



December 15, 2022

Linda Lamone
Administrator
Maryland State Board of Elections
151 West Street, Suite 200
Annapolis, MD 21401

Re: *2022 General Election Voter Education Campaign Report*

Thank you for providing KO Public Affairs LLC with the opportunity to develop and manage a statewide voter education marketing and public relations campaign for the 2022 General Election. Under the approved scope of work for RFP D38B1600018, KO was charged with developing a statewide campaign, including TV, radio, and digital advertising to inform Maryland voters about how to participate in both the primary and general election.

As with the primary, the general election campaign included broad stakeholder engagement and earned media to reach Maryland's diverse communities and respond to any unforeseen issues that developed during the campaign.

To achieve the objectives outlined in the RFP released by the Maryland State Board of Elections, KO subcontracted with the following Maryland-based firms:

- **Mission Media** – a full-service advertising and marketing firm to assist with creative design, campaign production and media buying.
- **Sandy Hillman Communications** – a public relations firm and woman-owned minority business enterprise to assist with earned media and stakeholder engagement throughout the state.
- **GreiBO** – a public relations and marketing firm based in Baltimore to assist with stakeholder outreach to the African American community statewide, including webinars, key influencer messaging and social media.
- **Cool & Associates** – a full-service management consulting firm that brings Hispanic strategy, workforce development, education, marketing and outreach to the forefront of any organization. Veronica Cool and her team assisted with broad stakeholder outreach to the Latino community, Spanish-speaking earned media, and translation of campaign materials.

- **Campfire Communications** – a full-service communications firm led by Henry Fawell working with Hillman Communications on earned media, stakeholder outreach and rapid response during the campaign.

Collectively, these firms were instrumental in helping the State Board of Elections communicate throughout the state. We are grateful for their support, their partnership and their expertise.

Campaign Overview

The general campaign utilized similar messaging and creative as the primary election campaign that garnered close to 17 million online impressions. The general election campaign included updated animation, iconography and creative assets across traditional paid media channels – TV, radio, and print – and digital platforms and social media. The campaign resulted in more than 15 million digital impressions, not including traditional media. In addition to providing information to Marylanders about the election, the campaign needed to inform voters about the redistricting process, how to vote by mail or in-person, how to request a ballot and vote by mail, early voting and Election Day polling locations.

The campaign was segmented into three phases to deliver three general messages about the election timeline and the voting process.

Phase 1: Register to Vote

The Register to Vote phase ran from **September 26 through October 9** (a total of 14 days) urging Marylanders to register to vote. Secondary messaging reminded users to update their voter information and informed them of the ways to vote and key voting deadlines. These ads were served to unregistered Marylanders who were eligible to vote.

Phase 2: Ways to Vote

The Ways to Vote phase also ran from **September 26 through October 9** (a total of 14 days) highlighting the three ways to vote (early, by mail or Dropbox, or in-person on Election Day). Secondary messaging reminded users to update their voter information and informed them of key voting deadlines. These ads were served to those Marylanders who were already registered to vote.

Phase 3: Voting Deadline

The Voting Deadline phase of the digital campaign ran from **October 10 through November 8 at 8 p.m.** (a total of 30 days) and urged Marylanders to vote by 8 p.m. on Election Day. Secondary messaging reminded Marylanders about the ways to vote (in-person or by mail) and reminded eligible voters to update their voter information, how to find a polling location, and same day registration. For

all phases of the campaign, messaging points associated with deadlines were removed from the campaign once the deadline passed.

Earned media, stakeholder outreach and grassroots events were used to complement the paid media campaign, reinforcing and extending the reach of election-related information. Between September 23 and October 31, the media relations team developed and proactively distributed nine news releases in English and Spanish, responded to daily inquiries from journalists and stakeholders, and secured interviews with English and Spanish language media outlets to reach voters throughout the state.

Paid Media

The paid media campaign for the 2022 Gubernatorial General Election ran from September 26 through Election Day and included messages to educate voters on how to register, the three ways to vote (early, by mail or Dropbox, or on Election Day), and the voting deadline.

Creative assets for the campaign were designed to inform voters about the three ways to vote and the important deadlines during the election process. The campaign directed voters to the State Board of Elections' MD Votes 2022 webpage for more information. The webpage www.elections.maryland.gov/2022 ("Voter Resources landing page") - was intended to serve as a central communications hub for the campaign and included iconography consistent with the paid media campaign.

Budget Breakdown and Overall Allocation

Medium	% Allocation
TV	13.59%
Radio	18.93%
Print	10.72%
Digital	56.75%
Total	100%

Traditional Media Overview (TV, Radio & Print)

TV, radio, and print media channels were used to broaden the reach of the campaign statewide and create holistic awareness for the campaign across mediums. The budget for the traditional campaign was distributed across channels and geography to ensure the messaging had a wide

reach across the state of Maryland. Key outlets were selected in each of Maryland's core markets based on their reach/coverage across the state.

The traditional media messaging focused on highlighting the three ways to vote and the deadlines associated with each. For both radio and TV, two spots were produced – the first highlighted the three ways with the early voting deadline. The second focused on voting by mail, Dropbox and on Election Day by 8 p.m.

TV Allocation

Television ads ran November 1 through November 8, 2022. Mission Media produced two television spots that ran leading up to Election Day.

The first ran November 1 through November 3 and shared the three ways to vote: by mail or Dropbox, early, or on Election Day. The second ad ran November 4 through November 8 and focused on voting by mail, Dropbox or on Election Day.

Media	Market	# of Spots	% Fund Allocation
WBOC	Eastern Shore	26	14%
WBAL	Baltimore	26	38.8%
WRC	DC	11	34.37%
WDVM	Hagerstown	38	12.62%
Total	—	101	100%

Radio Allocation

Radio ads ran October 24 through November 8. Two versions of a 30-second spot were produced, one that included the early voting period and one that excluded it, while highlighting the options to vote by mail, Dropbox or on Election Day.

Media	Market	# of Spots	% Fund Allocation
WYPR	Baltimore	65 (15-second underwriting)	19.65%
WBAL/98 Rock	Baltimore	114 (across both stations)	18.14%

Media	Market	# of Spots	% Fund Allocation
iHeart Media	Baltimore	160	9.66%
Radio One (WOLD + WERQ)	DC/Baltimore	92	10.67%
WAMU/WRAU	DC/Salisbury	100 (15-second underwriting)	19.27%
WTOP	DC/Western MD	82	22.61%
Total	—	613	100%

Print Allocation

Print ads ran October 24 through November 8. Ads highlighted the early voting period, the various ways to vote (by mail, Dropbox, in-person) and the voting deadlines. Digital placements were also secured for the Baltimore Sun and The Afro.

Media	Market	Placements	% Fund Allocation
Baltimore Sun	Baltimore	3 print ads in the Baltimore Sun 1 in the Capital Gazette 1 in the Towson Times 1 in the Columbia Flyer 2 digital web ads that garnered more than 200,000 impressions	53.37%
Washington Post	DC	3 print ads in Thursday Maryland Section	31.22%
The Afro	Baltimore/DC	2 Print Ads 2 digital web ads that garnered more than 200,000 impressions	15.41%
Total	—	11	100%

Paid Digital Overview

The digital campaign ran from September 26 to November 8 at 8 p.m. to support the Maryland State Board of Election's voter education and awareness efforts for the 2022 Gubernatorial General Election. The campaign utilized a multi-channel approach and employing phased messaging to reach adults across the state of Maryland.

Targeting was segmented based on regional populations to ensure all Marylanders were targeted equally. The digital campaign provided the most flexibility for the campaign's segmented approach and three phases:

- **Phase 1: Register to Vote:** Ads were served to adults 18+, excluding the list of registered voters provided by the State Board of Elections.
- **Phase 2: Ways to Vote:** Ads were served to the provided list of registered voters.
- **Phase 2: Voting Deadline:** Ads were served to all adults 18+.

For all phases of the campaign, messaging points associated with deadlines were removed from the campaign once the deadline passed.

