

# Every Voice, Every Vote 2023 Final Report



**Every Voice  
Every Vote**



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# Every Voice, Every Vote Impact Report: Executive Summary

## Section One

# 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.



# EVEV Core Partnerships

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.

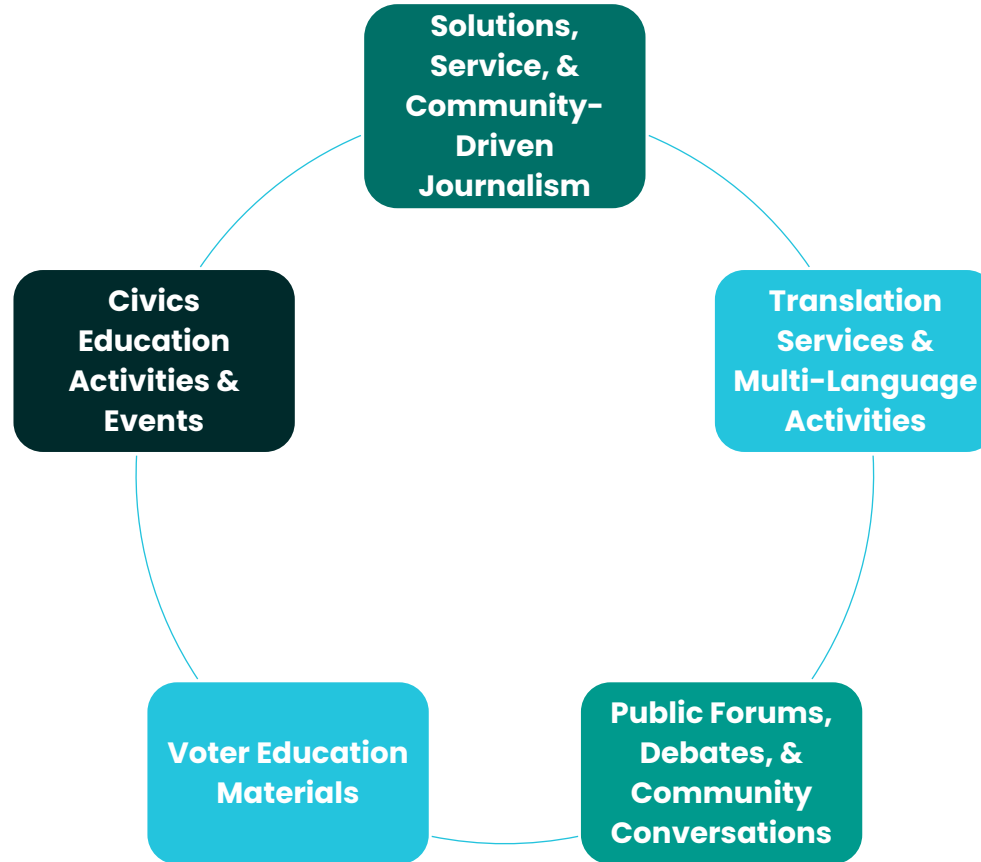


## Social Media Ambassadors

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:



# 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

## 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, Fidler Club, The Philadelphia Inquirer

# Key Collaborations

## PHL Arts Mayoral Forum

- **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.**
- Partners: 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 Día, NBC10/Telemundo

## 6ABC Mayoral Town Hall

- **General election Mayoral candidates participated in a studio live town hall to discuss the biggest issues facing Philadelphia.**
- Partners: 6ABC, PA YouthVote, Enon Tabernacle Baptist Church, Temple University, Why Not Prosper, Asian American Chamber of Commerce, William Way

## Judge the Judges

- **A community forum where neighbors had an opportunity to meet and get to know judicial candidates for Municipal and Common Pleas courts.**
- Partners: WURD, Episcopal Community Services, The Elevation Project, The Charles Foundation, Ardella's House, School District of Philadelphia, The Trace, RISE, Community Solutions CDC

# 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.

Partnerships

**178**

Media partners reported on the number of partners they worked with. The collective total was 178.

