



MEDIA KIT

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President's Letter

Hello to you and your staff!

Here at ES&S, we value your role in ensuring the democratic process through secure and efficient elections. In fact, our most important work is helping you run successful elections by providing the tools and resources you need.

We know that successful elections are the result of careful planning, meticulous attention to detail, adherence to laws and procedures coupled with dedicated election officials and providers. Being a source of accurate information to the media, elected officials and voters on how your voting system operates can be a vital component of the process. That's where this press kit comes in. Please use the kit as a reference tool regarding your new system, our company and more. The facts within can be shared with the media and other groups to explain how your voting system operates. We hope you find this information valuable.

In addition to this guide, our media team is available to provide support as needed for inquiries that go beyond the scope of this guide. Please feel free to reach out; we want you to know that our doors are open, and we are listening. Our mission is clear; "maintain voter confidence and enhance the voting experience" and this guide is but one way to fulfill that mission.

I, along with the ES&S family, look forward to assisting you in providing better elections, every day. Thank you for choosing us as your elections partner.



President & Chief Executive Officer



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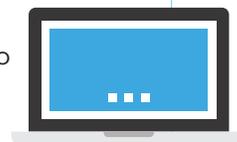
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DID YOU KNOW...

If you're viewing this media kit digitally, you can click on text in blue to navigate to different sections or open links. Clicking "MEDIA KIT" on the top of pages will bring you back to this Contents page.



Your Media Resource

ES&S has a number of resources to help you communicate to the public through effective media relations.

Our website, essvote.com, contains information about all of our product offerings and services. [Essvote.com](http://essvote.com) is also home to high-quality images and videos you, or the media, can use.

Our news blog, accessible from our website, is a great place to learn more about industry trends, actions other election jurisdictions across the nation are taking, including stories and customer spotlights you or the media might find helpful.



Website: essvote.com



News Blog: essvote.com/blog

Finally, following us on social media lets you stay up to date on voting news and developments. We reshare information from important accounts such as the U.S. Election Assistance Commission (EAC), send updates about important election dates and holidays such as National Voter Registration Day and more.

Below are links and addresses for each of our online resources. Feel free to use.



facebook.com/essvote



twitter.com/essvote



LinkedIn
(search Election Systems & Software)



Media Relations Team
402.938.1300 | media@essvote.com
Katina Granger, Public Relations Manager



Election and security-themed digital assets, including pictures, videos and information are available for download at:
essvote.com/download-media-assets

“Our job was to find the best system out there for the voters of South Carolina,” said John Wells, Chairman of the State Election Commission. “We were looking for a system that is secure, accurate, accessible, auditable, transparent, reliable and easy for poll managers and voters to use. Over the course of our six-week review, we read the proposals, participated in the demonstrations, and heard from industry experts. In the end, one clearly stood out above the rest.”

“On Election Day, I went from one end of the state to the other, visiting polling places along the way,” said Elaine Manlove, former Delaware Elections Commissioner. “I talked to voters and poll workers. They loved the new system. They loved the pollbooks. I did not receive a bad comment the entire day. To be honest, I have not received a bad comment yet. It was a wonderful day and has been a wonderful experience.”

PRESS RELEASES

Transparency and factual, open communication help improve the implementation process and maintain trust amongst voters, poll workers and the press. Proactively sharing facts about your voting system while answering common questions, providing background about the decision, and outlining any possible changes to the election is key.

If you have recently implemented new voting equipment, or made changes to your voting process, a press release is an excellent way to sum up essential information and share it with the news media.

- » **South Carolina Chooses ES&S Paper-Based, Fully Auditable Voting System**
<https://www.scvotes.org/south-carolina-announces-new-paper-based-voting-system>
- » **North Carolina Certifies Secure, Reliable, Auditable ExpressVote**
https://www.ncsbe.gov/Press-Releases?udt_2226_param_detail=772

WHEN WRITING A RELEASE MAKE SURE TO INCLUDE:

- » Names of all new equipment
- » When it will be implemented (date of first use)
- » Benefits of the system, including security features
- » A quote from your election office or ES&S
- » Hyperlinks to the ES&S website for additional information
- » What, if anything, will change for voters
- » Other pertinent facts

NEED SOME INSPIRATION?

Read these headlines and more at www.essvote.com/media-resources.