Paid Digital Media Performance Highlights

- Throughout the campaign, the digital ads garnered 15,186,364 impressions, 269,661 clicks, and 3,718,930 video plays.
- The campaign drove a total of 183,239 users to the Voter Resources landing page. Users averaged a significant two minutes exploring landing page content.
- Traffic to the site increased as the election approached. The general election campaign drove 4.78% more traffic to the site than primary campaign with less budget. Google Search drove clicks to the site at the lowest cost (\$0.15).
- Facebook & Instagram proved the most successful means of driving awareness through reach and impressions, while Google Search proved the most successful means of driving engaged traffic to the website.

Digital Budget Breakdown

Channel	% Fund Allocation
Facebook & Instagram	34.03%
Google Search	29.51%
Google Display	27.89%
YouTube	8.57%
Total	100.00%

Market	% Fund Allocation
Central	38.86%
Southern	38.06%
Western	11.05%
Northern	6.04%
Eastern	5.99%
Total	100.00%

Digital Media Performance by Channel

Channel	Clicks	Video Plays	Impressions	CPM (Cost per thousand impressions)
Google Search	193,872	—	593,353	\$49.32
Google Display	57,186	—	3,022,847	\$9.15
Facebook & Instagram	16,882	3,206,977	9,900,661	\$3.41
YouTube	1,721	511,953	1,669,503	\$5.09

Total	269,661	3,718,930	15,186,364	\$6.53
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Digital Media Performance by Market

Channel	Clicks	Video Plays	Impressions	CPM
Southern	28,427	1,373,360	5,419,066	\$4.65
Central	28,335	1,363,570	5,513,415	\$4.66
Western	7,490	365,744	1,563,547	\$4.67
Eastern	4,558	247,845	860,884	\$4.61
Northern	4,200	231,261	855,301	\$4.67

Channel Performance Highlights

- Google Search text ads were served to users searching voting queries across Google's search engine. Google Search saw the highest on-platform engagement driving the most clicks to the website (193,872), at the highest rate (32.67%) and lowest cost (\$0.15). Search volume increased, and users proved more likely to click through ads as the election drew closer.
- Google Search ads maintained a significant over 25% of impression share and appeared at the top of search results pages 70% of the time.
- The top click-driving search keywords were 'where to vote,' 'early voting,' 'voting,' 'vote,' and 'Maryland election.'
- Google Display static ads were served to users browsing high-traffic websites across the internet. Similar to Search, Google Display ads drove clicks to the site at an above-channel average click-through rate (1.89%) and a low cost (\$0.48).
- On YouTube, 15-second and 30-second skippable video ads were served to users browsing platform content. Ads garnered a combined 511,953 views. Users proved more likely to engage with 15-second ads.
- On Facebook & Instagram, static and video ads were served to users browsing their social feeds. Social ads reached a total of 1,671,428 users, driving the most impressions (9,900,661) at the lowest CPM (\$3.41). Additionally, social ads drove the majority of video views (3,206,977).
- Social ads garnered 1,006 reactions, 270 post shares, and 83 post saves. Both static and video ads were served to fill the maximum number of ad placements. Static ads outperformed video ads. Across placements, ads saw higher engagement on Instagram over Facebook.

Digital Media Website Performance

Channel	Sessions	Users	Bounce Rate	Pages / Sessions	Avg. Session Duration
Google Search	166,827	132,074	75.67%	1.45	00:00:50
Google Display	50,522	34,525	84.41%	1.24	00:00:32
Facebook & Instagram	17,380	15,944	85.54%	1.16	00:00:08
YouTube	729	696	87.95%	1.22	00:00:12
Total	235,458	183,239	78.31%	1.38	00:00:43

Website Performance Highlights

- Digital campaigns drove 183,239 users to the Voter Resources landing page, resulting in 325,995 pageviews across the site. Traffic increased significantly as the election approached.
- Over 85% of campaign users were classified as new, meaning ads successfully reached users who had not accessed the state's voter resources in the past 30 days.
- Google Search drove most of the campaign traffic (70.85%) and proved the most cost-effective means of driving highly engaged users to the site.
- Throughout their run, campaigns drove 36.88% of views to the Voter Resources landing page, averaging a significant two minutes exploring its content. Aside from the landing page, users most often viewed Early Voting, Voting, Homepage, Candidacy, and Voter Registration pages.
- Of the regions, Central Maryland saw the highest on-site engagement metrics and Western Marylanders saw the lowest on-site engagement metrics.

Digital Market Breakdown

County Area:	Central	Eastern	Northern	Western	Southern
	Baltimore Anne Arundel Howard Baltimore City	Dorchester Somerset Wicomico Caroline Kent Queen Anne's Talbot Worcester	Harford Cecil	Allegany Carroll Washington Frederick Garrett	Montgomery St. Mary's Calvert Prince George's Charles
Total Population:	2,351,417	353,679	358,296	678,157	2,278,619
Budget Allocation:	\$86,213 (39%)	\$13,263 (6%)	\$13,263 (6%)	\$24,316 (11%)	\$84,003 (38%)

Public Relations and Stakeholder Outreach

To supplement the paid media campaign, KO once again collaborated with Sandy Hillman Communications, Veronica Cool & Associates, GreiBO, and Campfire Communications to implement an extensive media relations and stakeholder engagement campaign to provide Maryland voters with critical information about the 2022 Election – and respond in real time to misinformation and current events. Utilizing a multifaceted approach targeting a wide range of segmented audiences, the team regularly communicated with media and stakeholder groups throughout the state.

The media relations and stakeholder communications effort played a critical role educating Marylanders about the redistricting process and the canvassing delay for the vote by mail ballots.

The comprehensive stakeholder outreach initiative and earned media campaigns were designed to complement the paid campaign to reach and engage stakeholders representing Maryland's African American, Latino, AAPI, Disability and LGBTQ+ communities, in addition to Maryland's nonprofit, business, religious and faith-based organizations, and veterans, seniors, homeless, justice-involved and other distinct audiences.

The media relations team developed and proactively distributed nine news releases in English and Spanish between September 23 and October 31. The announcements reached media outlets, reporters, producers and stakeholder groups in every region of the state. The media relations team also coordinated written responses and/or interviews to respond to hundreds of individual media inquiries throughout the course of the election process. This effort was an essential component in keeping Marylanders informed with accurate, up-to-date information and to counter unfounded rumors circulating among some members of the public.

The team developed a database of more than 450 media outlets, reporters and producers, and more than 3,300 stakeholders representing organizations statewide. The media relations

campaign generated more than 1,100 media placements, ensuring critical election-related information was consistently delivered to voters and stakeholder groups throughout Maryland.

2022 General Election News Releases

DATE	ANNOUNCEMENT
Sept. 23	Maryland State Board of Elections Statement on Emergency Petition Ruling
Sept. 28	SBE Announces Key Election Information
Oct. 3	Mail-in Ballots Sent Today to Requesting Voters Residing in Anne Arundel, Harford, Howard, Kent, Queen Anne's and Prince George's Counties
Oct. 11	Ballot Boxes Installed and Ready for Use Statewide
Oct. 12	Maryland Voters Reminded to Update Registration Information and Confirm Early Voting and Election Day Voting Locations
Oct. 14	2022 General Election Results Schedule Announced
Oct. 17	Tomorrow is Deadline to Update Voter Information and Advance-Register to Vote in 2022 General Election
Oct. 26	In-Person Early Voting Begins Tomorrow
Oct. 31	Deadlines Approaching to Request Mail-in Ballots

Targeted Stakeholder Outreach

GreiBO produced a series of online influencer videos/messages and hosted several events to reach Black and LGBTQ+ voters across the state. Significantly, GreiBO supported a communications initiative by the non-profit, Out for Justice, to reach returning citizens and those eligible voters within the justice system. This effort included the NAACP, Black Girls Vote, iHeart Radio and Radio One and complimented the State Board of Election's efforts with the State Department of Public Safety and Correctional Services and local correctional facilities to reach eligible individuals in State and local correctional facilities.

