WHY INFORMATION AND COMMUNICATION (REALLY) MATTER IN A PRESIDENTIAL ELECTION YEAR

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FORMER ELECTIONS ADMINISTRATOR
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FOR CONSIDERATION: WAYS INFORMATION + COMMUNICATION MATTER

Media: Traditional and social media platforms influence public opinion and control information during election cycles.

Political Advertising: While there are ethical considerations, political advertising is often a Pandora's Box.

Electoral Integrity: Cybersecurity threats, layers of security, ballot handling, etc. – it's a good idea to better understand this from credible sources.

Modern Campaigning: Political campaigns leverage digital technologies and data analytics for voter outreach, fundraising, and mobilization efforts.

Being an Educated Voter: Not being fully informed (or relying solely on word-of-mouth information or one news source) can lead to a sense of disenfranchisement, voting malaise, and have bigger implications for our democracy. **This is our focus for today's presentation**.

MIAMI-DADE COUNTY

Date: 5/1/24
Time: 10:24 AM

Christina White
Supervisor of Elections
Active Voter Party/Race Analysis

	BPP	CPF	CPP	CSV	DEM	ECO	FFP	GRE	IND	LPF	NLP	NPA	PEO	PSL	REP	Total
1, American Ind/Alaskan	0	2	2	2	1,043	0	0	0	26	5	1	620	0	1	410	2,112
2, Asian or Pacific Isl	0	11	4	10	6,324	3	0	10	157	17	9	7,939	1	2	3,005	17,492
3, Black, not Hispanic	11	161	51	122	167,253	25	4	79	2,177	87	77	38,671	26	22	7,436	216,202
4, Hispanic	170	523	75	460	225,453	160	9	370	14,478	1,001	237	300,847	50	81	337,368	881,282
5, White, not Hispanic	11	140	34	161	84,654	44	10	176	4,143	537	77	74,437	17	19	79,538	243,998
6, Other	0	16	7	18	6,557	10	1	13	430	39	13	7,831	3	2	3,820	18,760
7, Multi-Racial	0	0	0	1	3,019	0	0	9	51	5	0	2,287	1	1	748	6,122
9, Unknown	0	6	1	6	18,533	11	0	36	704	83	3	33,396	4	9	13,360	66,152
Total	192	859	174	780	512,836	253	24	693	22,166	1,774	417	466,028	102	137	445,685	1,452,120

Party	Party Name
BPP	Boricua Party
CPF	Constitution Party Of Florida
CPP	Coalition With A Purpose Party
CSV	Conservative Party of Florida
DEM	Florida Democratic Party
ECO	Ecology Party of Florida
FFP	Florida Forward Party
GRE	Green Party of Florida
IND	Independent Party of Florida
LPF	Libertarian Party Of Florida
NLP	No Labels Party of Florida
NPA	No Party Affiliation
PEO	People's Party
PSL	Party for Socialism and Liberation - Florida
REP	Republican Party Of Florida
UNK	Unknown Party

Source: Active Voter Party-Race Analysis (miamidade.gov)

VOTER BREAKDOWN BY %

Demographic	Percentage of Voters	Percentage of Total Population (Miami-Dade County)
AI/Alaskan	<1%	<1%
API	1.2%	1.7%
Black	14.9%	17.1%
Hispanic	60.7%	69.1%
White, non-His	16.8%	13.8%
Other	1.3%	--
Multi-racial	<1%	1.3%
Unknown	4.6%	--
Parties		
DEM	35.3%	n/a
REP	30.7%	n/a
NPA	32.1%	n/a
Total		
No. of Voters	1,452,120	
Population		2,686,867
Difference		1,234,747

Source: Miami-Dade County Elections Dept., US Census QuickFacts, Miami-Dade County, FL