- » **Individuals with Disabilities Explore Universal Voting Technology to Improve Accessibility**
 Disability rights advocates, who joined a public voting equipment demonstration at the New York State Capitol in honor of Legislative Disabilities Awareness Day Albany on May 29, "absolutely love" the Election Systems & Software ExpressVote XL.
<https://www.essvote.com/blog/our-technology/voters-with-disabilities-try-expressvote-xl-to-improve-voting-accessibility/>
- » **Delaware's New ExpressVote XL Voting Machines Receive High Praise in First Election**
 Election officials in Delaware say the first election using the Election Systems & Software (ES&S) ExpressVote XL voting machines was an "outstanding" success. "Our Election Day experience was overwhelmingly positive," Elaine Manlove, Delaware Election Commissioner.
<https://www.essvote.com/blog/industry-news/successful-election-using-expressvote-xl-delaware/>
- » **ES&S Sets High Standard in Elections Industry with Independent Third-Party Testing**
 ES&S, in cooperation with the Department of Homeland Security's Cybersecurity and Infrastructure Security Agency (CISA), recently submitted its end-to-end voting configuration for testing by the Idaho National Laboratory (INL), the nation's leading center for research and development in energy, national security, science and environment.
<https://www.essvote.com/blog/our-customers/idaho-national-lab-performs-independent-third-party-testing-of-voting-machines/>
- » **Durham, Madison and Wilkes Counties Choose New, Certified ES&S Machines and Software**
 Election Systems & Software (ES&S) and Printelect are honored to announce that the North Carolina counties of Durham, Madison and Wilkes are extending their partnership with ES&S as their election management vendor of choice.
<https://www.essvote.com/blog/our-customers/durham-madison-wilkes-nc-choose-ess-voting-system/>

Effective Press Relations

The media can help promote an accurate image of your elections and educate the public about your voting systems. Below are some actionable tips and methods to help you be effective when dealing with the media, and help you develop and maintain good relationships with them.

SIX QUICK TIPS



TIP #1 — BUILD RELATIONSHIPS

It's important to proactively reach out to the media and engage them with information they can use.

- » Use your web presence to help educate in advance of an election.
- » Don't overestimate or underestimate the media's knowledge.
- » Use layperson terms and avoid using industry jargon and acronyms without explaining them.



TIP #2 — BE ACCURATE AND RELIABLE

This is the number one rule when handling any interaction with the media.

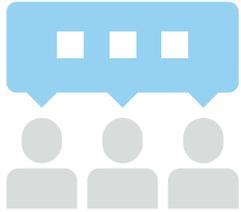
- » You know this industry and you know your facts.
- » Listen to exactly what the reporter is asking so that you can provide the right information. Ask clarifying questions.
- » Avoid making jokes or saying things that when taken out of context could misrepresent the situation.
- » Be thoughtful and empathetic; provide information that helps voters.
- » Be as expedient as you can; understand that reporters are usual on deadlines.
- » Never "spin" the facts; talk straight.



TIP #3 — NOTHING IS OFF THE RECORD

Anything and everything you say has the potential to be shared with the public.

- » "Off the record" is simply a matter of trust between a journalist and their source, but it is always best to assume anything you say will be a matter of public record.



TIP #4 — YOUR MESSAGE MATTERS

A clear, consistent message can ensure that the facts of the matter are understood.

- » Know your talking points and how to define your message. Communicate key messages within the first moments.
- » Be careful about giving your opinion.
- » Tell the truth or nothing at all.
- » Be upfront and clear. Speak in sound bites.
- » Be aware of non-verbal communication.



TIP #5 — SEEK FIRST TO UNDERSTAND THE SITUATION

Never reply with “no comment.”

- » Even when you don’t know the answer, it’s better to respond that you’ll need to get back to them.
- » Ask questions to help you understand the reporter's perspective and what information they believe would help their story.
- » Use the tools provided in this kit to inform your answers.



TIP #6 — USE SOCIAL MEDIA

- » Your jurisdiction’s social media presence helps to ensure that you are taking part in the age of transparency and direct dialogue.
- » Your social media networks provide you with a channel to communicate directly with the public.
- » The public wants to know that you’re promptly addressing a situation.
- » Social media allows you to communicate quickly and accurately.

The ES&S Media Relations Team maintains a phone line **(402-938-1300)** and email account (**media@essvote.com**) to support our customers and respond to media queries.

