Every Voice, Every Vote 2023
Final Report
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Every Voice, Every Vote 2023

Launched and led by The Lenfest Institute for Journalism, in 2022, Every Voice, Every Vote (EVEV), was designed as a citywide movement to elevate Philadelphia’s diverse voices, inform voters, and promote civic action around the 2023 City of Philadelphia elections.

EVEV believes that to strengthen our city, we must equip residents with high-quality journalism, civics education, community conversations, and in-person and virtual events. Collectively, our diverse coalition has launched 365+ projects to engage Philadelphia’s 1.5M+ population.
The EVEV Coalition was made up of members representing three discrete core groups.

**Media Organizations**
Community-based media, ethnic media, neighborhood-specific media, legacy and traditional media, public media, producing print, digital, radio, and television content

**Community Organizations**
Nonprofit organizations serving distinct Philadelphia communities (based on geography, identities, or issues) and citywide organizations focused on civic engagement.

**Social Media Ambassadors**
Philadelphia-based trusted messengers engaging in dialogue with young audiences and encouraging civic participation.
EVEV Highlights

Through these partners, EVEV produced events, resources, materials, and information using the following channels:

- Solutions, Service, & Community-Driven Journalism
- Translation Services & Multi-Language Activities
- Public Forums, Debates, & Community Conversations
- Voter Education Materials
- Civics Education Activities & Events
EVEV Highlights

130 - EVEV built a network of 130 partners to reflect Philadelphia’s diverse voices and communities.

365 - Our partners produced over 365 projects to engage, amplify, and educate people across the city.

15 - Civic engagement and voter education materials and resources were translated into 15 different languages.

15+ - The collective efforts of the coalition reached over 15 unique community groups defined by race, gender, sexual orientation, neighborhood, age, or other identities.

16.5M* - Our 2023 partners’ collective audience reach was over 16.5M.
Key Impact Overview

The EVEV coalition facilitated collaborations, provided access to resources, and fostered engagement through thought partnership. Here, we outline the key impacts generated by this unique initiative.

- Media and community organizations expanded their individual audiences and their ability to provide access to critical election information.

- In-depth election coverage and numerous forums leveled the playing field for candidates, giving lower-resourced candidates equitable ability to share their messages.

- Through robust translation efforts, 16 language communities were able to receive essential civic resources in their native languages.

- Increased capacity to host forums and interview candidates enabled journalists and voters to create a public record of accountability.

- Public polling research allowed media and community organizations to prioritize engaging their communities on issues they cared most about.

- A unified messaging campaign across 50+ high profile media and community partners and 69 social media influencers highlighted the importance of voting and what was at stake in the elections.
## Key Collaborations

<table>
<thead>
<tr>
<th>Collaboration</th>
<th>Details</th>
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| **Black Media Matters**       | • Primary election Mayoral candidate forum centered on black issues including education, safety, and economic opportunity.  
• **Partners**: Enon Tabernacle Baptist Church, WURD, The Philadelphia Tribune, Philadelphia SUN |
| **Philly Youth Voices**       | • Municipal candidates gathered to listen to the perspectives of Philadelphia Youth. The discussions were led by youth, and time was allotted for candidates to respond.  
• **Partners**: PA Youth Vote, UrbnSEEK, A Home for Shana Foundation, Hunting Park Green, Youth Creating New Beginnings, The School District of Philadelphia |
| **The Ultimate Job Interview**| • A series of job interviews based on a crowdsourced job description from citizens were conducted for each candidate. A panel of diverse experts led the interviews.  
• **Partners**: Philadelphia Citizen, WURD, 6ABC, Diversified Search Group, Fitler Club, The Philadelphia Inquirer |
### Key Collaborations