Engagement Projects

**100**

Engagement projects included listening sessions, candidate forums, voter outreach, and youth education events.

# 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



## BLACK MEDIA MATTERS

A MAYORAL CANDIDATE FORUM

As part of Every Voice, Every Vote, Philadelphia's



Watch LIVE Monday, October 23, 2023 at 7 pm

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

6abc.com   **ROKU** 

### 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.



Staff Member  
**Philadelphia Inquirer**



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.



Staff Member  
**WHYY**



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 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.



Audience member  
**We Talk Weekly**



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



Crew Member  
**PhillyCAM**



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.



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

Asian American Chamber of Commerce

Athletic Club of Fairhill

Bridges of Opportunities\*

Ceiba

Children First\*

Circular Philadelphia\*

Committee of Seventy

Congreso de Latinos Unidos

DiverseForce

East Point Breeze Neighbors

Easterseals of Southeastern Pennsylvania

Economy League of Greater Philadelphia\*

Elevate 215\*

Enon Tabernacle Baptist Church

Episcopal Community Services

Friends of FDR Park

Greater Philadelphia Cultural Alliance

Hispanic Chamber of Commerce

Humanature

Indonesian Lantern Media

Maternity Care Coalition

One PA Activists United

PA Youth Vote

Pennsylvania Prison Society

Pennsylvanians for Modern Courts

Philadelphia Parks Alliance

PhillyBOLT (Build Our Lives Together)

Please Touch Museum

Project HOME

Southwest CDC

The Bicycle Coalition

The Connect\*

The Elevation Project

The Monkey & the Elephant

The Philadelphia Crosstown Coalition

Urban Affairs Coalition

Victoria's Urban Outreach Tutoring Service

Vision Philadelphia\*

we REIGN

West Mt. Airy Neighbors

Why Not Prosper

William Way LGBT Community Center

Woori Center

YOACAP

*\*pro bono partners*

# Community Partners Impact Overview

Engagement  
Projects

**265**

Total community-led activities, including listening sessions, candidate forums, voter outreach, and civic literacy events.

Youth Focused

**14**

14 community partners intentionally amplified youth voices and took active measures to engage with Philadelphia's young people.

Resident Reach

**890K**

Through the diverse community-led projects, our partners realized over 880K points of engagement.

Collaborative  
Initiatives

**68%**

Over two-thirds of our community partners collaborated with fellow EVEV coalition partners to launch civic engagement projects.

# Community Partners Impact Highlights

**98**

A total of 98 resource materials and activities focused on voter education and civic literacy.

**54%**

Over half of our community partners prioritized their outreach to BIPOC community groups.

**15**

The resources and events developed by our community partners were translated into 13 different languages.

**46%**

Over one-third of community partners prioritized neighborhood targeted outreach over city-wide.

**11**

Eleven community partners intentionally focused on immigrant community issues and concerns.



# 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.



Student  
**PhillyBOLT**



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.



Participant  
**Why Not Prosper**



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.



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.



Staff Member  
**DiverseForce**



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.



Staff Member  
**Committee of 70**



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..

