



Craig Latimer
Supervisor of Elections

Our Vision: To be the best place in America to vote

GOVERNOR'S STERLING AWARD RECIPIENT

A large, stylized graphic of the American flag, with red and white stripes and a blue field with white stars, is positioned on the left side of the page. The text "SMOLLER" and "SUPERVISOR OF ELECTIONS" is written in a large, bold, blue font, curving around the flag graphic.

SMOLLER
SUPERVISOR OF ELECTIONS

2023 U.S. EAC

**CLEARINGHOUSE AWARDS
SUBMISSION**

Distinguished Voter Education and
Communications Initiatives

Submission for

DISTINGUISHED VOTER EDUCATION AND COMMUNICATIONS INITIATIVES



Craig Latimer
**Supervisor
of Elections**

The VoteHillsborough Video Series



Voters have questions. *What happens to my ballot after I mail it in? Why do you use machines to tabulate votes? Will my ballot still count if I don't vote in all the races?*

That's why, in an ongoing effort to serve as a trusted source of information, Hillsborough County Supervisor of Elections Craig Latimer produced the VoteHillsborough Video Series, all about voting and elections.

"It's a long series of short videos, because we know people don't have a lot of time, but they do have a lot of interest in what we do and how we do it."

– Supervisor Latimer

We are happy to see that the EAC has added a category to recognize voter education and communications initiatives, because we feel this video series has been instrumental in taking a positive approach to combatting misinformation and distrust in elections.

We first had the idea for the series after being confronted by demonstrators at a statewide conference in Florida in 2020. These protesters were calling for a single day of voting, hand-counted ballots, and the reporting of all election results completed by Election Night – something that would be logistically impossible for a county of our size and make our elections process less accountable than it currently is. We realized we had to launch a strong, proactive effort to counter misguided claims and show the public the complexity of our elections processes and the safeguards in place to produce results that can and should be trusted.

This 16-episode, 3-chapter series dives behind the scenes into the world of elections, explaining what our office does and how we do it. The aim of this series is to educate voters, using full transparency, on what happens before, during and after they cast their ballot. The series is presented in succinct, digestible and easy to understand episodes, in an effort to make the information engaging and accessible for different types of communities.



THE VOTEHILLSBOROUGH VIDEO SERIES IN 2023

Our communications goals for 2023 focused on providing information about three municipal elections, explaining new changes in election law, and fostering a groundwork of trust in the work we were doing to prepare for our 2024 election cycle. The video series served as a foundational instrument for achieving those goals by:

- Humanizing our office through the introduction and ongoing presence of our Supervisor of Elections – who narrates every episode in the series and is ultimately responsible for what our office does.
- Explaining in the **“Getting to Know Us”** section who establishes the laws and rules by which our elections are conducted
- Discussing how, where and when to vote in the **“Getting #VoteReady”** episodes
- Taking a **“Deep Dive into Election Management”** to provide context into the areas that often involve misinformation or distrust – such as Vote By Mail, machine tabulation, and ballot custody. This is also the longest chapter of the series because of the importance and complexity of its content.

We shared the VoteHillsborough Video Series across our social media channels, in our monthly newsletters, in our printed Voter Guide and during outreach presentations. We also incorporated the videos into interactive Kahoot! quizzes with students and interactive Instagram quizzes online.

INNOVATION

Let’s face it – elections may be complex, but they don’t have to be difficult to understand! For a person who isn’t engaged in this world year-round like we are, it’s easy to get overwhelmed trying to understand what happens before, during and after you cast your ballot. That’s where the VoteHillsborough Video Series comes in. The series takes a complicated subject with lots of moving parts and presents the information in a way that is personal, engaging, thorough and digestible.

When structuring the series, we began with an exhaustive list covering every part of the elections process. As this was finalized, we then grouped and eliminated

subjects where it made sense. That process left us with 16 topics we deemed paramount to cohesively tell the story. We then took inspiration from how an instructor would approach their curriculum and arranged the remaining topics into three different chapters that further organize the information. This way, the series would chronologically make sense when viewed in order, but also would feel natural to watch out of order if we wanted to direct a viewer to specific topics.