It’s our policy to refer voter requests back to their jurisdiction for response.



Security Facts

For nearly 40 years, ES&S has been committed to accuracy and security in its products to advance the voting process. The overriding design philosophy with all ES&S products is to ensure accuracy, security and reliability — a philosophy that has prevailed throughout our company's history.

We work hard on the security of our products, and we are constantly strengthening and improving them. Our products are designed to federal security voting standards and undergo rigorous testing, quality assurance, vulnerability scans and third-party test review.

SECURITY IN SEVEN

**FACT
1**

All ES&S tabulation systems are submitted to rigorous and extensive independent test campaigns as part of the Election Assistance Commission's (EAC) Voting System Certification Program. The EAC's security performance standards, developed by scientists, academicians and election officials, ensure unrivaled security

**FACT
2**

Federally-accredited independent laboratories thoroughly test all ES&S voting systems assuring unsurpassed integrity and transparency. These independent laboratories provide an unbiased assessment of the system's capabilities and hold ES&S accountable to federal regulations.

**FACT
3**

ES&S voting systems adhere to secure practices that surround the creation, transfer and storage of important election files and data. In addition, ES&S systems save a record of all user actions to the system audit log. These physical, digital and access-level security practices preserve the integrity of election data.

**FACT
4**

ES&S products employ hash validation, encryption and digital signing for all data in transit using cryptographic modules that meet the Federal Information Processing Standard (FIPS). This means the signatures of all files throughout the entire election process are validated each time a file is accessed.

**FACT
5**

ES&S systems use a unique encryption key for every election. This ensures all ES&S voting machines will only accept USB flash drives programmed for that election and prevents tampering by unauthorized agents.

**FACT
6**

ES&S systems use physical locks and tamper-evident seals. These provide safeguards against tampering before, during and after an election.

**FACT
7**

ES&S software is installed on hardened computers. A hardened computer is locked down to only perform the core functions required for an election. A hardened computer cannot connect to the internet, will not accept an unauthorized USB flash drive, and restricts authorized users to only perform actions necessary to run an election.

SECURITY PARTNERSHIPS

ES&S recognizes the importance of active participation with different security organizations. These partnerships enable ES&S, together with state and local elections officials, to strengthen the democratic process and elevate the protection of the critical elections infrastructure to a new level of security, accountability and reliability. ES&S recognizes the importance of collaboration in enhancing cyber-protections to ensure the integrity of the U.S. vote.

- » ES&S works closely with state and federal officials, primarily the U.S. Department of Homeland Security, to share information, learn about potential risks and cooperate on cybersecurity strategy and practices. ES&S is a leader in the DHS critical infrastructure group discussions on this, helping to drive better information-sharing and higher standards for security.
- » ES&S is partnering with multiple DHS Critical Infrastructure Program Offices including the new Cybersecurity and Infrastructure Security Agency (CISA), the new National Risk Management Center (NRMC) and the National Cybersecurity Assessment and Technical Services (NCATS) groups to monitor and share cyber threat information, detect and report indicators of compromise, develop and distribute election security best practices and raise the security awareness of Election Officials and the voting public
- » ES&S is the first voting system manufacturer to partner with the CIS to provide Albert sensors to applicable customers.
- » ES&S is the first voting system manufacturer to enroll in the Elections Infrastructure – Information Sharing and Analysis Center (EI-ISAC) organization created to share critical cyber threat information developed by DHS and the Intelligence Community with State, Local, Tribal and Territorial (SLTT) organizations.
- » ES&S is the first voting system manufacturer to undergo the Center for Internet Security (CIS) Handbook on Election Security self-assessment.
- » ES&S co-chairs the Elections Infrastructure Sector Coordinating Council, an organization who in partnership with the Government Coordinating Council designed to guide voting system manufacturers and other interested parties in election security and best practices.

PROTECTING ELECTIONS TOGETHER

U.S. Department of Homeland Security - We believe in strong partnership and collaboration with DHS Critical Infrastructure Program offices including the National Protection and Programs Directorate (NPPD) and the National Cybersecurity Assessment and Technical Services (NCATS).

Information Sharing and Analysis Centers - An ISAC is a nonprofit organization that provides a central resource for gathering information on cyber threats to critical infrastructure and two-way sharing of information between the private and public sectors. We are a member of the Information Technology ISAC (IT-ISAC) and the Elections Infrastructure ISAC (EI-ISAC).