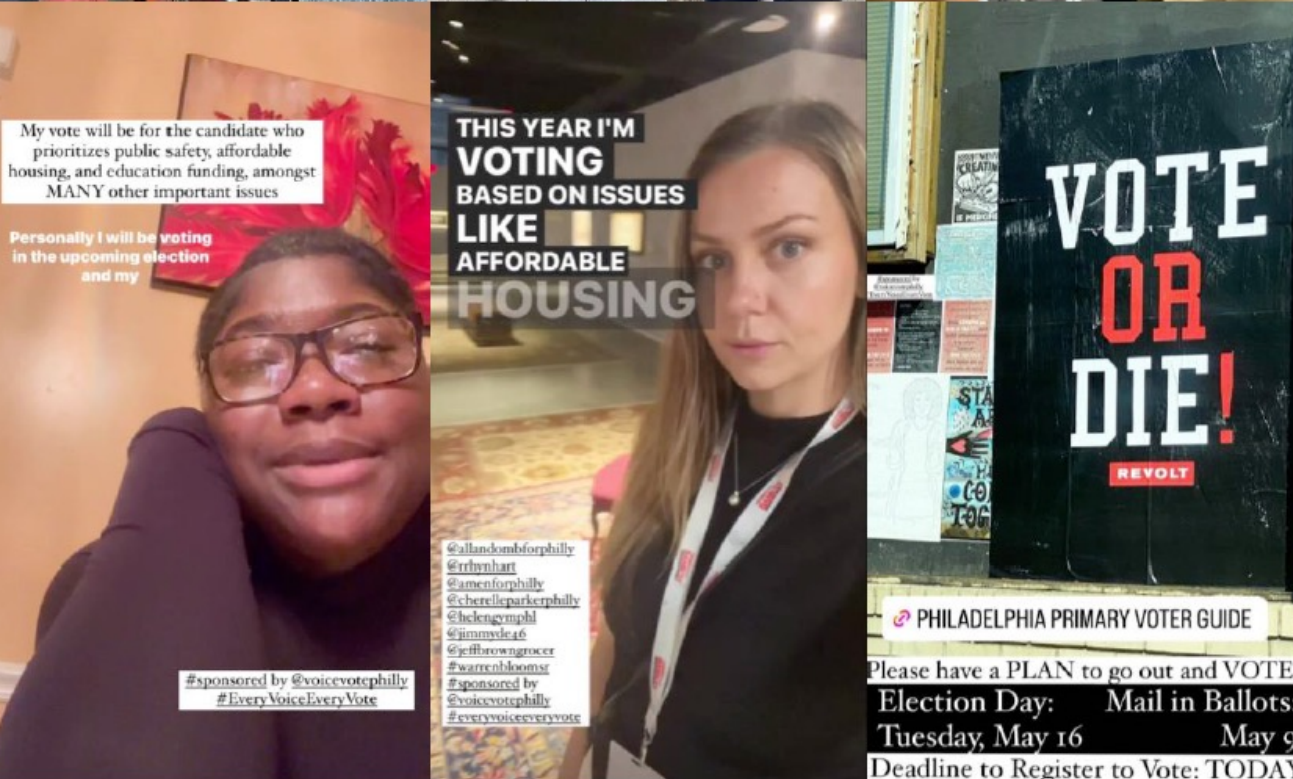


Staff Member  
**Greater Philadelphia Cultural Alliance**



# 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

**70%** Of all audiences reached, 70% were age 18–34 and 72% were BIPOC.

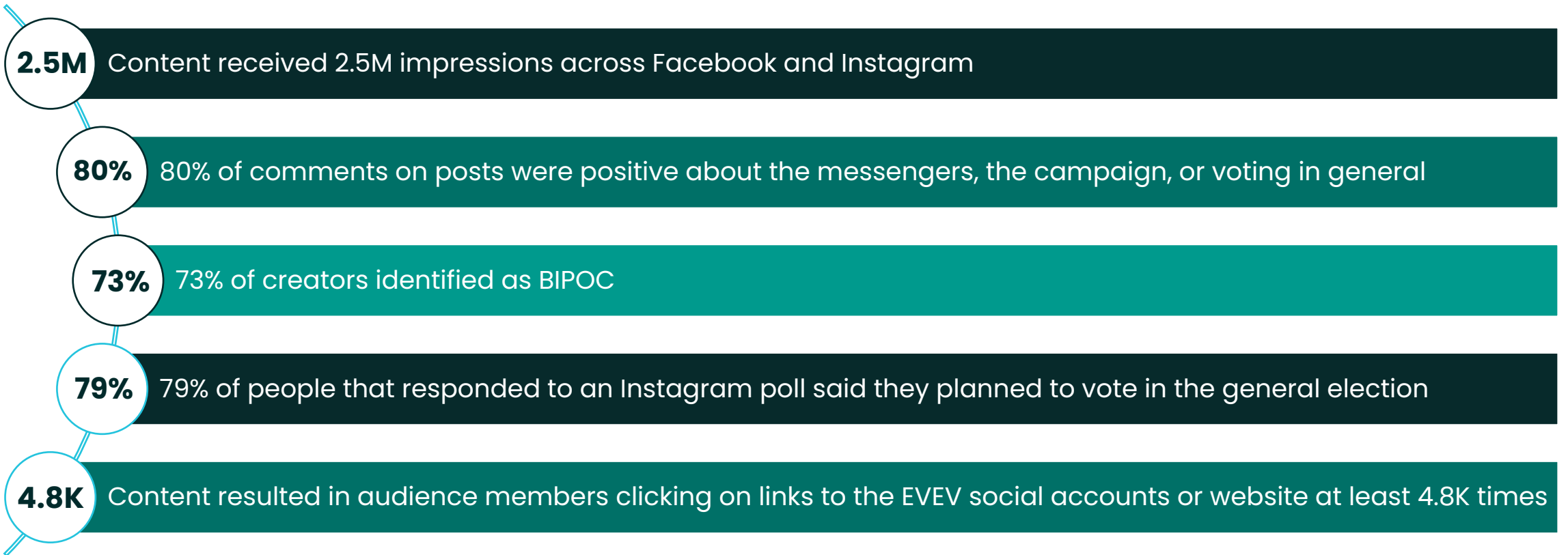
**4+** On average, audiences saw 4+ pieces of content from a variety of participating messengers.

**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





# 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**  
@itsannabby

# Every Voice, Every Vote Impact: Enterprise Outreach

## Section Five





# EVEV Enterprise Outreach

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.

## *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.



# 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.
- **10+ Partners**, including SEPTA, PECO, The Philadelphia Citizen, The Philadelphia Tribune, The Philadelphia Inquirer, iHeart Radio, WURD Radio, Impacto, and others.
- **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%



**Philly, make your voice heard and your vote count**

Every Voice, Every Vote is a citywide coalition of community groups and media organizations coming together to elevate Philadelphia's diverse voices, inform voters, and promote civic action around the 2023 City of Philadelphia elections.