SUSTAINABILITY

Because the series was produced in-house, we can easily update it as things change – and indeed have already done this a number of times. Additionally, we can highlight individual episodes to meet specific needs as they arise. For example, for security purposes our office does not provide public tours of our facility. Now, when people ask for a tour, we can give them the same walkthrough experience they're looking for digitally. This allows us to give anyone, anywhere, a tour of our facility along with all of the in-depth information that Supervisor Latimer adds during the tour.

Another thing that adds to the series' longevity is that it requires minimal maintenance costs, outside of staff time to produce and edit updates. We distribute this series on Vimeo and via social media channels, as well as host it on our website – all tools that we already utilized before the series was created. As election laws change over time, we update the videos to reflect current law, and if we reach a point where we feel like we need to add an episode to cover something new, we have the ability to do so.

In addition to being a sustainable tool, we expect that this will create long-lasting trust in our elections by demonstrating the lengths we take to ensure votes are counted accurately.

OUTREACH EFFORTS

Supervisor of Elections Craig Latimer and our outreach staff attend hundreds of events a year – parades, voter registration tablings, town hall meetings, high school voter registration drives and much more. One thing that all of these events have in common is that many attendees, regardless of venue, have really good, insightful questions about elections and voting.

The VoteHillsborough Video Series takes the mystery out of what we do. It serves as a way to make our office procedures fully transparent, accessible and educational for the community we serve. We routinely integrate videos from the series into our in-person and virtual presentations, meetings and speaking engagements, which really helps visualize and further clarify different parts of the elections process.

Another way that we use these videos in the community is within the Kahoot! Quiz platform. We conducted a number of presentations in schools and during after-school programs in 2023 in which members of our outreach staff played clips from the video series and then engaged students in a short Kahoot! quiz to reinforce topics from the video that was just viewed. This has led to a big increase in engagement and information retainment, especially in younger audiences more prone to distraction and disinterest. This series is a great resource for teachers and professors to use during their civics and government lessons – information from a trusted source!

COST-EFFECTIVENESS

This is a cost-effective solution because we produced it completely in-house. We didn't have to hire any additional staff to help, nor did we need to add additional computer software, distribution platforms, equipment or anything else outside of what we already have.

During the planning and writing phase of this project, we focused on making the language and visuals as “future-proof” as possible. Writing from that perspective allowed us to minimize future edits to the series, and thereby decrease additional or ongoing time and effort, which is especially important during our busiest election years.

Finally, the marketing and use of the series as an educational tool is not only free but adds value to the communications work that we do, helping us to reach deeper into the community than would otherwise be possible.

REPLICABILITY

This series creates a model for other elections offices to use in their efforts to demystify elections and add transparency to their elections processes. Other jurisdictions could follow a similar outline of topics, and customize it to fit their

specific laws and processes, as well as to the voice and style of their elections official.

Other agencies in government might also want to create similar programming. This type of educational content evokes trust, something that all government agencies should aspire to as we work towards the common goal of increasing civic engagement through a better understanding of how government works for its community.

GENERATING POSITIVE RESULTS

We’ve received a lot of terrific feedback on these videos, but it’s always nice to have numbers to confirm that. Measurable success of this communications tool has been demonstrated by the number of views, the completion rate and the peak play times captured by analytics on our Vimeo video platform.

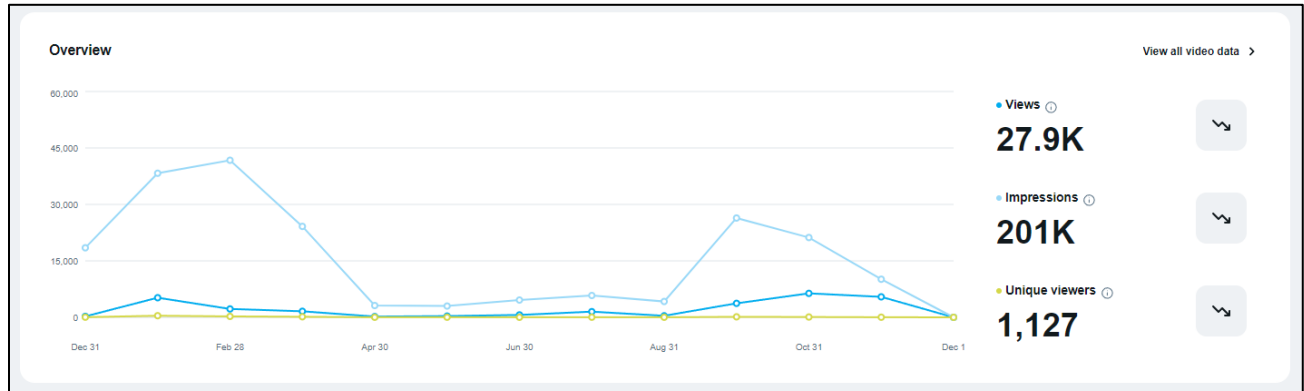
Vimeo’s 2023 analytics show that our videos were viewed more than 27,000 times – during a low-engagement election cycle – and 77% of the time, viewers watched to the end of the video.