<table>
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<tr>
<th>Event</th>
<th>Description</th>
<th>Partners</th>
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<tr>
<td><strong>PHL Arts Mayoral Forum</strong></td>
<td>Voters interested in arts and culture were engaged and informed by the primary election Mayoral candidate forum about the candidates’ artistic platforms and responses to the goals stated by the arts and culture community.</td>
<td>Taller Puertorriqueño, Mural Arts, Spiral Q, PhillyCAM, Committee of 70, League of Women Voters, Asian Arts Initiative, Carpenters’ Company, Philly Culture United, WHYY, WURD, Al Dia, NBC10/Telemundo</td>
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<tr>
<td><strong>6ABC Mayoral Town Hall</strong></td>
<td>General election Mayoral candidates participated in a studio live town hall to discuss the biggest issues facing Philadelphia.</td>
<td>6ABC, PA YouthVote, Enon Tabernacle Baptist Church, Temple University, Why Not Prosper, Asian American Chamber of Commerce, William Way</td>
</tr>
<tr>
<td><strong>Judge the Judges</strong></td>
<td>A community forum where neighbors had an opportunity to meet and get to know judicial candidates for Municipal and Common Pleas courts.</td>
<td>WURD, Episcopal Community Services, The Elevation Project, The Charles Foundation, Ardella’s House, School District of Philadelphia, The Trace, RISE, Community Solutions CDC</td>
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Key Takeaways

The EVEV approach played a pivotal role in establishing an infrastructure that optimized coordination among our community, media, and social media partners.

A community-centered model creates natural feedback loops that promote active engagement, open communication, responsiveness, trust, and continuous improvement.

Grounding reporting in research framed public discourse by elevating the perspective of underrepresented voices and informed content, forums, debates, and town halls, all while promoting civic engagement.

A coordinated, consistent branding campaign served as a unifying force within the EVEV initiative, enhancing recognition, trust, engagement, and long-term impact.
What’s Next?

Building upon our learnings from the 2023 EVEV grant cycle, The Lenfest Institute decided to extend the project with a hyper-focus on local government, EVEV 2.0!

**Vision:** A sustained, coordinated, citywide initiative to improve and broaden civic information and journalism regarding city government activities and their impact on people’s lives.

**Mission:**
To inspire residents, strengthen local government accountability, and boost civic engagement.
EVEV 2.0 Goals

• Catalyze Philadelphia residents to take an active role in civic engagement opportunities and expand civic education resources.

• Inspire collaboration and coordination among community organizations and media to inform Philadelphians on issues identified as most critical.

• Foster and support the creation of solutions journalism, watchdog journalism, and collaborative journalism efforts that document the city administration's response to the issues Philadelphians most care about.
Every Voice, Every Vote Impact: Media Partners

Section Two
EVEV Media Partners

Our 35 media partners (25 grantees, 10 pro bono) are Philadelphia-based outlets focused on community-centered service and solutions journalism, research poll analysis, candidate spotlights and interviews, forums, and listening sessions leading up to the 2023 City of Philadelphia elections.
Media Partners

6ABC*
AL DÍA News
Chalkbeat
Chinese in US*
Community Voice PHL
FOX29*
FunTimes Magazine
G-Town Radio*
Generocity*
Green Philly
Grid Magazine
iHeart Media Philadelphia*

Impacto
Kensington Voice
Love Now Media
NBC10*
New Mainstream Press
Philadelphia Association of Black Journalists
Philadelphia Gay News
PhillyCAM
¡Presente! Media
Resolve Philly
Scribe Video Center

Technical.ly
The Bullhorn*
The Philadelphia Citizen
The Philadelphia Hall Monitor
The Philadelphia Inquirer
The Philadelphia Sunday Sun*
The Philadelphia Tribune Company
The Trace*
We Talk Weekly
WHYY
WURD
Unified Partnerships, iHeartMedia

*pro bono partners
Media Partners Impact Overview

- **Collective reach**: 16M+
  - Media partner reach exceeded 16M. This number includes print, radio, TV, and web audiences.

- **Pieces of Content**: 587
  - Media partners produced in-depth journalism, candidate profiles and interviews, voter guides, and event recordings.

- **Engagement Projects**: 100
  - Engagement projects included listening sessions, candidate forums, voter outreach, and youth education events.

- **Partnerships**: 178
  - Media partners reported on the number of partners they worked with. The collective total was 178.
Media Partners Impact Highlights

- 15 Partners held 15 forums focused on specific issues, neighborhoods, and identities.
- 23 23 voter guides were produced in multiple languages, including English, Spanish, Chinese, Korean, and Vietnamese.
- 100 100 community engagement activities were held, including listening sessions and voter education events.
- 12 Our coalition included 12 community media partners in addition to our legacy and mainstream partners.
- 5 Five media partners chose to focus on youth-centered concerns and topics.
Media Partner Highlights

The Philadelphia Inquirer
What Philly residents said about the biggest issues facing the city in a new poll
A major new poll asked residents about the state of the city and the major issues it faces. Here’s what they said.

