COUNTY OF LOS ANGELES
REGISTRAR-RECORDER/COUNTY CLERK
12400 IMPERIAL HWY. – P.O. BOX 1024, NORWALK, CALIFORNIA 90651-1024/(562) 462-2716

CONNY B. McCORMACK
REGISTRAR-RECORDER/COUNTY CLERK

September 24, 2004

TO: EACH SUPERVISOR

FROM: Conny B. McCormack, Registrar-Recorder/County Clerk

UPDATE ON HAVA GRANT VOTER EDUCATION COMPONENT

Following your Board's September 14th agreement to accept $2.5 million in Federal Help America Vote Act (HAVA) grant funds, we began finalizing the voter education and outreach component as outlined in the extensive grant application. The overriding goal of this paid advertising campaign is to reduce voter confusion and error by educating voters on how to use new voting equipment and explain the three voting options available to all Los Angeles County voters. Themed advertisements (30-second spots) will begin airing on cable television channels throughout the County beginning next week. A video tape of these advertisements, in English and in Spanish, is enclosed.

The first television spot outlines voters' three choices to cast a ballot either via touchscreen early voting, absentee voting by mail, or election day polling place voting. A second spot demonstrates how to use the InkaVote system. The third spot solicits pollworker applications and will run free of charge through various cable providers as a public service announcement.

Also enclosed are samples of graphics materials featuring the new "Got Dots?" voter education campaign to familiarize voters with InkaVote, the new optical scan voting system that many voters will use for the first time on November 2. Included is a copy of the redesigned sample ballot cover, a voter information page that will appear in the sample ballot reminding voters to make ink marks instead of punching, and a poster that will form the basis of billboard and bus panel advertising that will be seen throughout the County in October. The print and radio media components of the advertising campaign are still under development. Our next update will include copies of that advertising text.

Please call me if you have questions or comments.

Attachments

C: David Janssen, CAO

There's no more **PUNCH CARD**
by ***mail*** or in ***polls***,
So don't look for chad -
InkaVote has no holes...

Remember when voting, use ink on your spots.
Then look at your ballot - and check it for ***DOTS!***

(See inside front cover for voting instructions)

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OFFICIAL SAMPLE BALLOT AND VOTER INSTRUCTIONS

General Election - November 2, 2004

See Page 1

Find your Polling Place:

- On Back Cover of this booklet
- On the Web www.lavote.net
- Call 1-800-815-2666

Or vote early **By Mail** or **Touchscreen**

CONNY B. McCORMACK
LOS ANGELES COUNTY
REGISTRAR-RECORDER/COUNTY CLERK
12400 IMPERIAL HIGHWAY, NORWALK, CA 90650

(800) 815-2666 OR (562) 466-1323
INTERNET - www.lavote.net

- POLLS OPEN AT **7 A.M.** AND CLOSE AT **8 P.M.**
- MARK YOUR CHOICES IN THIS BOOKLET AND **TAKE IT WITH YOU** TO YOUR VOTING LOCATION

Paid for by Federal Help America Vote Act Funds