Additionally, the analytics show a correlation between when we actively promoted the video series and when we saw peak engagement, impressions and views on our Vimeo channel.

The chart below represents statistics for VoteHillsborough Video Series traffic on our Vimeo channel in 2023.

VoteHillsborough Video Series Video	Plays	Completions
Meet Your Supervisor of Elections (1.1)	3221	1324
Understanding Who Does What (1.2)	2151	1913
How Many People Does It Take? (1.3)	1935	1648
Welcome To the Elections Service Center (1.4)	1859	1512
Keeping The Roll (2.1)	1775	1531
Where Do We Draw the Line? (2.2)	1193	1119
Tracking Turnout (2.3)	1746	1489
Counting Votes (2.4)	1171	1102
Making Sure the Count is Correct (2.5)	1138	1079
Overvotes and Undervotes (2.6)	1117	1074
The Life of a Ballot (2.7)	1109	1062
Are You Ready to Vote? (3.1)	1107	1061
Understanding Closed Primaries (3.2)	1129	1073
Your Choice, Your Voice (3.3)	1473	1360
Voting By Mail (3.4)	2666	1422
Voting In Person (3.5)	3115	1708

The graph below represents video plays for the VoteHillsborough Video Series tracked by Vimeo in 2023. Peak engagement correlates with communication around our spring elections and a fall campaign sharing new Vote By Mail requirements.



The analytics below document video series impressions and video finishes for Vimeo in 2023.

Views	Impressions	Finishes
27,919	201,090	21,487

The following chart breaks down the sources through which viewers accessed and viewed the video series in 2023. Most of the traffic came directly from our website, but other top sources were the Moodle platform (for poll workers), UNKNOWN (which covers all social media channels) and then Vimeo directly.

Top sources		View all source data >
Source	Views	
• votehillsborough.gov	20.8K	
• hcsoemoodle.hcsoe.org	5,316	
• UNKNOWN	1,060	
• vimeo.com	583	
• kahoot.it	116	
• Other	77	

Feedback about the VoteHillsborough Video Series from a Hillsborough County Civics Teacher:

I wanted to thank you for the informative and high quality video on your website that explains how Hillsborough County handles mail-in-voting.

I teach Civics at Coleman Middle School in South Tampa and I showed your video to all of my students to help them see why many of the rumors they had heard from their friends or their parents regarding the unreliability of mail-in-voting were simply not true. I have shared this video with other teachers to use in their classes as well.

Thank you for giving me such a useful tool to use at just the right moment.

CONCLUSION

Supporting documents are attached below. Thank you for your consideration of our **VoteHillsborough Video Series** submission for the **2024 U.S. EAC Clearinghouse Awards** in the category of **Distinguished Voter Education and Communications Initiatives**.



Craig Latimer, CERA

A handwritten signature in black ink that reads "Craig Latimer". The signature is written in a cursive, flowing style.


Hillsborough County Supervisor of Elections

SUPPORTING DOCUMENTS

VoteHillsborough Video Series Rundown

We established a landing page for the video series on our website at VoteHillsborough.gov/VHVideoSeries, which we use as an education portal for those who want to learn about the elections process in Hillsborough County. You can view the whole series back-to-back using the embedded playlist at the top, or you can pick a specific episode by scrolling down the page.

Below you will find a list of every episode in the series with a short description of what is covered in each one.

