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To: The Sandusky Register, The Norwalk Reflector

From: Izzy Keller, HOLA Ohio

Bring voter registration to the forefront of primary, general election coverage

Problem

Hispanic and Latino community members in the Sandusky Bay area are underrepresented in the community on many accounts. According to the [U.S. Census](#) website, 7.2% of people in Sandusky and 10.7% of people in Norwalk identify as Hispanic or Latino. However, these statistics are likely lower due to [undercounting](#) issues.

[Voter apathy and voter disenfranchisement](#) are issues Hispanic and Latino communities around the country face. The Sandusky Bay area is no different. As a voice for all members of the community during a major election year, The Sandusky Register and The Norwalk Reflector have a duty to put more focus on equitably getting the vote out, educating the community and stressing the importance of civic participation in the area.

Analysis

In recent years, Americans have had exponentially low numbers of voter turnout. [The Pew Research Center](#) puts the U.S. at number 30 out of 35 of democratic nations in terms of voter turnout. The Pew article points to two reasons for this, the U.S. does not have compulsory voting laws and the U.S. has low numbers of registered voters, possibly due to a lack of centralized voter registration.

In terms of the Hispanic and Latino communities in the United States, there was an [uptick](#) in Latino voters in the 2020 general election. Although this is a positive move in the right direction, more needs to be done. [Statista](#) reports that still only 38.8% of Latino and Hispanic voters casted their ballots in the 2020 presidential election.

Recommendation

- Publish a voter's guide edition of The Sandusky Register and The Norwalk Reflector featuring issues on the ballot and the local, statewide and national candidates running for office. The guide is for the general and primary elections, as well as including sections of the paper that talk about issues that matter to voters, like the economy, racial justice, immigration and COVID-19.
- Add a section on voter registration to the voter's guide. Although the last date to register for the primary has passed, The Sandusky Register and The Norwalk Reflector can still help register voters for the general election. Mentioned by the Pew Research Center article, there is a lack of centralized voter registration in the United States. This means that potential voters must register themselves to vote, which can be a roadblock. By including this more community members will know how to register and, hopefully, will be encouraged to do so.\