Albert and the Center for Internet Security - Albert is a unique voter registration network security monitoring solution that provides continuous remote monitoring through the CIS 24/7 Security Operations Center. Automated alerts allow election jurisdictions and ES&S to respond quickly when data may be at risk.

Ballot Security

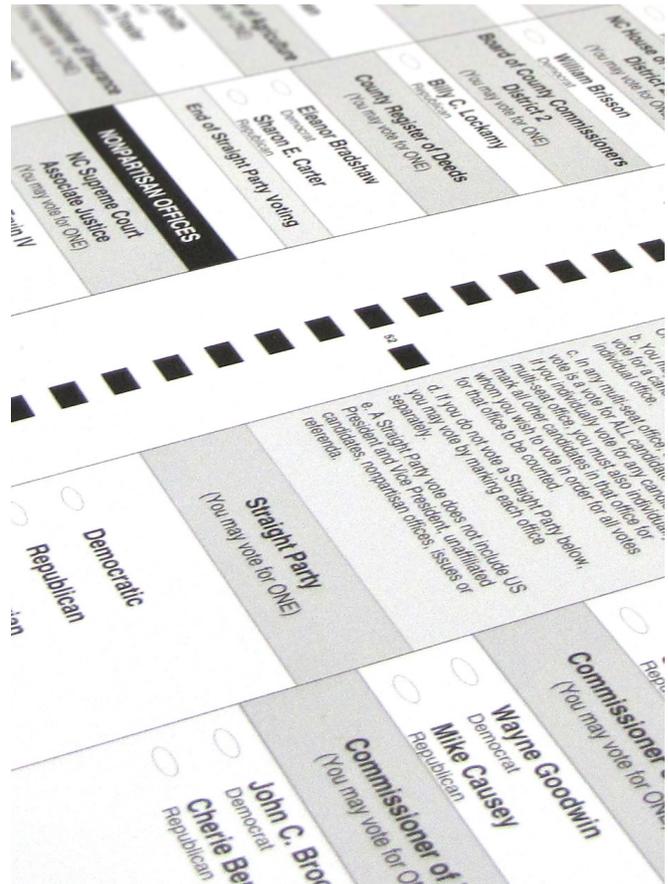
Ballot security is an umbrella term for the methods used to help prevent voter fraud. Ballot security and tracking of ballots are essential to the conduct of accurate and fair elections, because ballots are a critical element of an election. As with most U.S. election practices, how ballots are kept secure varies by State and sometimes even within a State.

PROTECT ELECTION INTEGRITY

A comprehensive and accountable ballot security program makes it possible to:

- » Recreate and/or recount an election when results are in question
- » Determine ownership if any misconduct is revealed
- » Fraud prevention
- » Assess the performance of poll workers and the effectiveness of election procedures
- » Assure candidates, the voters and the media that all votes cast are counted

Ballot security and accountability help preserve the integrity of the election process and those who administer it.





BALLOT SECURITY METHODS

Election officials can employ methods such as these to protect and keep track of ballots, as well as secure and account for them:

Shrink Wrapping

- » Shrink wrapping of ballots, either with or without numbering and/or stubs, not only protects the ballots, but provides a level of security. Open or torn packages can be identified, checked to ensure ballots are not missing or damaged, and can be re-wrapped prior to use.

Boxing and Labeling

- » Box either by precinct or in bulk. Use detailed labels and tamper evident tape to provide evidence of unauthorized opening.

Shipping

- » Include a detailed shipping document, or the original ballot order form to confirm receipt of the correct ballot quantities.

Storage

- » Store in a secure area, preferably locked and sealed if possible. Access should be controlled, and an entry and exit log maintained.

Delivery to the Precinct

- » Place numbered seals on the package and record the seal numbers assigned to each precinct.
- » Prior to opening polls, conduct an inventory of ballots received.

During Polling Hours

- » Open only one box or container of ballots, starting with the lowest numbered box to maintain control over inventory.
- » Keep unopened containers in a secure and protected area.

Closing the Polls

- » Complete the necessary documentation to record ballots voted, spoiled, remaining, or other. Voted and unused ballots should be secured and/or packaged as directed for return to the election office.