[LEARN MORE ABOUT OUR COALITION](#)

**Your voice and your vote can transform Philly.**

Heading into 2023's municipal elections, join our effort to strengthen democracy in Philly by engaging with our partners' reporting, events, and voter resources.

# 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

NBC Universal, Inc. DECISION 2023 | PHILADELPHIA'S 100TH MAYOR

**65%**  
**PHILADELPHIA**  
**"ON THE WRONG TRACK"**

SOURCE: "WHAT PHILLY WANTS: THE EVERY VOICE, EVERY VOTE SURVEY OF PHILADELPHIA VOTERS"

>> I HOPE HE COULD DO SOMETHING. 10 40"

NBC Universal, Inc. DECISION 2023 | PHILADELPHIA'S 100TH MAYOR

## TOP PRIORITIES

1. CRIME
2. PUBLIC SCHOOLS/EDUCATION
3. ECONOMY AND JOBS
4. AFFORDABLE HOUSING
5. HOMELESSNESS

SOURCE: "WHAT PHILLY WANTS: THE EVERY VOICE, EVERY VOTE SURVEY OF PHILADELPHIA VOTERS"

>> Reporter: A NEW POLL FROM. 10 4:10 40"

Girard

**VOTE ON**  
**MAY 16**

**Every Voice**  
**Every Vote**

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

6 abc Every Voice Every Vote

**INSIDE STORY**  
**PORTIA FULLARD**  
LENFEST INSTITUTE FOR JOURNALISM

5:51 / 23:56

Talking Show Meeting

10

@NBCPhiladelphia 4:11 40"







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**[Everyvoice-everyvote.org](http://Everyvoice-everyvote.org)**