Working with Cool & Associates, the campaign team managed a six-week Hispanic outreach campaign to inform eligible members of the Hispanic community about the general election. Conservatively, the campaign yielded 4,528,836 impressions across the State of Maryland through an extensive outreach campaign to various stakeholders via traditional media, special events, influencer amplification and community outreach, coupled with nontraditional grassroots efforts including WhatsApp and social media engagement.

The outreach included interviews and presentations on various Hispanic media platforms, paid and earned, across the State of Maryland and the Greater Washington Metropolitan area (predominantly Montgomery and Prince George's Counties).

The outreach included:

Media Outreach – Translating State Board of Elections press releases and media advisories to an estimated **158 media partners**, often within the same day as the efforts to the English-speaking partners. Procuring and facilitating interviews with Dr. Gilberto Zelaya, Public Information Officer for the Montgomery County Board of Elections and the designated Spanish-speaking spokesperson, to increase impact and voter awareness.

Stakeholder Outreach & Events – Engaging and informing **668 stakeholders** and community organizations that actively serve thousands of Latinos and Spanish-speakers throughout the State of Maryland using traditional methods such as email, as well as through material distribution at events. Over the course of six weeks, Cool participated in **multiple in person and virtual events**, including the Maryland Latinos Unidos Monthly Meeting, Latinas USA conference, and City of Annapolis Day of the Dead Festival. Additionally, our street team distributed materials in over a dozen small grassroots events across the Central Maryland region.

Influencers & Digital Community Outreach – Amplifying reach and impact of outreach efforts by using nontraditional grassroots methods, including partnering with influencers and activating digital community outreach across prevalent social platforms, and engaging with stakeholders via WhatsApp, and Facebook Groups & Messenger.

To ensure we connected with the greatest number of individuals, Cool leveraged several micro-influencers to produce and promote content, including videos and social media posts. These micro influencers include Pedro Palomino, Jenny “The Voice” Hernández, Milagros Meléndez, Chele González and Cesar Garcia, Dra Claudia Campos, and Walkiria Pool.

Content Development, Creative Design Support – Developing content to effectively engage Spanish-speakers across various platforms, creating video assets focusing on how to register to vote and how to vote. These video assets were leveraged by influencers and media partners to support outreach efforts and more deeply engage the Maryland Latino community in the electoral process.

Translations & Transcreations – Translating over 20 creative assets, including print ads, icons, digital ads, SBE video in Spanish, radio scripts, and media interview talking points.

Paid Media -

PAID MEDIA - SBE OUTREACH 2022

PLATFORM	Description	Impressions/Reach
TV		
Telemundo	:30 sec spots (7)	110,000
RADIO		
Radio Poder	:15 sec radio spot (100) +:30 sec radio spot (100) Digital tune-in streaming- 32000 subscriber Social posts	233,000
El Zol	:15 sec radio spot (20) :30 sec radio spot (10)	50,400
PRINT		
El Tiempo Latino Print + Digital	(2) 1/4 pg., ads - Frequency: 2x (1) Post on Facebook 300x250 Big box on www.eltiempolatino.com - Frequency: 2 weeks Add Value - Video on Facebook (1) OR enews blast	295,000
Mundo Latino Print + Digital	2 Ads (Half Page) November issues Add Value - 2 articles published in Full Page in the November issue of the ML Newspaper	91,000
INFLUENCERS		
Chele Gonzalez	3 daily mentions in "Los Reyes de la Mañana" Weekly posts in Cesar Garcia's and Chelegonzalez' Instagram 40 spots (30 seconds each) 4 voter education segments (5 minutes each) IG + FB. Radio 87.7	1,581,188
Jenny The Voice	Instagram stories + reels TikTok video Facebook posts Twitter posts Pinterest post	1,238,176
Milagros Melendez	15 second Video Pre-Roll on all Live Streaming. (1 per weekday) 30 sec Pre-Roll-on Podcast (1 per weekday) 2 x 30 sec spots or 4 x 15 sec (video or audio) per weekday "How to" video series	26,320
Somos Baltimore Latino/Pedro Palomino	Weekly Posts Weekly Videos	72,475
Walkiria Pool-Faith outreach	Weekly WhatsApp Message posted to CAF's faith-based Network 1 interview Centro de Apoyo Familiar - Facebook, Newsletter, Radio	123,825
Dra Claudia Campos - counting actual impressions vs reach	Pre-recorded interview with someone designated for it with specific questions. Short video (5-10 minutes) Video with testimony from a person from the community about the importance of voting. Short Video (3-5 minutes) Reel (1) Stories (2)	66,612
PAID MEDIA TOTAL		3,887,996

STAKEHOLDERS OUTREACH

TYPE	Description	
Cool Emails	Same stakeholders were engaged via email throughout 8 weeks of the campaign	4,956
Cool grassroot outreach	Whatsapp + grassroots events	4,250
WhatsApp messages	CAF 200 Faith Leaders 4x, Average Congregation size 50	30,000
YouTube Views	SBE Spanish Video	77
Partner Outreach - Sampling		
Sergio Polanco Eblast	10/27 Bilingual Eblast was sent to stakeholders reminding people about the deadline for Early Voting	23,000
Myriam Figueroa Blog	10/27 Spanish blogspot reminding people about the deadline for Early Voting	21,000
Fb Posts and Groups - Sampling	Most organizations posted multiple times throughout the campaign - only counting 1x	557,557
STAKEHOLDER ESTIMATED REACH		640,840

These combined efforts resulted in more than 5.3 million impressions across the state, in addition to more than 15 million impressions by the broader statewide digital campaign, and the paid TV, radio and print messages.

