

“New Diebold” Marketing Plan

June 28, 2004 Meeting

CORE MESSAGES

- Electronic voting systems have been shown to be the most effective method of accurately recording voter intent, providing unassisted ballot access for physically challenged voters and enabling ease of operation for election officials.
- With the most tested and studied electronic voting systems in the country, Diebold Election Systems provides voters and elections officials with a tested, reliable and secure voting system.
- Diebold Election Systems is committed to being a leader in providing electronic voting systems to elections officials and voters that meet established standards and surpass user expectations.

DIEBOLD ELECTION SYSTEMS MESSAGE MATRIX

Wayne Hill

ISSUES	
AUDIENCES	“NEW” DIEBOLD
Employees	<ul style="list-style-type: none"> • We recognize that trust is an essential element in all of our businesses and especially so in serving elections. That’s why each employee has the personal responsibility every day to interact with fellow employees, customers and prospective customers in ways that build trust. • Our internal reorganization is squarely aimed at ensuring our people, policies and procedures are aligned to meet that goal in everything we do. • Each of our employees can count on corporate Diebold and DESI to set and enforce standards that assure the highest degree of integrity in our work. • As the industry leader, we have a special responsibility to conduct our business in ways that help ensure the significant benefits of electronic voting are made available to all voters so that they can participate more easily and accessibly in our democratic system.
Elections Officials	<ul style="list-style-type: none"> • We know that our responsibility is to make available to you electronic voting systems that are reliable, secure, tested and trusted and we are reorganizing our business operations to enable us to do a better job of serving you. • We are redoubling our efforts to provide extraordinary levels of service to you throughout the elections process while recognizing that elections officials have the important responsibility of conducting elections. • Our interactions with you will be guided by the overriding principle that building and maintaining trust in elections is paramount.

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**DIEBOLD ELECTION SYSTEMS
MESSAGE MATRIX
June 25, 2004**

		ISSUES
AUDIENCES	"NEW" DIEBOLD	
Earned Media	<ul style="list-style-type: none"> • Diebold Election Systems has been reorganized to enable more intense concentration on the overriding goal of helping build and maintain reliability, security and trust in our electronic voting systems and products. • People, policies and procedures within the company are better aligned to ensure compliance and accountability with that goal. 	Same as above
Examples/Proof Points	<ul style="list-style-type: none"> ➤ <i>New DESI internal direction</i> ➤ <i>Inspector General/compliance officer</i> ➤ <i>"No tolerance" policy</i> ➤ <i>No political contributions policy</i> 	

**"New DESI" Initiatives
David Milenthal**

We determined that it was overboard to announce a raft of new DESI initiatives in one session. The most important points of a "New DESI" could be lost in the shuffle and it would be difficult to put all the due diligence behind each announcement in a short period of time. In addition, the purpose of announcing a "New DESI" is to gain and then build a momentum of change. That kind of tone is best set in a roll-out period, rather than one large announcement.

With that said, we focused on three pieces of the "New DESI"

- (1) the new DESI internal direction
- (2) the introduction of new, more secure software
- (3) the introduction of the verification component.

Providing a new corporate image for DESI is an essential first step in building the "New DESI" culture externally and internally. We believe that to launch this effort in pieces without the context of stressing this new corporate image, will be met half-heartedly by selected constituencies that have lost confidence and trust in DESI's proclamations.

Branding the "New DESI"

The "New DESI" will have a new commitment, a new culture and a new direction. It will also have new products that will be introduced all along the roll-out, beginning with the new software and the new verifier component. It is suggested that a new theme or mission for DESI be developed that would be in every communication.

Ballot Station Product Name:

The new ballot station software containing the recommended security enhancements will be called "Assure". Assure indicates confidence, assurance, and comfort, several conditions that are essential for Diebold to enhance its reputation and position within the marketplace.

Voter Verifiable Receipt Printer Product Name:

VeriVote and VoteCheck are two names that are being reviewed by our trademark attorneys for potential use with the product. Both are good names. VeriVote projects that the component actually verifies votes cast. VoteCheck downplays that and makes it a little more informal sounding.

The announcement of a new voter verification component---July 11th.

It is suggested by the group that the new voter verification system be introduced just before the two conferences in July.