Auto-adjudication

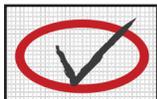
On Election Day, nothing is more frustrating than ballots that can't be read by a ballot scanner and tabulator, resulting in time-consuming review and manual adjudication. Incomplete voter marks, poorly printed ballots, and ballots entered into the tabulator in a skewed fashion commonly cause problems for election administrators.

ES&S' patented Intelligent Mark Recognition (IMR®) and Positive Target Recognition & Alignment Compensation (PTRAC®) technology solve this problem and programmed it into every DS200®, DS450® and DS850®. Both ensure even the most problematic ballots are read accurately, consistently and automatically, protecting voter intent and saving hours of time spent in review and manual adjudication. Our experience processing millions of ballots helped us create this software, enabling you to run elections with less added costs, while also reducing the potential for debate or controversy.

PTRAC OVAL MASKING TECHNOLOGY



- 1 PTRAC performs a series of "hunting" steps, locating the oval exactly for a contest in the scanning window.



- 2 It then detects the exact center of the oval and adjusts the image.



- 3 The oval perimeter line is then digitally removed, leaving just the voter's marks.

Finding the exact center of the oval and removing the oval outline is crucial as many ballots can print irregularly. The scanner no longer has to compensate for ovals printed too thickly or thinly as the oval is "hidden" from the scanner, providing the best possible means to determine voter marks with extraordinary accuracy.

AUTO-ADJUDICATION KEY FEATURES

Sophisticated image processing algorithms use the ballot's timing marks to quickly create an evaluation window where the oval for each contest is expected to be. Because ballots can skew, stretch, crumple, etc., PTRAC positively searches for the ovals containing voter selections, moving the ballot image as necessary.



LET THE SYSTEM DO THE WORK

Many primitive voting systems will require election administrators to “dial-in” the thresholds to compensate for ballot irregularities. Problems arise when ballots and scanners vary in different ways in the same election and no matter what you use for a threshold, you reject a large number of ballots.

IMR and PTRAC eliminate this guessing game, compensating for variations in both the printing and normal variations in the scanners imaging heads. In addition, you no longer have to print out ballots for manual adjudication with colored ovals that are difficult to see and expensive. The system leaves just the voter's marks visible — their intent now apparent for all.



IMR RECOGNIZES REAL-WORLD VOTER MARKS

IMR has the ability to recognize the most common non-traditional voter marks (such as X's, checkmarks, diagonal slashes and horizontal slashes). Since it considers not just pixel count, but also the shape of each mark, it can determine a pattern and the mark's intent, not getting fooled by inadvertent marks such as smudges or stains.

How Do Ballots Work?

The ExpressVote Universal Voting System utilizes touch-screen technology that produces a paper record for tabulation, which includes both human- (text) and machine- (barcode) readable voter selections. Vote selections are marked via the ExpressVote — *the ExpressVote as a marker does not count, store or tabulate votes.*

Whether a tabulator scans a hand-marked paper ballot or an ExpressVote summary card, the machine-readable code channel and marked voting target on the hand-marked ballot and the barcodes on the ExpressVote summary card are what the scanner uses to tabulate the vote.

CANDIDATE SELECTION BARCODES

Each Candidate Selection Barcode Maps to Corresponding Oval Position on Paper Ballot

The master barcode tells the unit how many selections there are to count and therefore, if a barcode is damaged and cannot be read, it will notify the voter and will never skip the selection.

ExpressVote summary card

ELECTIONWARE COUNTY/ELECTIONWARE STATE
 MOD BMW DEMO
 11/17/2017
 PRECINCT TWO_SPLIT_1_PRECINCT_TWP_SPL

1 [Barcode] 2 [Barcode] 3 [Barcode] 4 [Barcode] 5 [Barcode] 6 [Barcode] 7 [Barcode] 8 [Barcode]

BEST AUTOMOBILE MANUFACTURER BMW 1

BEST VOCAL ARTIST -----
 REP ELVIS 2
 REP PATSY CLINE 3

BEST ICE-CREAM FLAVOR -----
 CHOCOLATE 4
 DISTRICT CONTEST DISTRICT 1 -----
 REP MIKE O'LEARY 5

LOCAL CONTEST PRECINCT TWO -----
 W/I:GEORGE JONES 6

PROPOSITION 1 -----
 YES 7

PROPOSITION 2 -----
 YES 8

Hand marked ballot

1 2 3 4 5 6 7 8 9 10 11 12 13 14

BMW DEMO BALLOT
 COUNTY NAME, STATE
 ELECTION DATE
 Precinct Two SPLIT 1
 BMW (English Only) DEMO