Campaign Creative Index

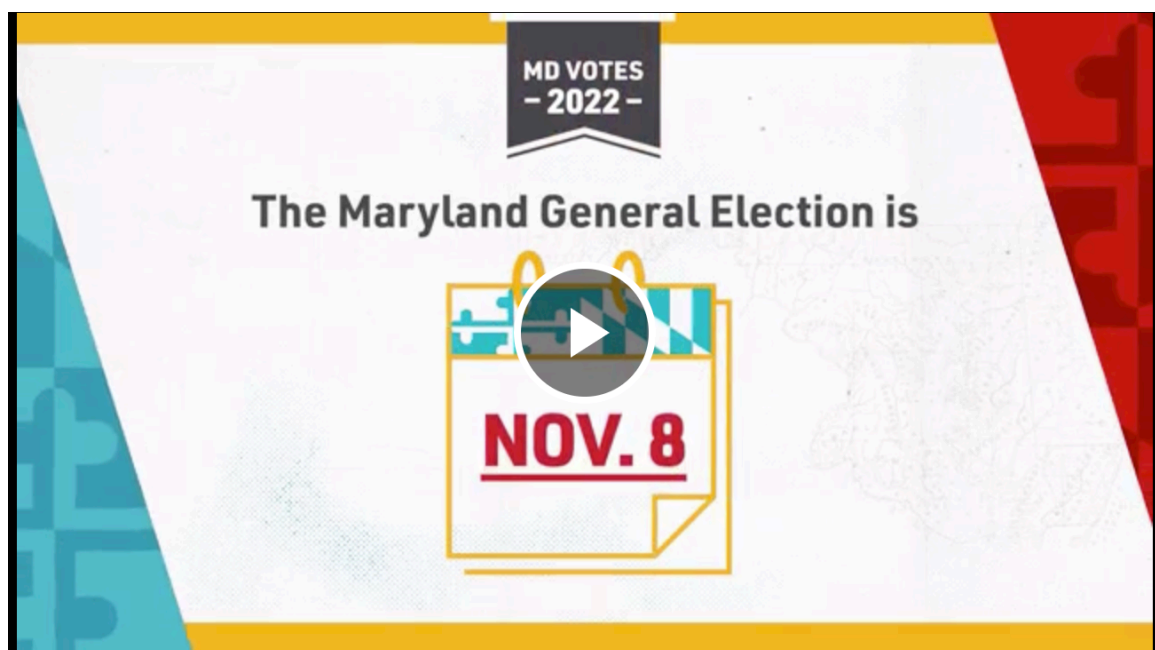
Television :30 – Early Vote

View ad here: <https://app.box.com/s/x5n5d6ceq2uagdtl5pngaysgxhd0ag48>



Television :30 – Election Day / Deadlines

View ad here: <https://app.box.com/s/h9prv1tzqgtsmali9uizvfzoswjct92b>



Radio :30 – Early Vote

Listen here: <https://app.box.com/s/gi05f0fv0db5378gi38kcou9ckfdw1i1>

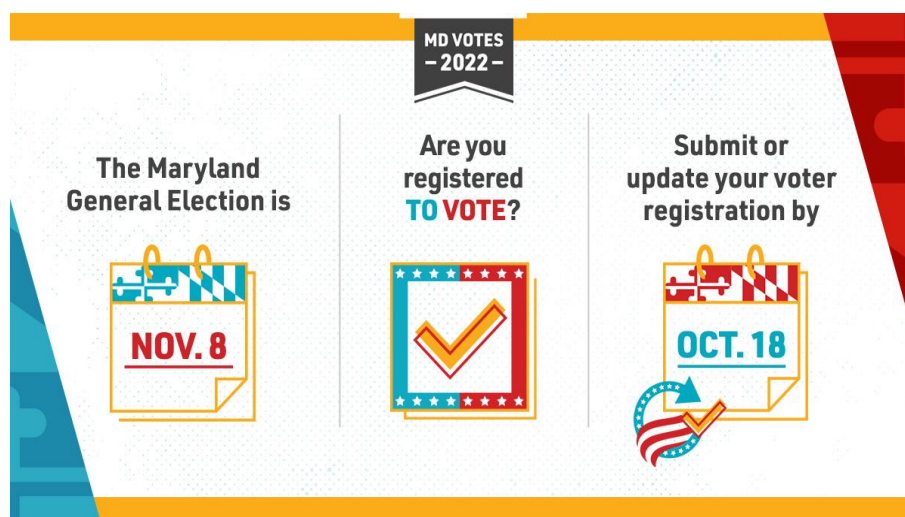
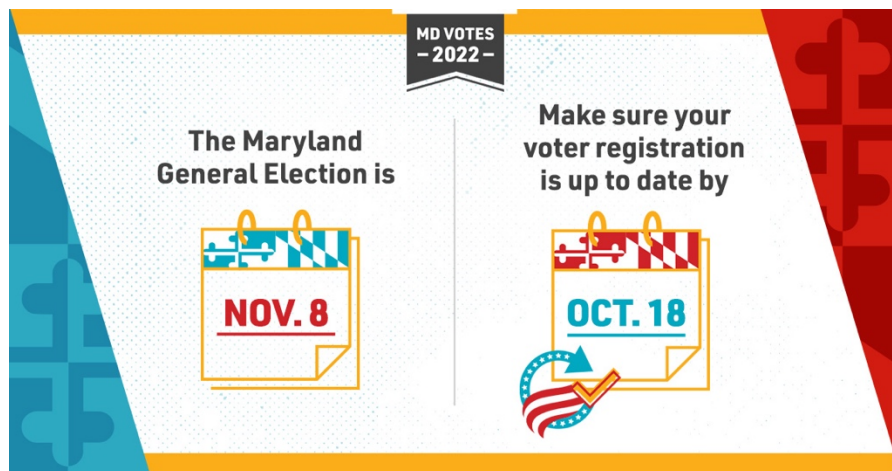
Radio :30 – Election Day / Deadlines

Listen here: <https://app.box.com/s/ezndqdxpdo95b7px54qtthgod9etas6c>




Digital

Phase I: Register to Vote



Google Display




Facebook and Instagram


 **Maryland State Board of Elections** 
Sponsored · Paid for by Maryland State Board of... · 




Register to vote, access voter information, and learn about the ways to vote.

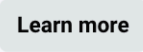
  Confirmed organization



The Maryland General Election is


NOV. 8

 -0:07  

elections.maryland.gov
Register to Vote 

 **Maryland State Board of Elections** 
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Your vote counts. Register or update your voter information by Oct. 18th.

  Confirmed organization



The Maryland General Election is


NOV. 8

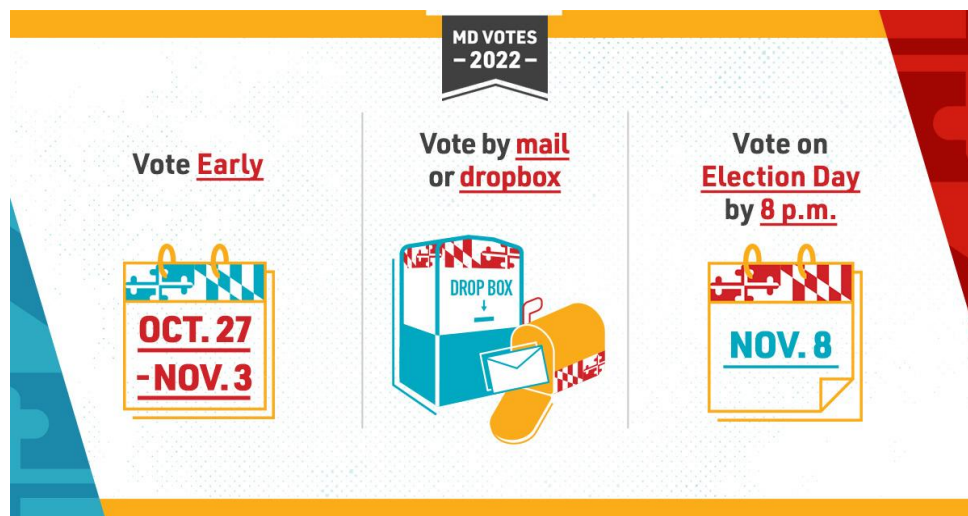
Make sure your voter registration is up to date by


OCT. 18

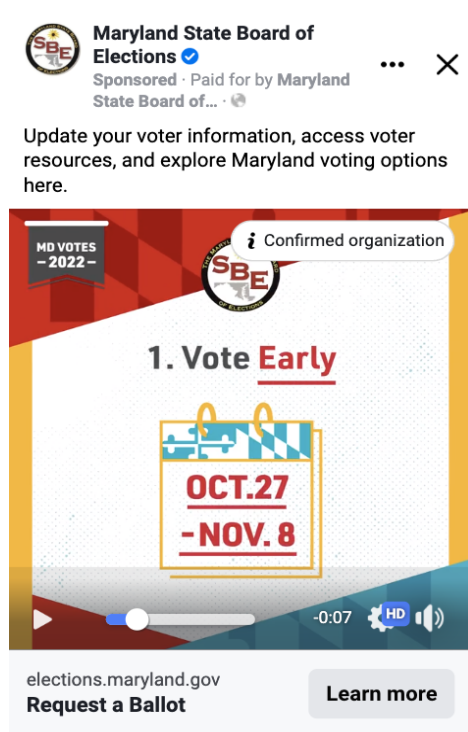
elections.maryland.gov
The Maryland General Election | Nov. 8th 

