinese, Tagalog
- Revolving messaging, focus on VBM





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PR Campaign

- Vote by Mail begins
- VBM Deadline
- LA Votes Campaign
- Close of Registration/events
- CalPIRG Partnership
- Early Voting event Nov 3rd
- Voter guidelines/helpful hints
- Time off to Vote



Los Angeles County
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Calendar

Mixed Media 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8 Early Voting Opens	9	10	11	12	13
14	15 FaceBook Posts on RTV Event; PR on LA Votes	16 PR: Student Voting Rights/CalPIRGS	17 Sample Ballot E-Blast Reminder	E-18	19 PR: Close of Reg	20
21	22 Deadline to Register to Vote	23 Robo Call- VBM reminder	24 New Citizens Eligible to Vote	25	26 PR: Early Voting at RRCC	27
28	29	30 PR: VBM Application Due / Last day to submit Absentee Ballot Req.	31 PR: RRCC Event	1 Robo Calls- Change of Polling Place	2 PR: USPS advises you to mail in your VBM today	3 Partner Event at RRCC
4	5 Robo Calls- Tomorrow is Election Day PR: Voter helpful hints PR: Time off	6 Election Day				