INSTRUCTIONS TO VOTERS: To vote, complete the oval to the LEFT of your choice, like this (). To cast a write-in vote, complete the oval to the LEFT of the blank space provided and print the candidate's name in that space. For spe information refer to the card of instructions posted in the voting booth. If you tear, soil, deface or erroneously mark t ballot, return it the Election Judge and obtain another.

BEST AUTOMOBILE MANUFACTURER Vote for One	BEST VOCAL ARTIST Vote for no more than Two	BEST ICE CREAM FLAVOR Vote for One
<input checked="" type="radio"/> BMW <input type="radio"/> MERCEDES <input type="radio"/> GENERAL MOTORS <input type="radio"/> HONDA <input type="radio"/> FERRARI <input type="radio"/> JAGUAR <input type="radio"/> FORD <input type="radio"/> VOLVO	<input checked="" type="radio"/> FRANK SINATRA <input type="radio"/> ELVIS <input type="radio"/> PATSY CLINE <input type="radio"/> JANIS JOPLIN <input type="radio"/> BUDDY HOLLY <input type="radio"/> BARRY WHITE <input type="radio"/> BILLIE HOLIDAY <input type="radio"/> STEVIE RAY VAUGHAN <input type="radio"/> "MAMA" CASS ELLIOT	<input checked="" type="radio"/> CHOCOLATE <input type="radio"/> STRAWBERRY <input type="radio"/> VANILLA
The following Contest will only app in Precinct Two and Three		
District Contest Vote for One		
<input type="radio"/> Mike O'Leary <input type="radio"/> Mary-Ann Johnson <input checked="" type="radio"/> Stacy Smith		

ExpressVote summary card

Hand marked ballot

HOW DO YOU TEST FOR ACCURACY?

Prior to an election, election administrators perform Logic and Accuracy (L&A) testing on their ballot tabulators. L&A Testing is a collection of pre-election procedures that ensure that a tabulator used in an upcoming election can accurately tabulate results. Testing is performed by feeding an audited stack of pre-marked ballots through the tabulator, comparing the resultant totals to the expected test deck totals. Often times these tests are conducted in such a way as to make public observation of the procedures and results possible.

Just as hand-marked paper ballots can be inspected or audited by hand or by machine, the ExpressVote summary card can also be audited by hand or by machine.

HOW ARE BALLOTS READ?

Machine-readable components are areas of the ballot where scanners recognize and record marks (such as voting targets and code boxes). Below is a description of how the row and column marks and code channel are used to define specific ballot styles that in turn relate to oval positions and candidates. These are replaced by the single barcode on an ExpressVote summary card:

Voting Targets (Ovals) – A voting target is an oval that appears next to each candidate name (or referendum response). Voting targets are marked by the voter to indicate selection. Properly printed ovals are invisible to optical sensors.

Row and Column Marks – The row and column marks are the black squares around the edges of the ballot used by the digital scanner to locate the voting targets. Each row and column mark represent a position that could potentially contain an oval.

Code Channel – These are small extensions to certain row marks that act like a bar code to tell the scanner the precinct, type, split, and style of the ballot.

The diagram shows a ballot layout with a key. The ballot has a yellow and black dashed border at the top and a yellow and black solid border on the left. The main text reads: "BMW DEMO BALLOT COUNTY NAME, STATE ELECTION DATE Precinct Two SPLIT 1 BMW (English Only) DEMO". Below this is a section for "INSTRUCTIONS TO VOTERS". The ballot is divided into two columns: "BEST AUTOMOBILE MANUFACTURER" and "BEST VOCAL ARTIST". The automobile column lists BMW, MERCEDES, GENERAL MOTORS, HONDA, FERRARI, and JAGUAR. The vocal artist column lists FRANK SINATRA, ELVIS, PATSY CLINE, JANIS JOPLIN, BUDDY HOLLY, and BARRY WHITE. A key on the right identifies: "Row and column marks" (yellow box), "Code channel" (blue box), "Ballot text" (grey box), and "Voting target" (oval).