Phase II: Ways to Vote

Google Display

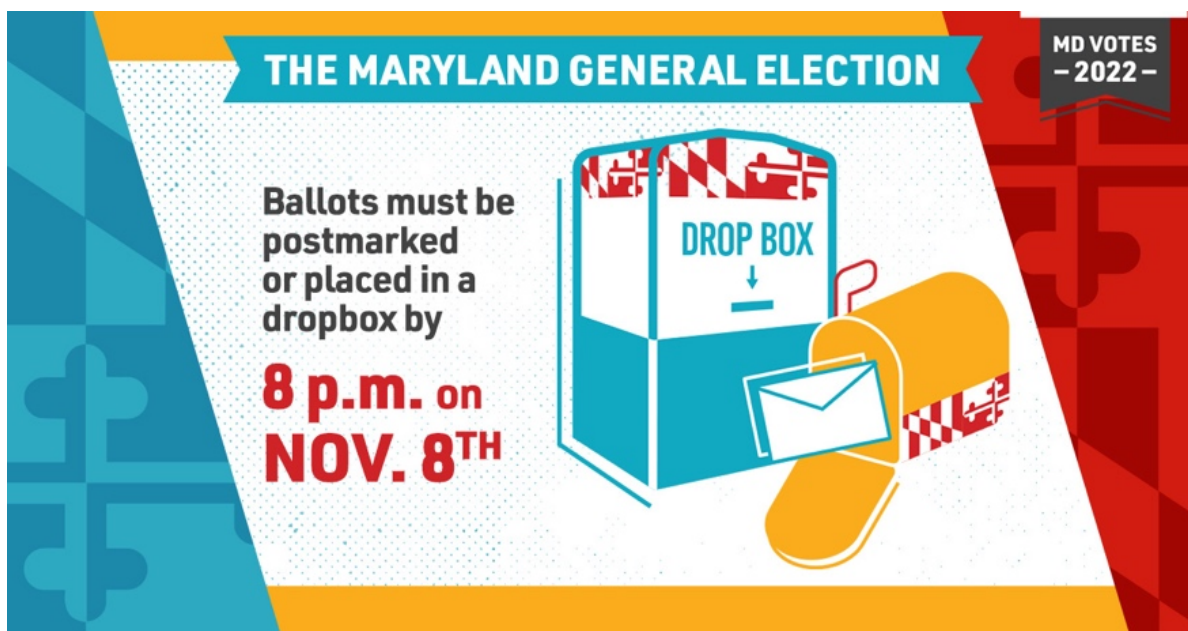


Facebook and Instagram






Phase III: Voting Deadline



Google Display




Facebook and Instagram


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The Maryland General Election is November 8th. Explore early voting options, or vote on election day.

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Vote safely. Vote securely.





elections.maryland.gov
Vote by November 8th [Learn more](#)

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Don't wait! Vote early October 27th - November 3rd at select polling locations. [Learn more.](#)

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The Maryland General Election is



NOV. 8

Vote safely. Vote securely.



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Political district boundaries have changed. Check your district, and explore voting options here.



Vote Early



OCT. 27 - NOV. 3

Vote by mail or dropbox



Vote on Election Day by 8 p.m.



NOV. 8

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Request a Ballot
 The State Board of Electio...

Learn more

Print

MD VOTES
- 2022 -



Maryland's 2022 General Election is November 8

You have three ways to vote:

1. VOTE EARLY BEFORE ELECTION DAY

Visit an early voting center between 7 a.m. and 8 p.m. on



OCT. 27 - NOV. 3

2. VOTE BY MAIL

Place your ballot in a dropbox or postmark it by 8 p.m. on Nov. 8



3. VOTE ON ELECTION DAY

Go to your assigned polling place between 7 a.m. and 8 p.m. on



NOV. 8

For information about voter registration, voting and dropbox locations, and more, visit vote.md.gov/2022.

MD VOTES
- 2022 -



Maryland's 2022 General Election is November 8

Your ways to vote are:

1. VOTE BY MAIL

Ballots must be postmarked
by 8 p.m. on November 8



2. VOTE BY DROPBOX

Return your ballot to a
dropbox by 8 p.m. on
November 8



3. VOTE ON ELECTION DAY

Go to your assigned
polling place between
7 a.m. and 8 p.m. on



For information about voting and dropbox
locations, and more, visit vote.md.gov/2022.

Video :30 – Spanish



The thumbnail features a red and white geometric pattern on the left and a blue and white geometric pattern on the right. In the top left corner, there is a yellow banner with the text "MARYLAND -VOTA 2022-". In the top center, there is a circular logo for the Maryland State Board of Elections (SBE) with the text "THE MARYLAND STATE BOARD OF ELECTIONS" and "SBE". The main text in the center reads "Registrarse para votar es muy fácil" in a large, bold, black font. Below the main text, there is a red swoosh line. At the bottom left, there are the hashtags "#Elecciones2022" and "#VotoLatino". Below the hashtags, there is a title in Spanish and English: "Conozca las Distintas Formas de Votar - Know the Different Ways to Vote, 2022 General Election". At the bottom left, there is a small circular logo for the SBE, followed by the text "Maryland State Board of Elections" and "398 subscribers". At the bottom right, there is a black button with the text "Subscribe".

MARYLAND
-VOTA 2022-

THE MARYLAND STATE BOARD
SBE
OF ELECTIONS

Registrarse para votar **es muy fácil**

#Elecciones2022 #VotoLatino

Conozca las Distintas Formas de Votar - Know the Different Ways to Vote, 2022 General Election

 **Maryland State Board of Elections** ✓
398 subscribers

Subscribe

Print – Translated



Client: SBE
Task: General Election 2022
Action/Date: 9.2022



English Copy

Spanish Copy



MARYLAND VOTA
2022

PHASE 1

KO-registertovote-fbin-P1-1080x1080
KO-registertovote-fbin-P1-1080x1920
KO-registertovote-GD-P1-1
KO-registertovote-GD-P1-1080x1080-1



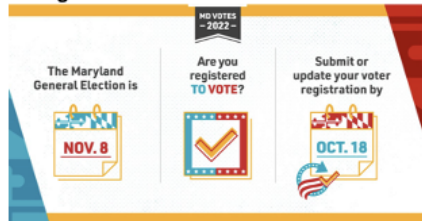
The Maryland General Election is
NOV. 8

Las Elecciones Generales en Maryland son el
8 NOV.

Make sure your voter registration is up to date
by
OCT. 18

Compruebe que su registro de elector esté
actualizado antes del
18 OCT.

KO-registertovote-GD-P1-2



The Maryland General Election is
NOV. 8

Las Elecciones Generales en Maryland son el
8 NOV.

Are you registered
TO VOTE?

¿Está registrado
PARA VOTAR?

Submit or update your voter registration by
OCT. 18

Complete o actualice su registro de elector antes
del 18 OCT.

PHASE 2

KO-registertovote-fbin-P2-1080x1080

KO-registertovote-fbin-P2-1080x1920

KO-registertovote-GD-P2-1

KO-registertovote-GD-P2-1080x1080



Vote Early
OCT. 27-NOV. 3

Vote by
mail or
~~dropbox~~

Vote on
Election Day
by 8 p.m.

NOV. 8

Vote con Anticipación
27 OCT. – 3 NOV.

Vote por correo o en un buzón electoral

Vote en el Día de las Elecciones hasta las 8 p.m.

8 NOV.



DROP BOX

BUZÓN ELECTORAL

KO-registertovote-GD-P2-2



The Maryland General Election is NOV. 8

Avoid the lines. Vote by mail or ~~dropbox~~

Las Elecciones Generales en Maryland son el
8 NOV.

Evite las filas. Vote por correo o en un buzón
electoral.

Hay varias formas de votar en estas elecciones

#VotoLatino

1 **Vote con anticipación**
del 27 de octubre al 3 de noviembre.



2 **Vote por correo,**
con cualquiera de estas opciones:



1 DE NOVIEMBRE

Fecha límite para solicitar una papeleta por correo postal o fax

4 DE NOVIEMBRE, 5:00 P.M.

Fecha límite para solicitar una papeleta por internet

8 DE NOVIEMBRE

Fecha límite para solicitar una papeleta en persona

18 DE NOVIEMBRE

Fecha límite para que la papeleta sea recibida por un centro electoral (con matasellos de hasta el 8 de noviembre)

3 **Vote en persona,**
en el día de la elección, 8 de noviembre.



Más información en:

<https://www.elections.maryland.gov/>

¿Cómo es el proceso de VOTACIÓN en Maryland?

El 8 de noviembre, se realizarán las elecciones generales en todo el país. En Maryland, se votará para elegir un nuevo gobernador, un senador, y ocho congresistas de la Cámara de Representantes. Si es elegible y quiere votar, ¡prepárese! Si bien es un proceso con varios pasos, no es complicado: solo necesita considerar algunas fechas límites y tener información precisa. Hoy, en colaboración con la Junta Electoral de Maryland respondemos a las preguntas más frecuentes que suelen tener los electores a la hora de votar, con algunos consejos para que pueda ejercer su derecho de forma rápida y fácil.

¿Dónde tengo que ir a votar?

