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Wisconsin's 3 Local Government Associations Launch Statewide TV Blitz to Demonstrate How Votes Are Counted, Build Trust in Wisconsin Elections

MADISON – For their second joint initiative as the *Build Trust in Elections Coalition*, the League of Wisconsin Municipalities, Wisconsin Counties Association, and Wisconsin Towns Association today announced a statewide PSA campaign that features Wisconsin election clerks demonstrating how Wisconsin voters' ballots are accurately counted. This campaign will run continuously ahead of the Aug. 9 primary election.

"This statewide campaign will help demonstrate to Wisconsinites the thorough process a ballot goes through, from voting booth to final tally, that helps ensure votes are accurately counted," said Jerry Deschane, Executive Director, League of Wisconsin Municipalities. "Clerks, poll workers, and election officials, who are your friends, family, and neighbors, are dedicated to following this rigorous process and if you have a question we invite you to talk to your local clerk to learn more about our election processes."

Watch "Your Ballot" [here](#).

The PSA – which will run on both TV and radio stations across the state – features Sam Liebert, Village of Shorewood Hills Clerk-Treasurer; Ginny Dankmeyer, La Crosse County Clerk; and Melissa Hongisto, Town of Lawrence Deputy Clerk. The clerks' united message to Wisconsin voters is that Wisconsinites can trust their local election officials to oversee the administration of our elections, including the accurate counting of votes.

"Our local officials work tirelessly and with the utmost integrity to ensure the foundation of our democracy, our elections, are protected," said Mark D. O'Connell, President and CEO of the Wisconsin Counties Association. "Thanks to their steadfast efforts, the election process in Wisconsin is open, fair and in full accordance with the law."

"Wisconsin's elections are carefully and purposefully embedded with systems to ensure transparency and accuracy," said Mike Koles, Executive Director of the Wisconsin Towns Association. "Paper records, multiple verification steps, and the ability for the public to view the counting process are just a few of

the measures that help accomplish a high level of security. The combination of these systems with the fact that our friends are neighbors run them produces sound and secure elections throughout the Badger state.”

This campaign is the second initiative of the *Build Trust in Elections Coalition*, co-founded by the League of Wisconsin Municipalities, Wisconsin Counties Association, and Wisconsin Towns Association with the shared goals of educating Wisconsin voters on how our elections are administered at a local level, and working to build voters’ faith in our elections. The coalition’s first initiative was a PSA that ran statewide ahead of the spring elections, also featuring election clerks from across the state. You can learn more about this PSA and view the ad [here](#).

Watch “Your Ballot” [here](#).

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The League of Wisconsin Municipalities advocates for Wisconsin’s cities and villages, large and small, urban and rural, speaking up for local democracy and common-sense citizen-led government. Learn more at <http://www.lwminfo.org/>