MEET YOUR MAYOR
A political matchmaking quiz for Philly voters
Media Partner Testimonials

The EVEV stories performed far better than the average Inquirer article.

It has been very helpful to work in collaboration with all of the Every Voice, Every Vote grantees and partners and... to share ideas, progress and get their input and advice.

We were able to provide in-depth profiles of the major campaigns, timely coverage and do a deeper dive into the issues.

Staff Member, Philadelphia Inquirer

Staff Member, WHYY

Staff member, Philadelphia Tribune
Media Partner Testimonials

I've shared your page and video in about 13 groups I'm connected to on Facebook... please continue to be the voice of the people.

This project really highlighted us as part of the community and how Philly people come together in important times.

An attendee of the Mantua questions workshop was only going to stay for half an hour but stayed the whole time because it was so informative.

Audience member
We Talk Weekly

Crew Member
PhillyCAM

Staff member
Resolve Philly
Media Partner Testimonials

“Bringing the mayoral candidates to the heart of Latino North Philadelphia to answer questions on issues of special importance to the Latino community marked a significant change in Philadelphia politics.”

“This grant has been a transformative experience, revealing a crucial lesson about effective communication with young folks regarding local politics.”

“One of the first times (if not THE first time) we ever republished another news outlet’s work was through this project.”

Staff member
Impacto

Staff member
PhillyCAM

Staff member
Kensington Voice
Every Voice, Every Vote Impact: Community Partners

Section Three
EVEV Community Partners

Our 45 Community Partners (39 grantees, 6 pro bono) are nonprofit organizations serving distinct Philadelphia communities (based on geography, identities, or issues) and citywide organizations focused on civic engagement, literacy, and voter awareness.
Community Partners

Alliance for a Just Philadelphia  Episcopal Community Services  Southwest CDC
Asian American Chamber of Commerce  Friends of FDR Park  The Bicycle Coalition
Athletic Club of Fairhill  Greater Philadelphia Cultural Alliance  The Connect*
Bridges of Opportunities*  Hispanic Chamber of Commerce  The Elevation Project
Ceiba  Humanature  The Monkey & the Elephant
Children First*  Indonesian Lantern Media  The Philadelphia Crosstown Coalition
Circular Philadelphia*  Maternity Care Coalition  Urban Affairs Coalition
Committee of Seventy  One PA Activists United  Victoria’s Urban Outreach Tutoring Service
Congreso de Latinos Unidos  PA Youth Vote  Vision Philadelphia*
DiverseForce  Pennsylvania Prison Society  we REIGN
East Point Breeze Neighbors  Pennsylvanians for Modern Courts  West Mt. Airy Neighbors
Easterseals of Southeastern Pennsylvania  Philadelphia Parks Alliance  Why Not Prosper
Economy League of Greater Philadelphia*  PhillyBOLT (Build Our Lives Together)  William Way LGBT Community Center
Elevate 215+  Please Touch Museum  Woori Center
Enon Tabernacle Baptist Church  Project HOME  YOACAP  *pro bono partners

Every Voice  Every Vote
## Community Partners Impact Overview

<table>
<thead>
<tr>
<th>Engagement Projects</th>
<th>265</th>
<th>Total community-led activities, including listening sessions, candidate forums, voter outreach, and civic literacy events.</th>
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<tbody>
<tr>
<td>Youth Focused</td>
<td>14</td>
<td>14 community partners intentionally amplified youth voices and took active measures to engage with Philadelphia’s young people.</td>
</tr>
<tr>
<td>Collaborative Initiatives</td>
<td>68%</td>
<td>Over two-thirds of our community partners collaborated with fellow EVEV coalition partners to launch civic engagement projects.</td>
</tr>
<tr>
<td>Resident Reach</td>
<td>890K</td>
<td>Through the diverse community-led projects, our partners realized over 880K points of engagement.</td>
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### Community Partners Impact Highlights