La lista completa de los centros de votación habilitados en el estado durante el Día de las Elecciones está publicada casi al final de la página de Inicio de las Elecciones 2022, bajo «Polling Place and Precinct Reports». Si no está registrado para votar, podrá registrarse en el momento. Le recomendamos identificar su centro de votación en la página Búsqueda de Electores. Y recuerde: el Día de las Elecciones, martes, 8 de noviembre, los centros de votación estarán abiertos de 7 a.m. a 8 p.m. Le aconsejamos que después de buscar su centro de votación, compruebe la ubicación en un mapa. Tenga en cuenta el tiempo de viaje hasta el lugar para poder llegar a tiempo antes del cierre a las 8 p.m. Si tiene que pedir el día en el trabajo, podrá pedirle al Juez Electoral un Certificado de Participación.

¿Qué tengo que llevar?

Si ya votó en Maryland en otras elecciones, no tendrá que mostrar una identificación. Si está votando por primera vez en Maryland, es posible que deba mostrar uno de los siguientes documentos para votar:

- Licencia de conducir de Maryland
- Documento de identificación emitido por el estado
- Tarjeta de identificación militar
- Tarjeta de identificación de MVA

-Carnet de estudiante

-ID de empleado

-Recibo de algún servicio, estado de cuenta bancario, cheque del gobierno, nómina de pago, o documento gubernamental que muestre su nombre y la dirección con la que se inscribió.

También se puede registrar para votar el mismo día de las elecciones. Simplemente traiga una prueba de identidad y domicilio en el momento, y podrá votar con una boleta provisional.

¿Cómo se vota en persona? ¿Qué tengo que hacer cuando llego al centro de votación?

El 8 de noviembre, cuando llegue a su centro de votación asignado, un juez electoral le dará una papeleta y un bolígrafo. Marque su papeleta de votación llenando los círculos junto al nombre de los candidatos que elija. Después coloque su papeleta ya marcada en el escáner que contará su voto para los candidatos que seleccionó y automáticamente depositará su papeleta en una urna de seguridad.

El Día de la Elección puede ir acompañado con uno o dos niños menores de 18 años. De acuerdo a la ley, los niños pueden estar con el elector siempre que no interfieran en los procedimientos normales de la elección. No podrá utilizar su teléfono móvil, cámara o dispositivo electrónico dentro del centro de votación.

¿Y si quiero votar por correo?

Cualquier elector elegible que quiera votar por correo puede hacerlo. No tiene que justificar por qué desea votar por correo, simplemente es otra manera de votar si no puede o no quiere ir a un centro de votación.

Puede solicitar su papeleta de voto por correo por medio del link de solicitud de voto por correo o en el portal de solicitud de boletas por correo en línea si tiene

una licencia de conducir de Maryland o una tarjeta de identificación emitida por la MVA.

La fecha límite para solicitar una papeleta de voto por correo que será enviada por el Servicio Postal es el 1 de noviembre, mientras que la fecha límite para solicitar el enlace a una papeleta de voto por correo es el 4 de noviembre.

¿Cómo voto por correo?

Cuando llegue la papeleta electoral a su hogar, léala cuidadosamente y siga las instrucciones para completarla. Si la papeleta le llega por correo electrónico, primero tendrá que imprimirla. Si bien se puede solicitar la papeleta desde la página web o por correo electrónico, cuando la entregue una vez completa tendrá que hacerlo en formato físico, ya sea enviándola por correo postal, depositándola en un buzón electoral o llevándola en persona a su junta electoral local. NO es posible enviar la papeleta completa por correo electrónico, por Internet o por fax. Esperamos que, con esta información, todos estén listos para votar este 8 de noviembre. ¡Su voto es importante para la comunidad! ¡Participe!

Para más información, visite: <https://www.elections.maryland.gov/>, allí podrá conseguir toda la información en español.

Verónica Cool, es una empresaria dominicana, fundadora de Cool & Associates LLC, dedicada a empoderar a latinas, construyendo puentes entre culturas. Comuníquese por Twitter @VeroCool, Facebook @VeronicaACool o por los Grupos de Facebook Yo Quiero Trabajo y Emprendedores Latinos- Para Crecimiento Económico.

MARYLAND
VOTA 2022

**Vote con
Anticipación**



**27 OCT.
-3 NOV.**

**Vote por
correo o en un
buzón electoral**



DROP BOX

**Vote en el
Día de las
Elecciones
hasta las 8 p.m.**



8 NOV.

NOVIEMBRE 2022

19

MUNDO LATINO
Latino Community Newspaper

Paso a paso para votar el día de las elecciones

Ya casi es el día de las elecciones en Maryland, y es importante que los miembros de la comunidad latina que quieran votar se informen sobre el proceso electoral.

Por eso, en colaboración con la Junta Electoral de Maryland, les traemos instrucciones, paso a paso para que puedan votar fácilmente el próximo 8 de noviembre.

Paso 1: Regístrese

Si no se ha registrado a votar, ¡todavía puede hacerlo! Tiene la opción de registrarse el mismo día de la elección (8 de noviembre). Solo debe presentarse en su centro de votación designado en su condado de residencia con un documento de identificación y prueba de residencia. Podrá completar su registro y votar en el momento.

Paso 2: Busque su centro de votación designado

Es muy importante comprobar dónde vota, ya que varios centros de votación cambiaron con respecto a otros años. Le aconsejamos que lo haga... ¡ahora mismo! Puede encontrar la lista completa de los centros de votación habilitados en el estado durante el Día de las Elecciones casi al final de la página de Inicio de las Elecciones 2022.

Una vez que sepa dónde vota, compruebe cuánto tiempo le llevará llegar al lugar.

El Día de las Elecciones, martes 8 de noviembre, los centros de votación estarán abiertos de 7 a.m. a 8 p.m.

Si tiene que llevar a los niños con usted, recuerde que puede acceder al centro con hasta dos menores de 18 años.

Paso 3: Llegó el día, ¡a votar!

El martes 8 de noviembre solo tiene que ir a su centro de votación designado para participar. En el Día de las Elecciones, los centros de votación estarán abiertos de 7 a.m. a 8 p.m.

El proceso de votación es sencillo: cuando llegue al centro de votación, recibirá una papeleta de votación preimpresa. Solo deberá marcar las casillas ovaladas junto a los candidatos que elija con el bolígrafo que le entregarán. También podrá completar la papeleta de forma electrónica. Una vez completa, revise que esté todo correcto e introduzca la papeleta en el escáner para votar. Su voto será contado y la papeleta será depositada automáticamente en un buzón seguro. ¡Y eso es todo!

Si necesita un certificado para presentar en su trabajo, recuerde solicitarlo al juez electoral. Además, si necesita ayuda extra, en los centros de votación, podrá encontrar instrucciones sobre cómo votar. Y también puede solicitar ayuda al juez electoral si hiciera falta.

Pero... ¿y si voy a votar por correo?

Para votar por correo postal el 8 de noviembre, usted ya debe tener una papeleta de voto por correo, solicitada previamente por correo postal, por internet o en persona en la junta electoral local. Cuando tenga la papeleta en sus manos, solo siga las instrucciones para completarla. Le damos algunos consejos: use un bolígrafo de tinta negra y recuerde firmar el sobre de devolución, pero no firme la papeleta. Una vez completa, podrá devolverla por correo postal en forma gratuita o en persona en

su oficina electoral local. Si envía la papeleta por correo postal, el sobre debe tener un matasello con fecha de hasta el 8 de noviembre, y debe llegar a la oficina electoral local antes del 18 de noviembre.

Si no está seguro de que su boleta electoral vaya a llegar a tiempo al enviarla por el correo postal de Estados Unidos, le recomendamos que la lleve a cualquier centro de votación entre las 7:00 a.m. y las 8:00 p.m. durante el Día de las Elecciones. También puede depositarla en cualquiera de los 281 buzones electorales distribuidos en todo el estado hasta las 8 p.m. del 8 de noviembre de 2022.

Si estamos preparados y tenemos toda la información, votar es muy sencillo. Recuerde que el voto es el instrumento que tenemos para participar y decidir sobre temas importantes que afectan directamente a nuestra querida comunidad, de modo que ¡a votar, Maryland!

