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## **2014 Professional Practices Program**

### **Elections – How to Vote**

#### **Dare County, North Carolina**

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# COUNTY OF DARE

## Board of Elections

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The voter turnout in North Carolina and country wide is typically low. 2012 brought election reform in North Carolina with a lot of new laws.

The decline in voter turnout has a lot to do with choices of candidates which we cannot do anything about. What we can do, as Election administrators, is prepare the voter by educating them. We are an organization that works to endure free and fair elections for all of the Tar Heel State. Robust voter turnout is fundamental to a healthy democracy.

Perhaps more than any other state, North Carolina's generation gap is twice as damaging to Democrats than Republicans. The Tar Heel State has a marked divide between young voters, those under 30, and older ones, those 65 and over.

Historically, voter turnout in North Carolina is typically low. In addition, North Carolina election law updates in 2012 provided potential voters with some confusion as they faced a number of changes in when and how to vote.

### **How Can We Increase Voter Turnout?**

There are many reasons for voter apathy however; as Election Administrators, we can prepare the voter by educating them to increase awareness of voting options and opportunities.

Dare County, with a population of 34,000, has less than 28,000 registered voters among its 16 precincts. As with most elections offices, we have limited resources to educate the public about voting laws and changes. However, we strive to use any means available to us.

In this instance, with the assistance of the Dare County Public Relations Office and the local government access channel, we developed a video segment to clarify the recent changes in election law for the public. The segment also highlighted early voting stations. The segment broadcast on the government access channel three times daily, and was uploaded to the channel's YouTube page ([www.youtube.com/governmentchannel](http://www.youtube.com/governmentchannel)), where it received over 93 views. It was also embedded in our Dare County Board of Elections website.

[www.youtube.com/governmentchannel.com](http://www.youtube.com/governmentchannel.com)

OR

[www.darenc.com/boe/](http://www.darenc.com/boe/)

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