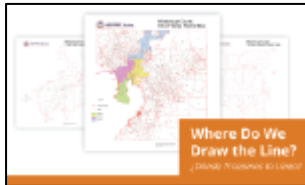
VoteHillsborough Video Series Chapter 1 Getting to Know Us	
	<p>Episode 1.1 – Meet Your Supervisor of Elections <i>Introduction of Hillsborough County Supervisor of Elections Craig Latimer.</i></p>
	<p>Episode 1.2 – Understanding Who Does What <i>Learn about how elections are conducted locally, and the roles played by the Secretary of State, the Division of Elections, and the Supervisor of Elections Office.</i></p>
	<p>Episode 1.3 – How Many People Does it Take? <i>See how many different people are involved with conducting an election in Hillsborough County and how the Canvassing Board works.</i></p>
	<p>Episode 1.4 – Welcome to the Elections Service Center <i>Full walkthrough of our Elections Service Center!</i></p>

VoteHillsborough Video Series | Chapter 2 Deep Dive Into Election Management



Episode 2.1 – Keeping the Roll

Dive into list maintenance and learn the difference between active, inactive and ineligible voter statuses.



Episode 2.2 – Where Do We Draw the Line?

A look at how precincts are used to put voters into manageable groups and how districts determine the elected officials that represent you.



Episode 2.3 – Tracking Turnout

Learn about how we report turnout for several weeks before Election Day and how that data tells you how many people have voted (not who's winning).



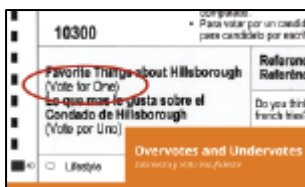
Episode 2.4 – Counting Votes

Learn all about how we tabulate the ballots and races in a county of our size and the reliable, state-certified technology we use to do that.



Episode 2.5 – Making Sure the Count is Correct

What's in place to protect the counting process? If you are wondering, this is the episode for you. Learn about testing, security, redundancy, checks and balances, auditing and recounts.



Episode 2.6 – Overvotes and Undervotes

A comprehensive lesson on bubbling in ballots, with examples of overvotes, undervotes and voter intent.



Episode 2.7 – The Life of a Ballot

Learn about ballot custody, and the life-cycle of Vote By Mail, Early Voting and Election Day ballots.

VoteHillsborough Video Series | Chapter 3 Getting #VoteReady



Episode 3.1 – Are You Ready to Vote?

This episode covers the voter registration/party change deadline, how you can register and update your information, look up your sample ballot and track Vote By Mail.



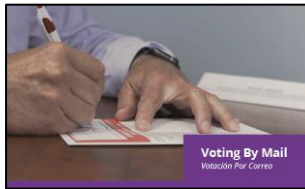
Episode 3.2 – Understanding Closed Primaries

Unpack the details of how closed primaries work in Florida. We detail how party affiliation affects the ballot you receive and how Primary Elections differ from General Elections.



Episode 3.3 – Your Choice, Your Voice

In Hillsborough County, voters have choices! Learn all about the three ways to cast your ballot in Florida.



Episode 3.4 – Voting By Mail

Full walkthrough of voting by mail in Hillsborough County – learn about how a ballot goes from the initial request, to a voter’s mailbox and back to our office.



Episode 3.5 – Voting in Person

Full walkthrough of voting in person in Hillsborough County – learn about what happens from the moment a voter enters the polling place to leaving with their 'I Voted' sticker.

