

# “Leaning In to League Possibilities” Award Application Form

Response ID:1 Data

**1. Award winner in this category will be selected for strategizing to work with and advance historically marginalized communities.**

---

**1. Your Name**

Alison Goh

**2. Your Email**

president@lwvsf.org

**3. Your League Name**

LWV of San Francisco

**4. What was the name of your project?**

Voter Outreach Partnership and Using tools for language expansion

**5. What were the beginning and end dates of your project?**

August - November 2022

**6. Briefly describe how this project engaged your community with consideration to the following elements: worked with segments of the community not previously reached created the impetus for future opportunities to engage with collaborative partners**

In 2022, LWV of San Francisco received a grant from the San Francisco Board of Elections (SF BOE) to expand the reach of our existing voter services and election related activities. Prior to this grant, LWV SF was translating our Pros & Cons guide into Spanish and Mandarin Chinese (traditional and simplified). Due to costs, we were also not able to translate any of our candidate forums or recorded candidate statements, which had been done in partnership with SFGovTV, the City's cable channel that also publishes on YouTube.

With the help of this SF BOE grant, we were able to add subtitles in more languages than ever before, including translations from English into Spanish, simplified and traditional Chinese, Thai, Vietnamese, Russian, and Filipino. We recorded all of our in-person candidate forums, and in post-production, were able to offer subtitles into seven languages: Spanish, simplified and traditional Chinese, Thai, Vietnamese, Russian, and Filipino. Our 32 video recorded candidate statements were also translated into these seven languages. In addition, we were able to record six Pros & Cons discussions on ballot measures which we later added subtitles in these seven languages.

In total, we were able to offer 5 in-person candidate forums for the Board of Education, District Attorney, Board of Supervisors Districts 6, and Board of Supervisors District 10. These recordings were shared on SFGovTV's YouTube and cable channels and LWV SF's YouTube channel. We saw over 700 people in-person at the forums, with several thousand views on cable TV, and 3,400 combined views on YouTube. All in-person forums were live streamed via YouTube and allowed for hybrid attendance via Zoom. We reached an additional 400 remote attendees using these methods.

We also chose our venues for these in-person candidate forums to be hosted at well-known and respected neighborhood locations with deep ties to the surrounding communities. This helped with the outreach and accessibility of these events.

**7. Did you have collaborative partners in the project? Briefly name them and their role in the project.**

SFGovTV provided live video streaming directly to residents in their homes. They also recorded the events and live streamed to YouTube and rebroadcast the forums, candidate statements, and Pros & Cons Video statements via their local cable TV

channel.

We worked with UCSF to provide the venue and promotion for the District 6 candidate forum. For the widely attended and reported on District Attorney Forum, we partnered with the University of San Francisco (USF) for venue and promotion.

For other candidate forums, we worked with the Potrero Hill Neighborhood House and Bayview Opera House as hosts for the events, which have long and meaningful ties to their surrounding neighborhoods. We partnered with the San Francisco Public Library when recording our candidate statements and ballot measure discussions. They also assisted with distribution and promotion of our events, Pros & Cons guide, and awareness on voter education.

Our community partners SF Rising, the Immigrant Legal Resource Center and Women's March San Francisco helped with promotion of all events, especially the DA Forum. We also shared with countless community organizations who we have worked with in the past on issues like redistricting to help promote these events in their newsletters and email lists.

---

**8. Do you believe that this project has potential to be a model for use by other Leagues? If yes, tell us the critical elements for success.**

Translation and live interpretation are prohibitively expensive for many organizations. We would not have been able to provide this service without the SF BOE grant. After years of working with the SF BOE, they see us as a valuable partner and realized that investing in our programs can improve voter outreach. If another local league was able to get sufficient funding, we believe that we have a fairly replicable model for creating this content around each election cycle.

The subtitling process was simplified by using closed captioning on the live events or recording, hand editing the English version of the closed captioning, and then running the edited English captions into the other languages using an online machine translation tool called Subtly (<https://www.getsubly.com/>).

After we used this tool, we made sure to spot-verify the machine translation with native speakers through our partners and community organizations to ensure accuracy and neutrality. We found the machine translations from Subtly to be accurate in the languages that we verified and distributed.

---

**9. If you have any photos or flyers from your project you'd like to share, please upload them here. (Limited to images and PDFs only; maximum of 5 files)**

[2022- \\_DA\\_Candidate\\_Forum.pdf](#)  
[LWVSF\\_DA\\_Forum\\_Tagalog.jpg](#)  
[LWVSF\\_Pro\\_Con\\_in\\_Russian.jpg](#)  
[LWVSF\\_Subtitle.jpg](#)

---

## 2. Thank You!

### Confirmation Email

Apr 21, 2023 15:25:25 Success: Email Sent to: sstone@lwvc.org

---

### Thank you for submitting an award nomination

Apr 21, 2023 15:25:25 Success: Email Sent to: president@lwvsf.org

---