BEST AUTOMOBILE MANUFACTURER Vote for One	BEST VOCAL ARTIST Vote for no more than Two	
<input type="radio"/> BMW	<input type="radio"/> FRANK SINATRA	<input checked="" type="radio"/> C
<input type="radio"/> MERCEDES	<input type="radio"/> ELVIS	<input type="radio"/> S
<input type="radio"/> GENERAL MOTORS	<input type="radio"/> PATSY CLINE	<input type="radio"/> V
<input type="radio"/> HONDA	<input type="radio"/> JANIS JOPLIN	
<input type="radio"/> FERRARI	<input type="radio"/> BUDDY HOLLY	
<input type="radio"/> JAGUAR	<input type="radio"/> BARRY WHITE	

Glossary

GENERAL ELECTION TERMINOLOGY

Absentee Voting – Registered voters that are unable to travel to a polling place on Election Day are allowed to vote by absentee ballot.

Authentication – The process of verifying that information is coming from a trusted source. Authentication and encryption work hand in hand for digital signatures

Ballots – A vehicle the voter uses to cast his/her choice in an election. The ballot can be paper or electronic.

Certification – The process by which election equipment and software are measured against a set of documented specifications. Election equipment must be designed, coded and documented according to certification standards. There are two types of certification for voting systems in the United States; Federal certification and state certification. Most states follow the guidelines set by the Election Assistance Commission (EAC) for state certification.

Cybersecurity and Infrastructure Security Agency (CISA) – Leads the national effort to defend critical infrastructure against the threats of today, while working with partners across all levels of government and in the private sector to secure against the evolving risks of tomorrow.

Digital Signature – A way to ensure that an electronic file is authentic. Authentic means that you know who created the file and you know that it has not been altered in any way since it was created. Digital signatures rely on certain types of encryption to ensure authentication.

EAC – The U.S. Election Assistance Commission (EAC) was established by the Help America Vote Act of 2002 (HAVA). They are an independent, bipartisan commission charged with developing guidance to meet HAVA requirements, developing voluntary voting system guidelines for use in certification testing and accrediting testing laboratories. The EAC also serves as an info hub for topics related to election administration and audits the use of HAVA funds by the States.

Elections Infrastructure Sector Coordinating Council (EI-SCC) – Advance the physical security, cyber security, and emergency preparedness of the nation’s election infrastructure, in accordance with existing U.S. law.

Encryption – The process of taking all the data that one computer or device is sending to another and encoding it into a form that only the other computer or device will be able to decode.

Firmware – Firmware is a software program permanently etched into a hardware device such as a keyboards, hard drive, etc. Firmware was originally designed for high level software and could be changed without having to exchange the hardware for a newer device.

FVAP – The Federal Voting Assistance Program (FVAP) works to ensure Service members, their eligible family members and overseas citizens are aware of their right to vote and have the tools and resources to successfully do so no matter where they are in the world. The Director of FVAP administers UOCAVA on behalf of the Secretary of Defense.

Government Coordinating Council (GCC) – Formed as the government counterpart for each Sector Coordinating Council (SCC) to enable interagency and cross-jurisdictional coordination. The GCCs are comprised of representatives from across various levels of government (federal, state, local, or tribal), as appropriate to the operating landscape of each individual sector.

Hardening – Configuring a system to include only the services, applications, utilities and settings required to successfully operate the system.

Hash Validation – verifies the integrity of data.

HAVA – The Help America Vote Act (HAVA) of 2002 was passed by Congress to reform the Nation’s voting process. It created new mandatory minimum standards for States to follow in several key areas of election administration. The law also provided funding to help States meet these new standards, replace voting systems and improve election administration. This time period immediately following the passage of HAVA is sometimes referred to as the “HAVA Boom”. HAVA also established the EAC to assist the States regarding HAVA compliance and to distribute HAVA funds.

Information Sharing and Analysis Center (EI-ISAC) – Brings together state and local election officials in a collaborative effort to prevent, protect, respond and recover from cyber security incidents.

Jurisdiction – A geographic area that has control over voting in that area (e.g., federal, state, county, city, township, school district, etc.)

Logic & Accuracy (L&A) Testing – Jurisdictions conduct this testing prior to an election to ensure their voting system is functioning accurately. Test decks are used during this process, allowing jurisdictions to pre-determine outcomes which they can verify against the testing results.

