Voter Education in ASL

Gina Roberts, Voter Education Director, Arizona Citizens Clean Elections Commission
Voter Education Guide

Arizona law requires Clean Elections to deliver a Voter Education Guide to every household with a registered voter.

The guide includes an introduction full of vital election information, such as key dates and deadlines, list of acceptable ID at the polls, how to get a ballot and county contact information.

Following the introduction, the guide includes a profile of every candidate running for statewide and legislative office. Profiles include photo, website address, political affiliation funding type, and a 200 word statement submitted directly from the candidate.
In 2022, Arizona had 232 statewide and legislative candidates.

For the Aug. 2\textsuperscript{nd} Primary, Clean Elections mailed 2,317,798 pieces total.

30 legislative district guides.

Versions available: English, Spanish, Large Print, Navajo, Apache, ASL, Plain Text for Screen Readers, Sun Sounds Audio.

In addition to households, Clean Elections sends out shipments to libraries, schools, community centers, chapter houses, local election officials, etc.
Voter Education Guide

Candidate Statement Pamphlet Primary Election

CANDIDATES FOR GOVERNOR

Marco Lopez
Party: Democratic
Campaign Funding: Traditional
Website: marcolopez.com/

Marco Lopez is running for governor because he believes in the Promise of Arizona – the promise that if you work hard and treat people with respect then you can make it here. It’s this idea that led Marco’s parents to immigrate to Arizona from Mexico nearly fifty years ago. They didn’t start out with much, but they dreamed that Marco and his sisters could do better than they did. That’s just what happened – Marco was part of the first generation in his family to go to college, became one of the youngest mayors in the country at age 22, served Governor Napolitano as Director of Commerce, and then served President Obama at the Department of Homeland Security. Next, Marco started his own small business which has brought high-speed internet to 1 million low-income families and is on track to create 15,000 jobs in Arizona. Marco is running for governor because he believes the Promise of Arizona is still possible, but for too many people today it’s out of reach. Marco has the leadership experience in the private and public sector to make that promise of opportunity that brought his parents to Arizona a reality for everyone.

Scott Neely
Party: Republican
Campaign Funding: Traditional
Website: neelyforgovernor.com/

The governor is the head of the state’s executive branch which implements laws and policies, signs into law, or vetoes, bills passed by the Legislature, but his responsibility to the people of Arizona doesn’t end there. As governor, I’ll fight to restore Constitutional rights, protect our freedom of speech, uphold the 2nd Amendment, guard state sovereignty, defend our religious liberty, uphold the rule of law and demand law and order both at the border and in our streets. I will fortify our border, secure our water sources, restructure Arizona’s failing education system, ensure parents’ rights involving their children’s curriculum, boost agriculture and manufacturing, clear our forests, advance senior in-home care, improve Veterans assistance and ensure that our active-duty military personnel and their families receive the support they deserve. Like many of you, I have worked hard for a front row seat in the American Dream, and as your governor I will do everything possible to make sure you have a fair chance to share and prosper. Thank you for your consideration and vote!

Matt Salmon
Party: Republican
Campaign Funding: Traditional
Website: mattsalmonforaz.com/

Our country is at a crossroads, and we need a strong conservative to put us back on track. That’s why I’m running for governor: To protect the freedoms we cherish and leave a better world for my children and grandchildren. I am a champion for freedom. I’m endorsed by leaders like Ted Cruz, Jim Jordan, Andy Biggs, FreedomWorks, and the Club for Growth. I co-founded the Freedom Caucus with Ron DeSantis and received top awards from conservative organizations across the nation. I have a proven record of delivering for Arizonans as an elected official and businessman with 30 years’ experience in the private sector. I am the only candidate with detailed plans to secure the border, protect law enforcement, increase teacher pay, expand school choice, enshrine parents’ rights, empower rural communities, eliminate the income tax, and expand economic opportunities for all Arizonans. I will not allow the far-left to turn us into California. I will fight with every bone in my body to preserve Arizona’s unique traditions and secure freedom and opportunity for all. When I am governor, Arizona will be the best state in the nation to live, work, and raise a family. That is my promise to you.

CANDIDATES FOR GOVERNOR

Karrin Taylor Robson
Party: Republican
Campaign Funding: Traditional
Website: karrinforarizona.com/

My name is Karrin Taylor Robson. I am a native Arizonan, conservative Republican, small-business owner and lifetime NRA member. I love this state, and have spent my life fighting for the conservative values that help make Arizona special: Life; Individual liberty; love of country; the 2nd Amendment; and more. I’m running for Governor because our state is under attack. Prices are soaring for everything Arizonaans need, from gas to groceries. Families are hurting. Meanwhile, Joe Biden and the Radical Left have broken our border. Record-breaking illegal immigration is making Arizona communities less safe, and the drug cartels have a free pass to pump deadly narcotics like fentanyl into our neighborhoods. ENOUGH! I have a tough, 6-point plan to bring law and order to the border. I will surge National Guard and DPS troopers; enforce the law; crack down on sanctuary cities; partner with other states to share resources and intel; and FINISH THE WALL. No amnesty; no excuses. I believe Arizona’s best days are still ahead of us if we have the courage to fight – and I will never stop fighting for Arizona, my home. I ask for your vote. KarrinForArizona.com

Paola “Z.” Tulliani-Zen
Party: Republican
Campaign Funding: Traditional
Website: paolatullianizennforgovernor.com/

