

TRANSMISSION OF PRELIMINARY RESULTS

COMMUNICATION STRATEGIES

SCOPE OF TREP (Preliminary Results Transmission Programs)

- ▶ TREP systems have been implemented in various countries in Latin America, so that electoral results can be known on the same night as the election.
- ▶ Data must be released in an opportune fashion with verified information and in a secure manner.

SCOPE OF TREP SYSTEMS

- ▶ Technology used in TREP systems is continually being updated
 - .– Results transmission by phone
 - .– Manual data entry into system
 - .– Data entry through scanners (reading tally sheets)

COMMUNICATION STRATEGY

- ▶ *A communication strategy consists of defining with clarity who we are and what we offer in a way that is clear, simple and persuasive.*
- ▶ Publishing electoral results by:
 - Internet.
 - Television
 - Radio stations
 - Print media

1. TREP IMPLEMENTATION

Important aspects for the implementation of TREP:

- . Trust of political actors and the public
- . Knowledge of the objectives and scope of TREP
- . Activities: hiring and training of actors, execution
- . Carrying out tests and simulations of all components

1. TREP IMPLEMENTATION

- ▶ On election day facilities for the media should be provided:
 - . Press room
 - Telephones, computers, and big screens for the presentation of results
 - Passwords to access the TREP system

Futhermore the media should be provided with preliminary results in electronic form.

2. Communication Campaign

- ▶ Prepare a communication plan for TREP
- ▶ Define communication policies
- ▶ Target audience: Electors and the general public

2. Communication Strategy

To inform the general public regarding details of TREP though:

- Massive communication campaign
- Presence of media leaders.
- Support in press conferences
- Informative pieces/articles on the project
- News on the internet
- Other dissemination activities

2. Communication Strategy

Information on the following aspects:

- The nature of TREP
- Positions that are transmitted
- Geographical scope of the application
- Scope and coverage of TREP
- Expectations regarding times for results publication
- Implementation Activities

Critical Situation Scenarios

▶ *3.1 Competitive results*

- . Demands greater attention to detail in the management and diffusion of results,
- . Explain that results are preliminary and the definitive results will be processed in the coming days.

3.2 Operational Errors

- ▶ One must consider risks, the probability that they will occur and the impact that they may cause.
- ▶ Sometimes unrealistic expectations are generated.
- ▶ The training of poll workers and those responsible for data collection is important for:
 - Correctly filling out tally sheets
 - Sequences are followed: national offices before local
 - Adequate collection of data.

3.2 Operational Errors.

To mitigate risk it is important to have contingency plans

- . Backups of phones, scanners, computers, servers
- . Backup technical personnel.
- . TREP “solution architecture” that contemplates alternate routes for sending data
- . Adequate technology from Internet providers

3.3 TREP Experience in Ecuador

General elections (2002.) Carried out by the company Comicios Ecuador (Colombia) for elections for President (100%) and congressmen (reached 80%).

- ▶ Problems were presented when the scanners read the tally sheets, because of the presence of plastic sheets that protected the results data.

Mid-term Elections 2004: Carried out by INDRA (Spain), for the election of mayors, municipal councils, prefects and provincial advisors. For mayors and prefects, 90% was reached, for councils and advisers 85%, because the transmission centers werent able to transmit a high percentage because the network overloaded.

3.3 TREP Experience in Ecuador

General Elections 2006. Carried out by EVOTE (Brasil) for the election of the President (90%) and congress (0%).

The causes for this failure were: the contract was signed 25 days before the election, the servers and scanners were taken from customs 7 days before the election and there wasn't the necessary time to adjust the system software or carry out the necessary tests.