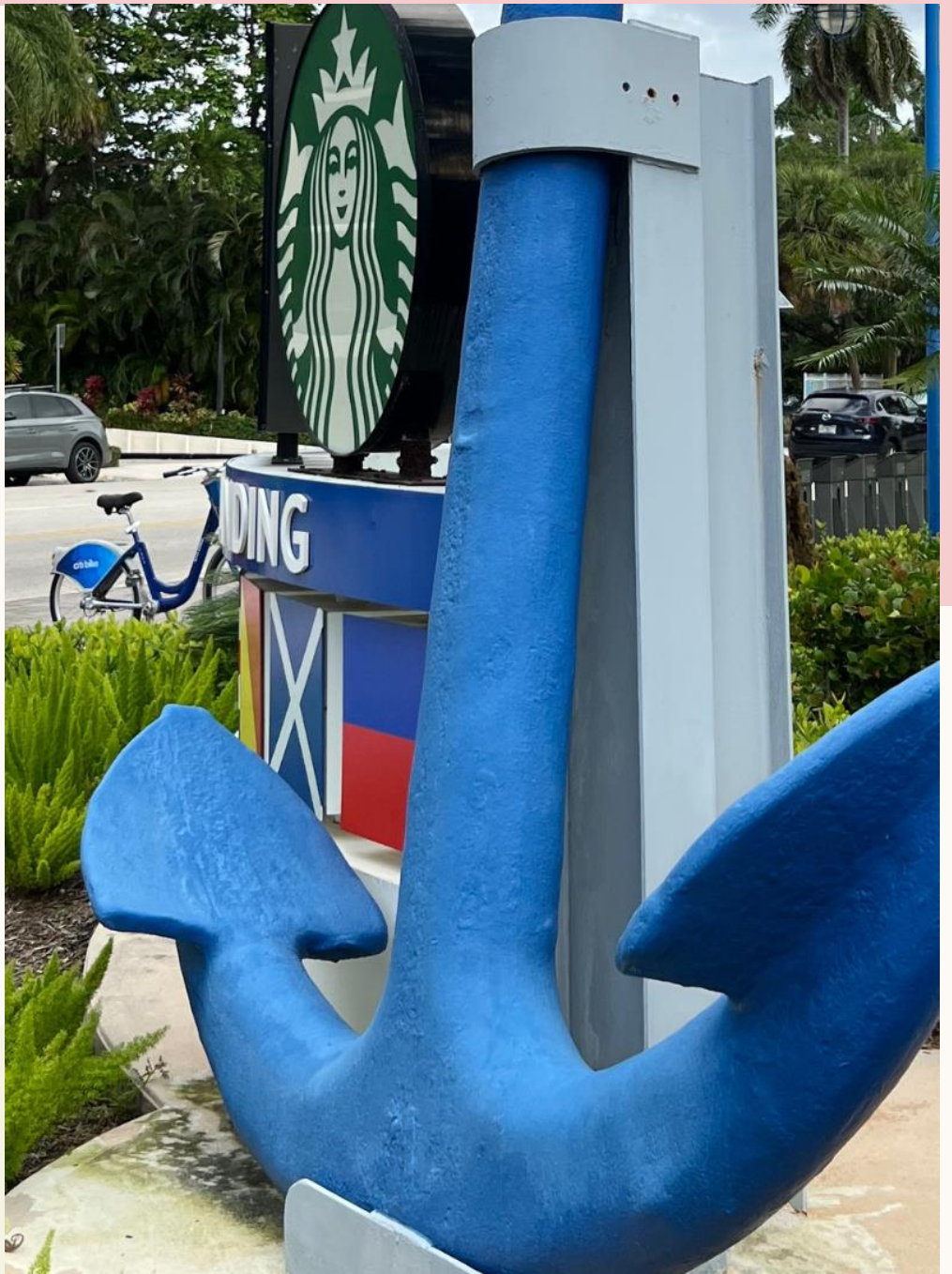
TURNOUT: 2022 GENERAL ELECTION (46.84%)

2022 General Election

(Website last updated at: 11/18/2022 5:03:40 pm) — Election Date: 11/8/2022

Registered Voters:	1,529,439	Precincts Reporting:	1053 / 1053
Ballots Counted:	716,322	Election Day:	Completely Reported
Voter Turnout:	46.84%	Early Votes:	Completely Reported
		Vote By Mail:	Completely Reported

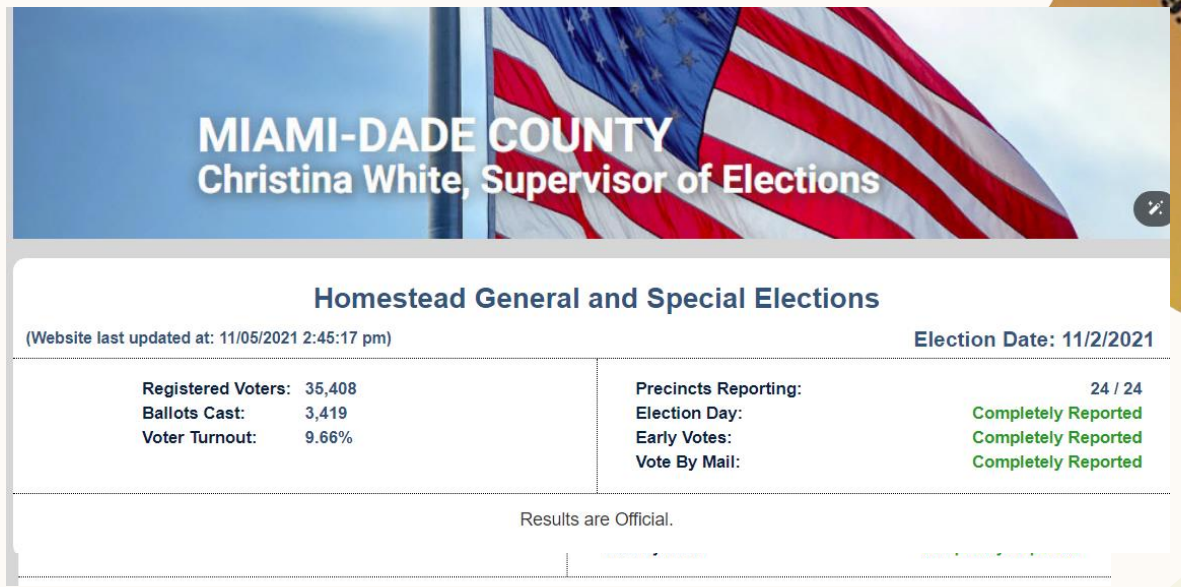
Summary Results - Election Night Reporting (electionsfl.org)