A conservative champion of the middle class, Paola Tulliani Zen is in the race to fight for those who seek to become successful in the marketplace, in business, and in personal livelihood. “Families are very important to the well-being of a society,” said Zen. “And for families to thrive, the government must step back and let us live in freedom. We don’t need a big brother institution calling the shots for us.” She fiercely opposes ESG and will create great economic opportunities. She will actually work for Arizona and uphold our constitution. Tulliani Zen learned from running her businesses that education and hard work go hand in hand. Tulliani Zen will make sure our education system becomes number one in the nation. As she notes, “And why not, we are smart, intuitive, and have just the right amount of grit in our fingernails to punch through obstacles that hold any of us back.” Seniors on fixed incomes struggling with the cost-of-living crisis will be helped as Ms. Tulliani Zen works to eliminate state income tax, property tax, and food tax. With her strong leadership experience and focused determination, she will deal with the troubling issues facing our state.

https://fbs.advantageinc.com/ccec/veg2022/
Arizona Commission for the Deaf and the Hard of Hearing

The purpose of the Arizona Commission for the Deaf and the Hard of Hearing (ACDHH) is to ensure, in partnership with the public and private sector, accessibility for the deaf and hard of hearing to improve their quality of life.

What is American Sign Language?
American Sign Language (ASL) is a complete, natural language that has the same linguistic properties as spoken languages, with grammar that differs from English. ASL is expressed by movements of the hands and face. It is the primary language of many North Americans who are deaf and hard of hearing and is used by some hearing people as well.

“Many people are surprised to learn that there are more than 1.1 million Arizonans who are deaf or hard of hearing and that American Sign Language is not ‘signed’ English,” said Sherri Collins, Executive Director, Arizona Commission for the Deaf and the Hard of Hearing. “ASL is an original language and now people who prefer it can obtain voting information in their native language, which is monumental for Deaf and Hard of Hearing voters.”

https://www.nidcd.nih.gov/health/american-sign-language
Hearing Stats

Approximately 15% of American adults (37.5 million) aged 18 and over report some trouble hearing.¹

One in eight people in the United States (13 percent, or 30 million) aged 12 years or older has hearing loss in both ears, based on standard hearing examinations.¹

About 28.8 million U.S. adults could benefit from using hearing aids.¹

Over 1.1 million Arizonans are hard of hearing and more than 20,000 people in Arizona are culturally Deaf.²

Arizona has approximately 4.3 million registered voters³

Sources:
¹ National Institute on Deafness and Other Communication Disorders
² ACDHH
³ Arizona Secretary of State
### Fact sheet: Disability and Voter Turnout in the 2020 Elections

Lisa Schur and Douglas Kruse

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<thead>
<tr>
<th>Condition</th>
<th>2016</th>
<th>2020</th>
<th>Change 2016-2020</th>
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<tbody>
<tr>
<td>People without disabilities</td>
<td>62.2%</td>
<td>67.5%</td>
<td>5.3%</td>
</tr>
<tr>
<td>People with disabilities</td>
<td>55.9%</td>
<td>61.8%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Disability turnout gap</td>
<td>-6.3%</td>
<td>-5.7%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Hearing impairment</td>
<td>62.7%</td>
<td>68.5%</td>
<td>5.8%</td>
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<tr>
<td>Visual impairment</td>
<td>53.7%</td>
<td>59.2%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Mental or cognitive impairment</td>
<td>43.5%</td>
<td>50.7%</td>
<td>7.2%</td>
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<tr>
<td>Difficulty walking or climbing stairs</td>
<td>55.8%</td>
<td>60.4%</td>
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<td>Difficulty dressing or bathing</td>
<td>44.5%</td>
<td>49.4%</td>
<td>4.9%</td>
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<tr>
<td>Difficulty going outside alone</td>
<td>44.7%</td>
<td>51.6%</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

Collaboration

The purpose of the Arizona Commission for the Deaf and the Hard of Hearing (ACDHH) is to ensure, in partnership with the public and private sector, accessibility for the deaf and hard of hearing to improve their quality of life.

Clean Elections and ACDHH first collaborated in early 2020 to provide voter education videos regarding voter registration, the Presidential Preference Election and How to Vote.
Voter Education in ASL

Key Dates (short social videos)

Voter Education Video Series:
- Safeguarding our Elections
- How to find Official Election Information
- Ballot by Mail
- Levels of Government
- Registering to Vote
- Happy Election Day
Process Considerations

Talent:
Deaf talent (signer)
Certified Deaf Interpreter (voice over)

Script:
What information needs to be communicated. Election officials should be available during production to answer questions about meanings/definition of terms.

Production:
Zoom or in person? Editing?

Timeline:
Work with the talent to identify the time it will take to sign the information, allow for multiple takes, constant breaks, discussion of intent/meaning/definitions, etc.

2022 Primary Production:
Introduction video, 7 statewide offices, 30 legislative districts. Approximately 50,000 words in English.
Filmed M-F 8am-5pm. Pre-production meeting.

Costs (Primary & General):
ACDHH = Talent and CDI approximately $13k
Clean Elections = Production costs approximately $30k
Lessons Learned

Need more time! Not just in production and editing, but in securing talent.
Pronunciation guide for CDI
Additional pre-production meetings
Distribution
Protocols and run of show in greater detail
Questions?

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