Distribution Examples

Social Media

 <p>Make sure you are #VoteReady.</p> <p>Take a moment to watch "Overvotes and Undervotes" to learn more.</p> <p>WATCH NOW</p>  <p>Craig Latimer Supervisor of Elections</p>	<p style="text-align: center;">Do You Know the Difference Between Overvotes and Undervotes?</p>  <p style="text-align: center; background-color: #003366; color: white; padding: 5px;">Take my quiz to find out!</p> <p style="text-align: center; font-size: 2em; color: #003366;">Let's go</p>  <p style="text-align: center;">Craig Latimer Supervisor of Elections</p>	<p style="text-align: center; font-size: 2em;">What is an "Overvote"?</p> <p style="text-align: center; background-color: #333; color: white; padding: 5px; font-weight: bold;">SELECT AN ANSWER</p> <div style="background-color: white; border-radius: 10px; padding: 10px; margin: 5px;"> <p><input type="radio"/> A A race where you can vote for more than one candidate</p> <p><input type="radio"/> B A vote that makes your entire ballot invalid</p> <p><input type="radio"/> C When you vote for too many candidates in a race</p> </div>  <p style="text-align: center;">Craig Latimer Supervisor of Elections</p>
 <p>Make sure you are #VoteReady.</p> <p>Take a moment to watch "Where Do We Draw the Line?" to learn about precincts, polling places and districts.</p> <p>WATCH NOW</p>  <p>Craig Latimer Supervisor of Elections</p>	<p style="text-align: center;">Do You Know Where We Draw the Line?</p>  <p style="text-align: center; background-color: #c00; color: white; padding: 5px;">Take my quiz to find out!</p>   <p style="text-align: center;">Craig Latimer Supervisor of Elections</p>	<p style="text-align: center; font-size: 1.5em;">You have to vote in every race that's on the ballot.</p> <p style="text-align: center; background-color: #333; color: white; padding: 5px; font-weight: bold;">SELECT AN ANSWER</p> <div style="background-color: white; border-radius: 10px; padding: 10px; margin: 5px;"> <p><input type="radio"/> A True</p> <p><input type="radio"/> B False</p> </div>  <p style="text-align: center;">Craig Latimer Supervisor of Elections</p>

Kahoot! Quizzes

The screenshot shows the Kahoot! interface for a quiz titled "VoteHillsbrough Video Series". The interface includes a left sidebar with navigation options like Home, Discover, AccessPass, Library, Reports, Groups, and Marketplace. The main content area displays a list of 20 questions, with the first three being quizzes and the last two being slides. The questions are:

- 1 - Quiz: How long has Craig Latimer lived in Hillsborough County?
- 2 - Quiz: Where did Craig Latimer work before the Supervisor of Elections office?
- 3 - Quiz: What year was Craig Latimer first elected Supervisor of Elections?
- 4 - Slide: Meet Your Supervisor of Elections
- 5 - Quiz: How many methods of voting do we have in Florida?
- 6 - Quiz: The Florida Division of Elections is in charge of what?
- 7 - Quiz: Who establishes Florida's election laws?
- 8 - Slide: Understanding Who Does What

The quiz is set to "A private kahoot" and has 29 plays with 509 players. The "HillsOE" channel updated it 13 seconds ago.

The screenshot shows a video player with the title "Your Choice, Your Voice". The video content features the logo for Hillsborough County Supervisor of Elections, Craig Latimer, with the text "We the People" and "SUPERVISOR OF ELECTIONS". To the right, there is a purple box with the text:

GETTING #VOTEREADY
ESTÉ PREPARADO #VOTEREADY

Your Choice, Your Voice
Tu Elección, Tu Voz

The video player includes standard controls like play, pause, and volume, and a "Got it!" button in the top right corner.

How long is Early Voting in Hillsborough County?



57



▲ 14 days

◆ 10 days

● 5 days

What are the three ways to vote in Florida?



56



▲ Online Voting, Vote By Mail and Election Day Voting

◆ Early Voting, Vote By Phone and Election Day Voting

● Early Voting, Vote By Mail and Election Day Voting

VoteHillsborough Video Series



Voters have questions.

What happens to my ballot after I mail it in? Why do you use machines to tabulate votes? Will my ballot still count if I don't vote in all the races?

That's why, in an ongoing effort to serve as a trusted source of information, I have launched the VoteHillsborough Video Series. It's a long series of short videos, because I know people don't have a lot of time but do have a lot of interest in what we do and how we do it.

Every Tuesday, I cover a new topic and will post the video on social media and my website until the series is over. Visit my website at VoteHillsborough.gov/VHVideoSeries to dive in, today!

the last word

Like to be prepared? Watch the [Voting in Person video](#) in my [VoteHillsborough Video Series](#) for a virtual walk-through before you head to the polls.



Hillsborough County Supervisor of Elections | 601 E. Kennedy Blvd., 16th Floor | Tampa, FL 33602 | VoteHillsborough.gov | 813.744.5900

Voter Guide

Learn More About Us

Voters have questions.

What happens to my ballot after I mail it in? Why do you use machines to tabulate votes? Will my ballot still count if I don't vote in all the races?

We have answers.

Get to know us, take a deep dive into election management and learn how to be #VoteReady by watching our VoteHillsborough Video Series.



Tune in here:
VoteHillsborough.gov/VHVideoSeries ↑