TURNOUT:
HIALEAH, MIAMI, MIAMI BEACH, SURFSIDE 2023 MUNICIPAL ELECTIONS (14.08%)

[Summary Results - Election Night Reporting (electionsfl.org)]

TURNOUT: 2021 HOMESTEAD GENERAL AND SPECIAL ELECTIONS (9.66%)



Homestead General and Special Elections

(Website last updated at: 11/05/2021 2:45:17 pm) Election Date: 11/2/2021

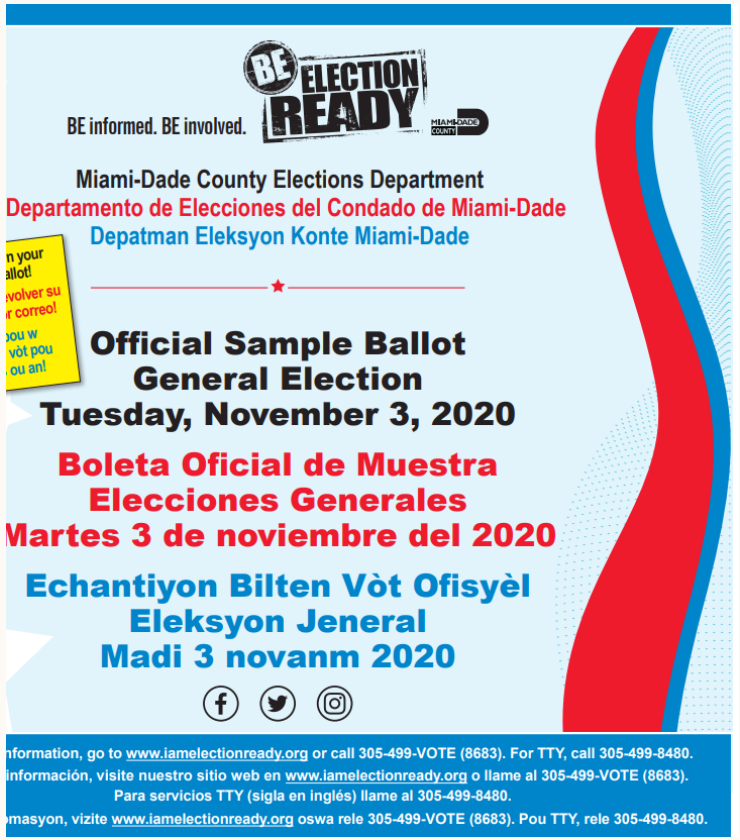
Registered Voters:	35,408	Precincts Reporting:	24 / 24
Ballots Cast:	3,419	Election Day:	Completely Reported
Voter Turnout:	9.66%	Early Votes:	Completely Reported
		Vote By Mail:	Completely Reported

Results are Official.

[Summary Results - Election Night Reporting (electionsfl.org)]

DID YOU KNOW?

- You can customize your sample ballot online (this will be done based on your geographic location).
- Sample ballots can be used at the poll (research ahead, save yourself time on Election Day or at Early Voting).
- Sample ballots are also made available at your polling location.



CREDIBLE SOURCES OF INFORMATION: NATIONAL

- **The Associated Press (AP)**
  - Website: apnews.com
- **PBS NewsHour**
  - Website: pbs.org/newshour
- **National Public Radio (NPR)**
  - Website: npr.org
- **FactCheck.org**
  - Website: factcheck.org
- **The Pew Research Center**
  - Website: pewresearch.org

CREDIBLE SOURCES OF INFORMATION: REGIONAL

Miami-Dade County Elections Department	Website: miamidade.gov/elections Provides official information on voter registration, polling locations, election dates, and candidate information.
The Miami Herald	Website: miamiherald.com Offers comprehensive coverage of local, state, and national elections, including analysis, articles, and opinion pieces.
South Florida Sun Sentinel	Website: sun-sentinel.com Provides news and updates on elections in South Florida, including voter guides, endorsements, and election results.
Florida Division of Elections	Website: dos.myflorida.com/elections Provides statewide information on elections, including voter registration, candidate qualifications, and election results.
Florida State Statutes	Website: Statutes & Constitution :View Statutes : Online Sunshine (state.fl.us) Comprehensive repository of Florida statutes, providing access to the state's legislative framework and legal guidelines, at the official website of the Florida Legislature.
Broward County Supervisor of Elections	Website: browardsoe.org Provides official information on elections in Broward County, including voter registration, early voting locations, and election results.
Monroe County Supervisor of Elections	Website: keys-elections.org Offers information on elections in Monroe County, including voter registration, absentee voting, and election dates.

BE INFORMED

- Research Candidates
- Understand Issues
- Fact-Check Information
- Be an Informed Voter
- Your Vote, Your Voice

THANK YOU!

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