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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<tr>
<td>98</td>
<td>A total of 98 resource materials and activities focused on voter education and civic literacy.</td>
</tr>
<tr>
<td>54%</td>
<td>Over half of our community partners prioritized their outreach to BIPOC community groups.</td>
</tr>
<tr>
<td>15</td>
<td>The resources and events developed by our community partners were translated into 13 different languages.</td>
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<td>46%</td>
<td>Over one-third of community partners prioritized neighborhood targeted outreach over city-wide.</td>
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<tr>
<td>11</td>
<td>Eleven community partners intentionally focused on immigrant community issues and concerns.</td>
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Community Partner Highlights
Community Partner Testimonials

Before, I always thought the government was in charge of fixing things, and voting was one of the most important things. I realized in this program, you also had to reach out to different organizations...to make changes within the community. So it’s not just like a political thing. It’s also a community thing. And like a people thing.

The session was very informative, and I learned much more information about running candidates and how to research them. Before the training, I would just vote Democrat straight down the line, and now I can make a more informed decision.

Congreso’s Your Voice Your Vote event intentionally included spaces so that everyone in the room could participate uniquely. Our small group conversation was passionate and allowed each person a chance to reflect on the results from the community survey while brainstorming ways to promote civic engagement in our own ways.

Student
PhillyBOLT

Participant
Why Not Prosper

Employee & Philadelphia Resident
Congreso de Latinos Unidos
Community Partner Testimonials

By fostering collaboration and leveraging our established ecosystem approach to collective impact, we were able to make a meaningful contribution towards advancing EVEV’s goal of ensuring that the issues that matter most to Philadelphia’s diverse communities have been amplified and centered in the 2023 election by media, community organizations, and the candidates.

Through the EVEV Coalition, C70 partnered with FairVote, Urban Affairs Coalition, The Philadelphia Citizen, and the Chamber of Commerce for Greater Philadelphia to release a scientific, independent poll. We also took the opportunity to demonstrate the value of ranked-choice voting with additional scientific and unscientific polls. This RCV feature was so popular that we mimicked it for the County Executive’s race in Allegheny County.

We were overwhelmed by the success of our PHL Mayoral Arts Forum, which drew hundreds from various backgrounds and connections to the cultural community to Taller Puertorriqueno. Additionally, we produced the first version of the PHL Arts Voter Guide for the primary race and, working with our community-based partners, distributed it widely to inform arts voters.

Staff Member
DiverseForce

Staff Member
Committee of 70

Staff Member
Greater Philadelphia Cultural Alliance
EVEV Social Media Ambassadors

Through a partnership with the social-media agency Xomad, we activated a network of 59 Philadelphia-based trusted messengers on social media, specifically to appeal to younger voters ages 18-35.

Ambassadors ran polls that paralleled the public opinion survey, encouraged people to attend forums, and shared their personal motivations for voting in three coordinated content “pulses” in March, April, and May ahead of the primary election and one pulse in November ahead of the general election.
Social Media Impact Overview

Social Ambassadors: 59
59 diverse social media messengers activated as Every Voice, Every Vote ambassadors

Social Posts: 371
Our network of trusted messengers published 371 social media posts and stories

Engagements: 21K
EVEV posts garnered 21k social media engagements (likes, comments, shares)

Reach: 883K
Social posts reached 883k Philadelphia residents over the age of 18, which is 70% of potential voters in the city
Social Media Highlights

4+ On average, audiences saw 4+ pieces of content from a variety of participating messengers.

2.3K 2.3K people responded to creator polls via Instagram stories

83% 83% of people that responded to an Instagram poll said they planned to vote in the primary election.

#1 Crime and safety was the issue that mattered most to social media audiences, which aligns with the results of the EVEV public opinion poll.
**Social Media Highlights**

- **2.5M** Content received 2.5M impressions across Facebook and Instagram
- **80%** 80% of comments on posts were positive about the messengers, the campaign, or voting in general
- **73%** 73% of creators identified as BIPOC
- **79%** 79% of people that responded to an Instagram poll said they planned to vote in the general election
- **4.8K** Content resulted in audience members clicking on links to the EVEV social accounts or website at least 4.8K times
Social Media Ambassador Testimonials

I had lots of conversations with my Instagram audience. The most interesting narrative was them feeling like their vote wouldn’t make a difference… The [EVEV] website was super helpful for my audience to use and gather info.