Para más información visite:

<https://www.elections.maryland.gov/>

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**MARYLAND
- VOTA 2022 -**

**Las Elecciones
Generales en
Maryland son el**



8 NOV.

**Evite las filas.
Vote por correo o en
un buzón electoral**



MARYLAND
• VOTA 2022 •

THE MARYLAND STATE BOARD OF ELECTIONS
SBE

**Las Elecciones
Generales en
Maryland
son el**

8 NOV.

**Compruebe que
su registro de elector
esté actualizado
antes del**

18 OCT.



MARYLAND
-VOTA 2022-

**Vote con
Anticipación**



**Vote por
correo o en un
buzón electoral**



**Vote en el
Día de las
Elecciones
hasta las 8 p.m.**



MARYLAND
• VOTA 2022 •



Las Elecciones Generales en Maryland son el



Compruebe que su registro de elector
esté actualizado antes del





MARYLAND
-VOTA 2022-

Vote con **Anticipación**



Vote por
correo o en un
buzón electoral




Vote en el
**Día de las
Elecciones**
hasta las 8 p.m.



Influencers & Digital Community Outreach


Pedro Palomino & Somos Baltimore Latino

Pedro Palomino is an award-winning journalist with a trusted and highly interactive media platform: Somos Baltimore Latino. Currently this Facebook page is the largest Hispanic platform in Baltimore and the surrounding counties, with over 72,475 followers (and a reach of over 300K monthly).



Somos Baltimore Latino
November 7 at 9:26 AM · 🌐

Faltan pocas horas!!
LAS ELECCIONES EN RECTA FINAL
Este martes 8 será una fecha decisiva para los residentes de Maryland. Están en disputa los puestos de Gobernador, Comptroller, Abogado General Estatal, Abogado Estatal en Baltimore City y otros puestos políticos de gran importancia para nuestra gente latina.



Jenny “The Voice” Hernandez

Jenny Hernández is a radio personality, blogger, and a Latino influencer with 1,237,938 followers statewide on Facebook, Instagram, Twitter, Pinterest, as well as a rapidly growing TikTok fanbase.



Jenny The Voice
October 18 at 12:23 PM · 🌐

¿Está tu información de registro actualizada? ¿Te mudaste o cambió tu nombre o afiliación de partido? ¡La fecha límite para el registro anticipado de votantes es HOY, martes, 18/10! Consulta tu información en vote.md.gov/StatusSearch y si quiere actualizarla es en vote.md.gov/VoterSvc
#ad #MarylandVota #MDVOTES



You, Rafael Alvarez, Milva Rausseo and 98 others · 3 Shares



Jenny The Voice
November 8 at 11:58 AM · 🌐

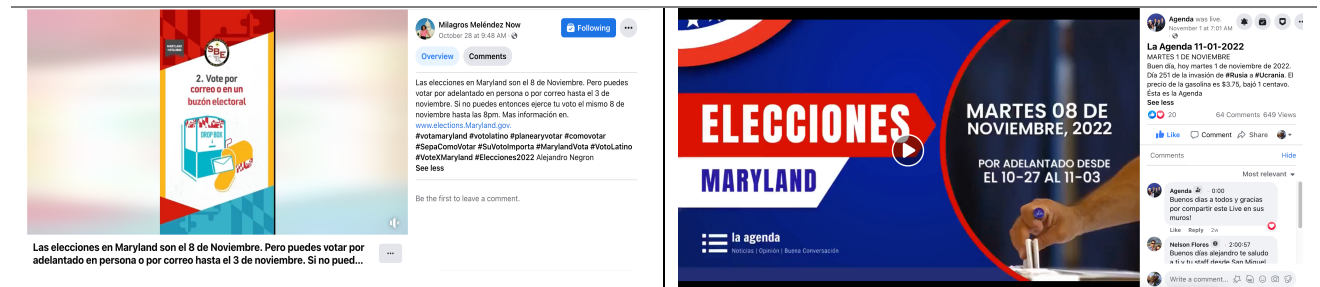
Nosotros tenemos un poder grande en este país! Tenemos que hacer que se sienta El Martes 8 de Noviembre es el día. Por favor todo aquel a tu alrededor que pueda votar, lévalo o compártele este video.
Busca tu centro de votación aquí https://www.elections.maryland.gov/_2022_Early_Voting...
#SepaComoVotar #SiVotolimpota #MarylandVota #Votatino #VotatinoMaryland #Elecciones2022 #ElectionDay #MDvotes #MDVOTE #latinos #latinosenMaryland See less

Nosotros tenemos un poder grande en este país! Tenemos que hacer que se sienta El Martes 8 de Noviembre es el día. Por favor todo aquel a tu...

You, Milva Rausseo, Zulma Hall and 82 others · 378 Views

Milagros Meléndez

Milagros is a journalist for El Tiempo Latino and radio personality for La Agenda Radio in the Maryland–DC Metropolitan area.



Social Media Posts & Articles Published by Other Partners & Influencers

El Tiempo Latino, 10-28-2022 » Page 1

Motivan a jóvenes latinas a votar y involucrarse en la política de EEUU

Rate it ☆☆☆☆☆ -

By [Milagros Meléndez](#)



ATENTAS. Angélica Romero (Izq.) y Norma Jiménez llegaron desde Arizona para participar en la cumbre Poderosas Legislative Summit realizada entre el 21 y 22 de octubre en un hotel de DC.

La organización Poder Latinx realizó su primera cumbre en Washington, DC, Poderosas Legislative Summit

ESPECIAL PARA EL TIEMPO LATINO

“Su voto es único. No lo desperdicien”, con esta recomendación la presidenta de la organización Poder Latinx, Yadira Sánchez, cerró el viernes 21 de octubre el primer día de La Cumbre Legislativa Poderosas, un encuentro que convocó en Washington, DC a decenas de jóvenes hispanas de diferentes estados del país.

Angélica Romero y Norma Jiménez llegaron desde Phoenix Arizona para participar del encuentro “Poderosas Legislative Summit”.

Ambas trabajan con miembros de la comunidad. “Eventos como estos nos equipan para impulsar a las demás jóvenes a que ejerzan su voto”, dijo Jiménez, quien ha trabajado con la organización Planned Parenthood, una entidad de planificación familiar que asiste a jóvenes que optan por el aborto.

El aborto se ha convertido en un tema importante en estas elecciones de medio término, luego de que la Corte Suprema anulara en junio el derecho federal. Votó contra la decisión Roe vs Wade, de 1973 que legalizaba la facultad de abortar. El tema pasó a manos de los estados. Algunos de ellos ya han regulado el aborto como ilegal.

VOTE CON ANTICIPACION / MARYLAND

🕒 Octubre 27, 2022 🗨 0



VOTE CON ANTICIPACION

Jueves 27 de octubre se abre el período de votación anticipada. El voto antes del Día de las Elecciones (8 de noviembre). El período semana y finaliza el **jueves 3 de noviembre**.

¿Quiénes pueden votar anticipadamente?

Todos los electores de Maryland que estén **registrados**

Si no pudo registrarse antes de la fecha límite del 18 de octubre, puede registrarse **anticipadamente** presentando una identificación emitida en su domicilio, como una licencia de conducir, tarjeta de identificación, estado de cuenta bancario, o factura de servicios.

¿Cómo se vota anticipadamente?

Puede votar en cualquier **centro de votación anticipada** o en una **votación anticipada** disponibles, [revise esta lista](#).

Los **centros de votación anticipada** estarán abiertos desde el jueves 27 de octubre hasta el jueves 3 de noviembre. ¡Recuerde que también estarán abiertos los centros de votación el día de las elecciones!

Una vez en el centro de votación, recibirá su papeleta de votación. En los centros de votación podrá consultar las instrucciones para votar.