The release of the new component will be matched up to DESI interpretation of the basic standards of the voter verification component. It would be offered as an option for those who feel the initial need for a back -up while they gain comfort. And due to Diebold's extraordinary innovations in continually perfecting touch screen technology, Diebold will evolve the verification component to display more languages and other improvements as required by federal or state standards. We will, indeed, submit the component for qualification at the federal level in the near future.

Marketing the New DESI , the new verification component and the new qualified ballot station software at the conferences—NASS July 15th and IACREOT July 19th

In addition to the media introduction of the "new DESI" and its initial components, our first meeting identified two other audiences---key customers\regulators and employees. The customer\regulator base will be immersed in the two July conferences and will be easy to access. Mark Radke is coordinating the physical packaging of the "New DESI" for these conferences. A new high profile, high technology exhibit is being created that will dominate the exhibition areas. Highlighted in the exhibit will be the new, qualified "Assure" election software and the new verification component.

It is suggested that Mark Radke introduce both products to the conferences through demonstrations at the exhibition. It is also suggested that the new software be formally announced in conjunction with the major reception which Diebold will sponsor at the IACREOT conference. Again a press kit will be prepared around the new software. And as with the verifier component, we should seek third part validation by interest groups prior to the introduction.

It is also our recommendation that a flyer on the two pieces be prepared for both conferences and put under hotel doors and distributed through the exhibit. The promotion piece might say (front page)--"DESI Announces Two Innovations That Will Build Voter Confidence in Touch Screen Voting"; (first inside panel: Assure Election Software; The Latest Evolution in Voter Accuracy and Security.) (Second inside panel): "VoteCheck; Verifies Your Vote".

In putting the conference exhibition together, we recommend a large, smiling and confident staff to dominate the conference. They would wear buttons or stickers that say "Look at What's New at DESI" or something similar. Banners and perhaps even small postcards that say "Come See What's New at DESI" should also be considered.

Developing A Key Constituency List

We must also consider the development of a list of key constituencies (probably several hundred in all) that receive ongoing positive messages and announcements from DESI. Announcements should be distributed on an ongoing basis.

We must work to develop a new theme. We must also develop further phases in our roll-out (Compliance Officer, ethics policy, etc.) each with their own momentum-building announcements in July and August.

Media plan for VVRP, Assure software introductions

Mike Jacobsen, Marcia Horowitz, David Bear

Week of 6/27

Monday (6/28)

- DESI conf. call

Tuesday (6/29)

- Identify and contact key reporters to arrange individual meetings to display VVRP, under agreement to embargo stories until Sunday, 7/11.

Initial proposed list

- NY Times (John Schwartz)
- Associated Press (Marv Kropko, Ohio; and/or Rachel Konrad, Calif.)
- Key Ohio reporter(s) -- Plain Dealer (Julia Carr Smyth), Akron Beacon Journal (Erika Smith), Canton Repository (Pat Kelley), Toledo Blade (Fritz Wenzel)
- USA Today
- Identify and contact key third-party special interest groups to arrange individual meetings or conversations to discuss the VVRP solution, in advance of media coverage, to gain some acceptance and validation of the solution.

Initial proposed list

- AAPD (Jim Dickson)
- LWV
- Leadership Conference on Civil Rights

Wednesday (6/30) – Friday (7/2)

- Schedule / conduct individual meetings with key reporters and special interest groups, showing VVRP.

Week of 7/4

Monday (7/5)

- Diebold holiday – offices closed

Tuesday (7/6) – Friday (7/9)

- Conduct individual meetings with key reporters and special interest groups, showing VVRP

Week of 7/11

Sunday (7/11)

- Media coverage of DES VVRP solution appears

Monday (7/12)

- Formal press release announcing VVRP solution
 - Accompanied by photos, available on DES web site
 - Manage subsequent media inquiries

Thursday (7/15)

- Press release announcing new 'Assure' touchscreen voting software
- NASS show begins
 - Displaying VVRP and Assure

Saturday (7/17)

- IACREOT show begins
 - Displaying VVRP with AccuVote-TSX unit and demonstrating Assure software

Week of 7/18

Monday (7/19) – Tuesday (7/20)

- IACREOT continues (exhibit area open)
 - Manage media attention at booth

NASS and IACREOT Conference/Marketing Materials **Mark Radke**

“Diebold Election Systems Accurate, Secure, Reliable” - Theme throughout booths

High Tech security display in booth – draw attention AccuVote-TSX with light beams surrounding it, “protecting” it as the Assure software protects a voters cast ballot