Elaine Johnson
@elainejohnson

I believe from my posting I did encourage and inspire some of my colleagues to pay more attention to and vote in the primaries. Especially when I posted about attending the open forums.

Leroy Mapp
@gpowerleroy

I found myself a lot more engaged this election cycle for once because of this campaign! I also found the various voting guides on the EVEV site super helpful and used them while filling out my ballot.

Annabelle Schmitt
@itsannabbyy
Every Voice, Every Vote Impact: Enterprise Outreach

Section Five
Our internal Lenfest Institute/Every Voice, Every Vote team led our Enterprise outreach efforts. Utilizing multiple platforms, we continued to build upon the outreach efforts of our core partners.
EVEV Research

EVEV conducted a comprehensive public opinion poll to understand the city’s most pressing needs and concerns of Philadelphians.

• Focus groups engaged 58 residents representing 26 ZIP codes across the city.
• More than 1,200 Philadelphia residents responded to the opinion poll.

The data informed in-depth reporting and partners’ strategies for impactful civic engagement activities.
EVEV PSAs

Our GOTV messaging campaign brought awareness to the primary election and expanded our reach to every corner of Philadelphia.

- **$333K+ Pro bono contributions** in the form of advertising space from partners.
- **14.3M+ Reach** through print, radio, digital, social media, SEPTA signage, and PECO.
EVEV Website + E-Newsletter

Website
The website serves as a comprehensive resource hub with high-quality journalism, voter education and civic literacy materials, and a listing of upcoming civic engagement events.
• Total views since Feb 2023: 32K+
• Total users since Feb 2023: 14K+

E-Newsletter
The newsletter keeps communities informed about EVEV activities.
• Average open rate: >50%
EVEV Enterprise Impact Overview

**Website Views**

32K+

The EVEV website has received over 32K views from its launch in February 2023.

**PSA Reach**

14.3M+

Through media partnerships, our PSA media campaign realized over 14M+ media impressions.

**SEPTA Impressions**

8.8M+

Our 14-week SEPTA GOTV campaign realized over 8.8M media impressions, touching every neighborhood of Philadelphia.

**New Instagram Followers**

655

The EVEV Instagram account grew from 0 to 655 followers since its launch.
EVEV Enterprise Highlights

1200 Our public opinion poll was completed by more than 1,200 Philadelphia across the city.

14K+ Total number of unique website users who have visited the EVEV website since its launch in February 2023.

15 EVEV’s research directly informed 15 media reports including 12 news articles, 2 televised interviews (NBC and ABC), a WHYY interview, and the Fox29 mayoral debate.

300 Over 300 news articles, voter guides, broadcast and event recordings were shared on the EVEV website, providing valuable and republishable information to media partners, community orgs and supporting civic engagement.

41 Our GOTV messaging was displayed on 41 SEPTA assets, including interior subway and bus lines, and subway print and digital stations.
EVEV Enterprise Highlights

**65% PHILADELPHIA “ON THE WRONG TRACK”**

**VOTE ON MAY 16**

**TOP PRIORITIES**

1. Crime
2. Public schools/education
3. Economy and jobs
4. Affordable housing
5. Homelessness

**A NEW CHAPTER: THE PHILADELPHIA MAYORAL CANDIDATES TOWN HALL**

Every Voice Every Vote
EVEV Partner Celebration

On November 29th, more than 120 EVEV grantees, partners, funders, and other stakeholders gathered at the Comcast Center for Technology to celebrate the coalition’s success and reflect on its impact.

Attendees were asked to describe the impact of EVEV:
Every Voice, Every Vote is a collaborative project managed by The Lenfest Institute for Journalism.

Lead support is provided by the William Penn Foundation with additional funding from Comcast NBCUniversal, the Dolfinger-McMahon Foundation, the John S. and James L. Knight Foundation, The Knight Foundation Donor-Advised Fund of the Philadelphia Foundation, the Lenfest Institute, Peter and Judy Leone, Harriet and Larry Weiss, and the Wyncote Foundation, among others.

Everyvoice-everyvote.org