NASS – Founded in 1904, the National Association of Secretaries of State (NASS) is the nation’s oldest, nonpartisan professional organization for public officials. NASS serves as a medium for information exchange between States and fosters cooperation in the development of public policy. They have key initiatives focusing on the area of elections and voting.

NASED – The National Association of State Election Directors (NASED) was formed in 1989. Their mission is to promote accessible, accurate and transparent elections in the United States and its territories, serving as an exchange of best practices and ideas for Election Directors. Before the formation of the EAC, this association handled certification of voting systems.

National Cybersecurity Assessment and Technical Services (NCATS) – Provides an objective third-party perspective on the current cybersecurity posture of the stakeholder’s unclassified operational/business networks

National Risk Management Center (NRMC) – Is housed within the Department of Homeland Security’s Cybersecurity and Infrastructure Security Agency (CISA). The NRMC is a planning, analysis, and collaboration center working to identify and address the most significant risks to our nation’s critical infrastructure.

Optical Scan Ballots – A central count or precinct-based paper ballot election system which reads choices marked on a ballot by the voter with a specified marking device. The voter can indicate his/her choice on the ballot by either connecting two halves of an arrow or filling in an oval.

Polling Place (Polling Location) – One of what could be many voting locations in a jurisdiction. Depending on what type of voting equipment a jurisdiction uses, ballots collected at a polling place are either physically transported to a central count location or counted at the polling place. If ballots are counted at the polling place, election totals are transferred electronically on memory storage devices from the polling place’s precinct counters and delivered to the central count location.

Precinct – Terminology for the lowest level common geopolitical civil division, which differs by state and county. In ES&S documentation the entity is referred to as a precinct. However, ES&S recognizes that certain jurisdictions use terms other than precincts. Some examples of the terms used by other jurisdictions are Election District (ED), Borough, Province, Division and District.

PM – Preventative Maintenance

Split Precinct – A precinct that uses more than one ballot format because of a political subdivision within the precinct. An example is a precinct with more than one school district within the boundaries.

State, Local, Tribal and Territorial (SLTT) – Serves as the organizational structure to voluntarily coordinate across jurisdictions and disciplines to provide senior-level strategic communications and coordination on State, local, tribal, and territorial (SLTT) agency security and resilience initiatives, activities, and best practices.

Straight Party (Straight Party Vote, Straight Party Contest) – An option that appears on the ballot in the form of a regular contest with political parties in the selection area instead of candidates. When a voter selects one of the political parties in the straight party selection area he or she is essentially voting for the candidate that belongs to the selected party in every contest on the ballot.

Test Deck – A set of pre-marked ballots that are used to check ballot scanners and tabulation software for accuracy. Test decks include ballots for every precinct, split and rotation in a jurisdiction. Test deck ballots are scanned and counted before a live election in the same manner as real ballots to test a voting system for accuracy.

UOCAVA – The Uniformed and Overseas Citizens Absentee Voting Act (UOCAVA) was enacted by Congress in 1986. It requires all States and territories to allow certain groups of citizens to register and vote absentee in Federal elections. Citizens covered by UOCAVA include members of the US Uniformed Services and Merchant Marines stationed overseas, their family members and US citizens residing outside of the United States.

Voter Registration System (VR) – A set of processing functions and data storage that maintains records for eligible voters. A voter registration system is generally not considered part of an election system for certification purposes.

Need to Reach Us?

Dial ES&S at 877.377.8683

Election Day Support Hotline Hours **7 am to 7 pm CST**



OPTION 1

orders@essvote.com

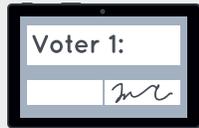
Need a Credit or Invoice, Maintenance and Licensing Issues, Place an Order



OPTION 2

statements@essvote.com

Payments and Statements



OPTION 3

helpdesk@essvote.com

Voter Registration



OPTION 4 THEN OPTION 1

hardware@essvote.com

Hardware Support



OPTION 4 THEN OPTION 2

software@essvote.com

Software Support



OPTION 5

equipment@essvote.com

Equipment Maintenance and Equipment Installation



OPTION 6

customersupport@essvote.com

All Other Election Related Services and Support

Note: all information contained in this media kit is current as of print date. Information on essvote.com is regularly maintained; please reference links to access updated content.