Demonstration of the new, revised receipt printer on two TSX units (not on the AccuVote-TS as Georgia and Maryland do not require the printer)

Product card on receipt printer with photo

Highlight new “Assure” software name throughout booth

Demonstrate Assure software within booth – seeing is believing (IACREOT Only)

- Change supervisor PIN number
- Change data encryption key
- Voter card key changed to show security

Product card presenting new security enhancements and containing/highlighting new NASED numbers and applicable products

Graphics highlighting that AccuVote-TSX is the first DRE unit to pass 2002 FEC testing

Document presenting Compuware’s successful review of the Assure software (if available)

Document on “New Diebold” and our new policies and safeguards (ethics policy, compliance officer)

Press kits containing information on the receipt printer, Assure software, ethics policy and the compliance officer.

The new DES corporate video will be playing on a large LCD within the booth

DESI Internal Communications Plan

Jean Bailey

Objectives

This plan outlines proposed internal communications activities designed to increase Diebold associates’ awareness of the “new” Diebold Elections Systems. It also offers opportunities to support the new direction of DESI by:

- Creating a renewed sense of pride, motivation and purpose that goes beyond the corporate mission statement, to the heart of American ingenuity, progress, and the preservation of democracy.
- Developing a strong commitment to DESI, a global leader in providing reliable, accurate and secure election systems technology and services
- Building excitement for change and a repackaged organization.
- Building awareness among associates and management of the DESI “pillars” as it moves forward:
 1. Certification issues
 2. New Diebold Internal Direction
 3. Appointment of a Regulatory Compliance Officer
 4. The revised ethics policy
 5. New brand for software and hardware

Purpose

New and changing e-voting certification standards and processes, rising expectations from customers, and new roles and responsibilities of DESI associates continue to reshape DESI’s business strategy, priorities, messages, organizational structure, and business procedures and policies. This ever-changing environment is compounded by a political debate on e-voting, a swirl of media activity, as well as tremendously vocal special interest groups, technology “experts” and independent “thinkers.”

Because the varied voices can be confusing and challenging, this plan offers opportunities and specific communication vehicles that will capture and target corporate and DESI messages and focus on the “repackaging” of the DESI organization.

While management commitment helps establish the foundation for communicating DESI's new organization, achieving positive results ultimately depends on the day-to-day efforts of each person. A myriad of communications and training methods are needed to build awareness of associates' roles and responsibilities, as well as create excitement for being part of a "new" organization that provides e-voting solutions.

Activities

An associate kick-off event is recommended to launch the "new" DESI. The following is a general concept of the event proposed for mid-to-end of July, and a separate chart outlines a broader internal communications plan.

Kick-off the "new" DESI

In July, DESI employees attend an off-site meeting (McKinney, TX and Seattle, WA, which includes Vancouver employees) that is upbeat, exciting and instills a sense of pride. (Election dates will certainly be considered)

As associates arrive to their off-site meeting location, the room would be decorated in a softly stated dignified "campaign" theme. Campaign buttons would be placed on tables for associates to wear. Button verbiage would carry the campaign theme but reinforce DESI messages: Vote Yes/Compliance, Vote Yes/E-Voting, Vote Yes/Reliability, Vote Yes/Teamwork, Vote Yes/DESI Pride..... Signage and balloons (with names of the states) could also be added for more color, excitement.

As associates are seated and music is playing, a 5 to 8 minute documentary-style video begins playing. It reflects a proud, patriotic spirit symbolizing America's cherished right to vote...the industrial might that helped build and change this country...and the role DESI (and Diebold) technology and associates play in the enhancement and preservation of the democratic process.

Photos, combined with inspirational narrative and music tracks, will create a sense of pride and respect for how deeply valued the right to vote is in the U.S. On-camera sound bites from select Diebold senior management will be effectively woven into the program, reflecting the magnitude electronic voting technology plays in providing a secure, reliable and efficient voting process. The video will discuss and show receipt printers and special features that provide ease of use for the visually impaired and those with other special needs. More sound bites from senior management will be used to reinforce the need for determination, belief and commitment from Diebold/DESI associates.

