

## Notes from the Media Meeting on June 16, 2004

### Diebold Election Systems Vision

- Global Leader in providing reliable, accurate and secure election systems technology and services
- Organization – new, professional, forthright DESI organization
- Re-create and repackage product line
- Work with jurisdictions to run accurate, safe, secure elections
- Profitability; acceptable margins

### Pillars

- Education for Associates on the new aspects of certification
- Confidentiality agreement signed by contractors
- Ethics Policy – prohibits donations/gifts to local election officials
- VVRP statement
  - Need a company decision
  - Take a leadership role
  - Deliver the message
  - An idea was to have an activist sponsor the VVRP
  - California has published set standards

### Target Audiences

- Top three
  - Regulators – SOS, Election Officials, EAC, and voting boards
  - Associates – Diebold and Diebold Election Systems
  - Media – Regional and National
- Other Target Audiences
  - Potential Customers
  - Customers
  - Analysts
  - Voters

### Messages

- Track record of trust/security – leadership
- Checks and balances of the total election process
- Setting proper expectations
- Standards set by jurisdictions
- Results/statistics quantifiable
- Process moving target of change
- Roles and responsibilities
- VVRP
- New DESI – these are the pillars of DESI moving forward
  - Certification
  - Restructure Organization
  - Regulatory Compliance Officer
  - Ethics policy
  - Independent Election Statistics

- New Brand for software and hardware
- Open Source Code (future topic)

**Tactical**

- IACREOT and NASS Tradeshows
- Over-servicing the client/run good elections
- Corporate ethics/code/enforce
- Quality control is King
- Build support base (EAC dialogue)
- Reintroduce Brand to target audiences
- Media be proactive to tell our story
- Ongoing communication with election officials (sales role)
- List of key contacts for message distribution (Email)

**November Election Day**

- Transparency for November
  - Ohio – university outreach providing third party statistics
  - Georgia
  - Maryland
- Results, Accuracy and Speed are essential, especially in Ohio

- From Black Box Voting Documents Archive -