L.A. County Registrar of Voters Partners with L.A. Media Outlets and Orange County to Get Out the Vote

The Los Angeles County Registrar-Recorder/County Clerk (RR/CC) Dean C. Logan is proud to announce a large-scale, innovative partnership to encourage voter registration and participation for the Nov. 4, 2014 General Election. The RR/CC is collaborating with local media outlets and the Orange County Registrar of Voters to engage and inform voters through online, social media and mobile media technologies.

New and existing voters can:

- Text the word “VOTE” to 69520 find out where to vote.
- Request a vote by mail ballot by Oct. 28 to vote early: http://bit.ly/1xLzk8u.
- Visit www.SOCALvotes.com to register to vote and find helpful voter information.

Media partners for the campaign include both English and ethnic language outlets, including CBS Radio Los Angeles, Emmis Communications (Power 106), Entravision Communications (Super Estrella 107.1 and Jose 97.5/103.1), LA 18 (Asian language programming) and Pandora Radio.

“As the eligible voter population grows, so must our strategies for engaging and informing voters,” said RR/CC Dean C. Logan. “We need to engage voters where they are, increasingly — that’s online. This partnership is an excellent example of two government agencies collaborating with strong messengers to engage a diverse electorate through new more relevant tactics.”

The mission of the Registrar-Recorder/County Clerk is to serve Los Angeles County by providing essential records management and election services in a fair, accessible and transparent manner. For more information, visit www.lavote.net.

Share the news on Twitter and Facebook!

Register to vote by next Monday, Oct. 20. Visit www.socalvotes.com to register online and find helpful voter info!