



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2025.** Please include this submission form as the first page of your electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: Montgomery County

Program Title: 2024 Presidential Election PSA

Program Category: Communications

CONTACT INFORMATION

Name: Jennifer Tatum Harris

Title: Public Relations and Community Engagement Director

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Angela M. Hill

Title: County Administrator

Signature: *Angela M Hill*

VACo Achievement Award Nomination: 2024 Presidential Election PSA

Award Category: Communication

Executive Summary (1 page):

Each election season, the Montgomery County Office of Elections provides information to voters including how to register, where to vote early, as well as important dates and deadlines. Prior to the 2024 Presidential Election, the Office of Elections had moved locations and a new early-voting satellite location was approved. A Public Service Announcement (PSA) podcast was produced to address these two significant changes, as well as a Constitutional Amendment on the ballot, and general questions about voting. In addition, the Office of Elections hoped the PSA would help educate voters prior to casting their votes, keeping lines at polling places manageable.

Given the changes related to the voting opportunities for our citizens and the overall focus on the 2024 election, staff members wanted to utilize as many communication vehicles as possible to share the information with Montgomery County citizens. In addition to the website, social media, and Office of Elections staff, and printed materials, the PSA podcast served as yet another factual and approachable method for citizens to obtain pertinent election information.

Planning for the podcast began in July 2024. Dates for the national conventions, early voting (beginning September 20), receiving guidance from the state election office, and responsibilities of the Office of Elections were considered when determining the ideal time to record. The PSA podcast was recorded on August 26 and was released on September 3. It was posted on social media and the county website, montva.com/vote.

The total number of downloads for the podcast were the best indicator of success. It was downloaded approximately 130 times, with a spike in downloads the day before the election. By comparison, in 2020, the voting podcast was downloaded 81 times. The podcast is located here:

<https://www.podbean.com/media/share/pb-fkr2z-16c117e>

Brief Overview (2-3 paragraphs):

Each election season, the Montgomery County Office of Elections provides information to voters including how to register, where to vote early, as well as important dates and deadlines. Prior to the 2024 Presidential Election, the Office of Elections had moved locations and a new early-voting satellite location was approved. A Public Service Announcement (PSA) podcast was produced to address these two significant changes, as well as a Constitutional Amendment on the ballot, and general questions about voting.

Given the changes related to the voting opportunities for our citizens and the overall focus on the 2024 election, staff members wanted to utilize as many communication vehicles as possible to share the information with Montgomery County citizens. In addition to the website, social media, and Office of Elections staff, and printed materials, the PSA podcast served as yet another factual and approachable method for citizens to obtain pertinent election information.

The Challenge:

Each election season, the Montgomery County Office of Elections provides information to voters including how to register, where to vote early, as well as important dates and deadlines. Most materials are provided on the county website, at the Office of Elections, in regular mailed items (such as water bills), and social media.

The last Presidential/General Election was November 2020. Due to Covid, rules, locations, and more were impacted. Rather than a traditional Public Service Announcement (PSA), that year the (then) Public Information Office produced a podcast with the (then) Voter Registrar's Office to address the many questions voters had. The podcast was the county's most downloaded topic in 2020.

Since the 2020 podcast, the Office of Elections had moved locations. In addition, the county's Board of Supervisors approved a new early-voting satellite location in 2024. Due to these two significant changes, a Constitutional Amendment on the ballot, and general questions about voting, another PSA-style podcast was determined as a need for the 2024 Presidential/General Election.

The Solution:

The main goal for the PSA was to inform voters of the two significant changes for the election. In addition, familiarizing people with the Constitutional Amendment and where they could read a "plain English" version was also important. By doing this, the Office of Elections hoped it would keep lines at the polls shorter since voters would be familiar with the topic and could easily make a decision.

Planning for the podcast began in July 2024. Dates for the national conventions, early voting (beginning September 20), receiving guidance from the state election office, and responsibilities of the Office of Elections were considered when determining the ideal time to record.

The PSA podcast was recorded on August 26 and was released on September 3. It was posted on social media and the county website (at montva.com/vote). Two members of the Public Relations and

Community Engagement office produced the podcast. One scripted, scheduled, and hosted. The other recorded and edited it.

Program Cost:

The Public Relations and Community Engagement office worked with the Office of Elections to prepare, record and publish this podcast. No money was allocated to produce this PSA podcast.

The Results:

The total number of downloads for the podcast were the best indicator of success. It was downloaded approximately 130 times, with a spike in downloads the day before the election. By comparison, in 2020, the voting podcast was downloaded 81 times. The podcast is located here:

<https://www.podbean.com/media/share/pb-fkr2z-16c117e>



Absentee & Early Voting



Registration status



Where do I vote?



Facts for voters



Becoming a candidate



Officers of Election

News & Announcements

[In-person Early Voting and Ballot Drop-box Locations - Nov. 5, 2024, General Election](#)

[Life Cycle of a Mailed Ballot](#)

[Sample Ballot for Nov. 5, 2024 Presidential/General Election](#)

[Proposed Constitutional Amendment - Nov. 5, 2024 Election](#)

[New Hours Effective July 1, 2024](#)

[Check Registration Status](#)

[Election Results](#)

[Electoral Board](#)

[Facts for Voters](#)

[Maps, Precincts, & Districts](#)

[Military & Overseas Voters](#)

[Officers of Election](#)

[Track My Ballot](#)

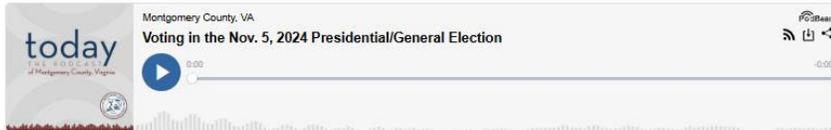
[Upcoming Elections](#)

[What's on my Ballot?](#)

Dates & Deadlines

- Sep. 20, 2024 | Early Voting Begins (9 am - 5 pm, Monday - Friday, Office of Elections) - Presidential/General Election
- Oct. 15, 2024 | Deadline to Register to Vote - Presidential/General Election
- Oct. 25, 2024 | Deadline to Request a Mailed Ballot - Presidential/General Election

Podcast: Voting in the Nov. 5, 2024 Presidential/General Election





Voting in the Nov. 5, 2024 Presidential/General Election

🕒 2024-09-03



The Office of Elections provides information about voting in the Nov. 5, 2024 Presidential/General Election, including registering to vote, early voting locations, and deadlines. Go to montva.com/vote for additional information.

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