Tweet



🌟 **Jenny Day by day**

@JennyTheVoice

YA VOTASTE ? Si aun no lo has, ¡vota hoy!
Los centros de votación cierran a las 6 PM.
Aqui esta la lista de todos los centros de votación:
bit.ly/3TJ7eYS

#ad #MarylandVota #Maryland
#VotoLatino #VoteXMaryland
#ElectionDay #MDvotes #MD

Translate Tweet



Maryland Elections

TU VOTO ES TU PODER! ÚSALO



SI VOTA POR CORREO

Debe completar su papeleta de votación y entregarla personalmente a su junta electoral local o depositarla en cualquiera de los buzones electorales habilitados en su condado antes del cierre de la votación, a las 8 p.m.

SI VOTA EN PERSONA

Si usted decidió votar en persona durante el Día de las Elecciones, consulte cuál es su centro de votación asignado y preséntese allí entre las 7 a.m. y las 8. p.m. para votar. Recuerde que debe llevar una prueba de identificación vigente.

¿NO SE INSCRIBIÓ PARA VOTAR? ¡PUEDE HACERLO MAÑANA MISMO!

Puede registrarse para votar durante el Día de las Elecciones, solo tiene que ir a su centro de votación asignado y presentar un documento de identificación con su dirección (licencia de conducir, tarjeta de identificación, etc.).



CAF

November 7 at 12:21 PM · 🌐

Llegó el momento, mañana es el Día de las Elecciones, y si usted quiere votar, que tenga en cuenta lo siguiente:

1- Si vota por correo

Debe completar su papeleta de votación y entregarla personalmente a su junta electoral local o depositarla en cualquiera de los buzones habilitados en su condado antes del cierre de la votación. Visite el sitio web oficial: <https://bit.ly/3hmg1Sk> o <https://bit.ly/3E8fXym>

2- Si vota en persona

Si usted decidió votar en persona durante el Día de las Elecciones, consulte cuál es su centro de votación asignado: <https://bit.ly/3FRtJtO> y preséntese allí en cualquier momento entre las 7 a.m. y las 8. p.m. para votar. Recuerde que debe llevar una prueba de identificación vigente.

3- ¿No se inscribió para votar? ¡Puede hacerlo mañana mismo!

Puede registrarse para votar durante el Día de las Elecciones, solo tiene que ir a su centro de votación asignado: <https://bit.ly/3NRtldG> y presentar un documento de identificación con su dirección (licencia de conducir, tarjeta de identificación, etc.).

Ayúdenos a hacer llegar esta información a todos los electores. ¡Comparta con su familia, amigos y colegas!

Visite el sitio web oficial: <https://www.elections.maryland.gov/>

·
·
·

#VotaPronto #VotaTemprano #VotoMaryland #MarylandVota #Comparte #sepacomovotar #Suvotoimporta #votolatino #votexmaryland





El Tiempo Latino ✓

November 1 at 10:05 AM · 🌐

¿Ya tienes todo listo para votar? Las Elecciones se harán el 8 de noviembre. Si tienes más de 18 años y resides en Maryland, ¡Es momento de votar! Puedes votar con anticipación, o en el día de las Elecciones. Recuerda hacerlo incluso el mismo día de las Elecciones. ¡Participa en las Elecciones y hazte escuchar!

[#Elecciones2022](#) [#MarylandVota](#)

[#MD2022](#) [#Maryland2022](#)

[#VotoLatino](#) [#VotoHispano](#)

[#EleccionesGenerales](#)

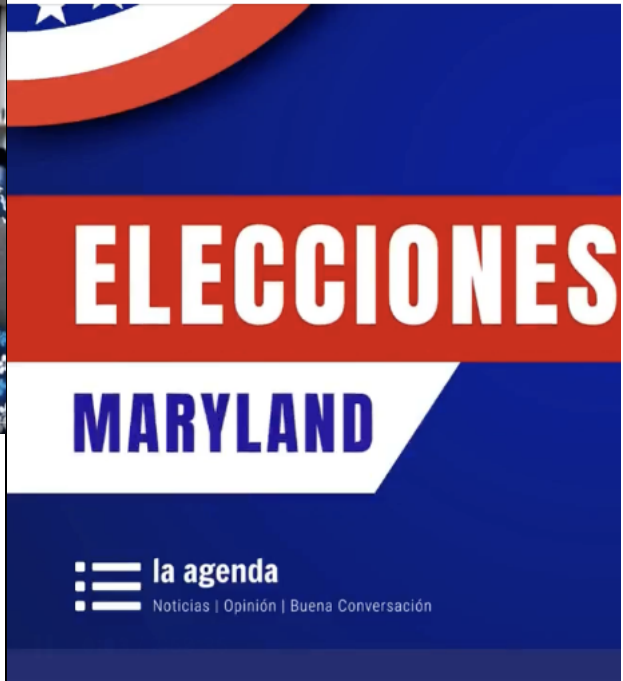




Milagros Meléndez Now

October 17 at 7:25 AM · 🌐

Buen día!! Ya empezamos una nueva semana. Gi



Agenda was live.

October 17 at 7:00 AM · 🌐

LUNES 17 DE OCTUBRE










Hoy es lunes 17 de octubre de 2022. Día 236 c
de la gasolina es \$3.88 bajó 2 centavos desde

African American Influencer Campaign:

Watch here: <https://app.box.com/s/7vh2tc5ovcano65cs56x96wulgdq5szl>



Here are all of the faces that appeared on the influencer video and their respective social media followings:

 April Watts Multi-Media Personality IG Followers: 34.5k	 Jason Bass Director of Culture and Impact IG Followers: 12.7k	 DJ Quicksilva Entrepreneur/Radio Host IG Followers: 313k	 D. Watkins Bestselling Author IG Followers: 21.3k	 Joshua Harris NAACP IG Followers: 9,977
 Larry Lancaster Comedian IG Followers: 4,857	 Kalilah Wright Entrepreneur IG Followers: 217k	 Nykidra Robinson Founder of Black Girls Vote IG Followers: 17.8k	 Timothy Fletcher Musician IG Followers: 480k	Combined Reach: (Based on IG followers alone) 1.1 Million

Along with the influencers from the video, we also utilized our long standing partnerships with other influencers in order to spread awareness about voting to the maximum amount of individuals possible



DJ Tanz
DJ/Party Organizer
IG Followers: 13.1k



Lana Rae
Stylist/Fashion Expert
IG Followers: 31.1k



DJ Keebe
DJ
IG Followers: 8,857



Thea Washington
Casting
Director/Producer
IG Followers: 17.9k



Derrick Chase
Community Leader
IG Followers: 8,028

Combined Reach:
(Based on IG followers alone)

78,985

The goal of this campaign was to reach as many people as possible with information about voting. In order to do this, we partnered with a number of organizations and radio stations to push out information about voting and the right to vote many have but do not know about.



iHeart Radio

With the help of iHeart Radio, we were able to deliver information about the ways to vote to drivers throughout the state



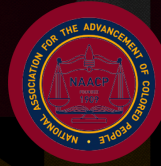
Out for Justice

With the help of Out for Justice, we were able to produce a video that enlightened individuals about their right to vote while in prison



Radio One

Much like with the help of iHeart Radio, we were able to deliver information about the ways to vote to drivers throughout the state with our partnership with Radio One



NAACP

The NAACP came in as a monetary sponsor in a effort for them to help educate the community on voting and gain access to their expansive reach of individuals and organizations



Black Girls Vote

Black Girls Vote also participated in this effort in a very similar way to the NAACP. Black Girls Vote is an organization within Maryland that delivers information about voting and the right for individuals to let their voices be heard

Beyond influencers, greiBO, similar to previous voting activations, leveraged partnerships to expand our outreach by partnering with the restaurants and businesses below to help spread the messaging. This was managed through flyers in each establishments and the owners becoming influencers with regular postings on their social media platforms

Current Restaurants & Businesses:

- HoodFellas Bistro
- Next Phaze Cafe
- Urban Oysters



FIRST DAY OF EARLY VOTING EVENT



The First Day of Early Voting event was held on October 27th, 2022 at The Overlook in Baltimore. At this event, we welcomed 200 people to celebrate and spread awareness of the start of early voting. In addition to celebrating, individuals gained information surrounding all of the ways to vote accompanied by branded collateral to give to individuals within their respective circles