The video will be followed by brief presentations from Wally O'Dell, Tom Swidarski, other DESI leaders and the new Regulatory Compliance Officer who demonstrate and articulate the vision, mission and pillars that are pertinent to DESI's success as it takes great strides to move in a positive, energized direction.

A Q&A question period will follow the planned presentations.

The program could be edited and replayed on DOC for all associates to view.

E-voting equipment will be on display, showing receipt printers and special features for the visually impaired and those with other special needs.

Communications Plan for the “new” DESI

To continue communicating and reinforcing the messages presented at the kick-off event and in the future, this plan proposes both print and electronic communications as well as regular face-to-face meetings with associates. With so much to communicate on a regular basis, it is strongly recommended that DESI hire or appoint a professional communicator who can be dedicated full time to the day-to-day issues.

Desired outcomes of overall communication plan

1. Achieve positive change in associate attitudes and behavior as a result of consistent, well-focused communications and visible management support.
2. Develop a sense of shared and individual responsibility among associates to comply with new guidelines in certification issues.
3. Support DESI efforts by gaining visibility for revised ethics policy, new forthright organization.
4. Support and recognize value of new Regulatory Compliance Officer.
5. Gain support and acceptance of recreated/repackaged product line.
6. Improved profitability in DESI business.
7. Be aware of day-to-day issues of DESI and the electronic voting world.

**2004 DESI Internal Communications Plan
The “New” DESI**

Leader	Roles	Responsibility	Vehicles/Events
Diebold DESI Leadership	<ul style="list-style-type: none"> • Lead and announce “new” DESI organization and positive changes • Appoint/hire Regulatory Compliance Officer 	<ul style="list-style-type: none"> • Build excitement and pride for new organization. Communicate, communicate 	<ul style="list-style-type: none"> • Face to face launch meeti (speakers: O Swidarski, n compliance c “show and te equipment w

Leader	Roles	Responsibility	Vehicles/Events
	<ul style="list-style-type: none"> • Hire/appoint a full time communications person • Establish policies and procedures that provide standards/consequences for all associates • Promote an environment of pride of e-voting and technical excellence 	<ul style="list-style-type: none"> • Work closely with communicator on priorities, strategies, and day-to-day events. • Issue directives at managers meeting, defining new standards to all DESI associates • Be positive. 	<p>receipt featur</p> <ul style="list-style-type: none"> • Meetings, en • Handouts of and guidelines for associates • Walk-around example, fan celebrate mil successes wi and group re days (pizza p prizes, free p refreshments
DESI Managers	<ul style="list-style-type: none"> • Raise visibility of compliance issues, communicate process changes "before and after" • Stress importance of new DESI/compliance issues, serve as "watch dog" • Promote an environment of pride of e-voting and technical excellence 	<ul style="list-style-type: none"> • Report progress to leadership • Monitor performance and reports, follow through • Communicate within your depts., and inform DESI communicator of successes, news stories 	<ul style="list-style-type: none"> • Dept. face-to meetings • One-on-one and follow-up associates • Walk-around example, fan celebrate mil successes wi and group re days (pizza p prizes, free p refreshments

Leader	Roles	Responsibility	Vehicles/Events
DESI Internal Communications	<ul style="list-style-type: none"> • Build awareness of new organization, create enthusiasm, pride of providing e-voting solutions • Support leadership efforts • Follow up on success stories, presentations, media coverage, recognize efforts of group and individuals 	<ul style="list-style-type: none"> • Look for opportunities to communicate, meet with managers for on-going info • Communicate change, improvements, publicize successes 	<ul style="list-style-type: none"> • <i>DESI Dialectic</i> frequency and format for quarterly blast emails, announcements, clips. Work with Global Communications in all-hands meetings for input in <i>DESI</i> and <i>Connect</i> special brown lunches hosted by leadership team members.
Diebold Global Communications	<ul style="list-style-type: none"> • Plan "upbeat" all-hands meeting at DESI locations to launch "new" organization • Help build awareness and pride among all Diebold associates, demonstrate commitment to electronic voting business. 	<ul style="list-style-type: none"> • Inform managers and associates of all hands meetings, help prepare executive presentations, video, etc. • Develop internal communications messages, articles 	<ul style="list-style-type: none"> • Off-site meeting at McKinney and powerful electronic kickoff video voting pride' associates, special presentations • Webcasts, Columns, articles, <i>New</i> intranet announcements

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