

# 2024 Elections:

## Be Prepared for Public Attention

Serving as a spokesperson is now part of the job description for election officials at every level across the nation. At times, the scrutiny may be quite intense. It is never too early to be prepared.

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### Know Your Key Messages in Advance:

Using the past several years as a guide, you can anticipate the topics and themes that you will need to address in the lead up to and through the 2024 elections. These themes will guide your proactive and reactive media strategy and should help when asked “Is there anything else you would like to add?”. Having 3-5 go-to messages conveying a sense of trust, confidence, and competence will ensure you always have an answer regardless of the question.

***Example:** Having secure, easy to use voting machines has been a priority. That is why we invested more than \$20 million since 2018 to update our voting machines and systems and make them even more secure and resilient in the face of increasing cyberattacks.*

2

### Walk the Talk:

Be prepared to demonstrate your commitment to election security and address challenges openly and honestly. Develop and distribute public content like factsheets, infographics, videos and social media posts that outline the steps you’ve taken to secure this election. Invite media and other public groups for tours and events ahead of election day.

***Example:** Invite elected officials and media to tour a polling place as you test voting equipment. Use photos and videos on your social media channels to document the event.*

3

### Lead with Your Front Foot:

Before anything bad or controversial can occur, make yourself available to the media and key public audiences. Set a proactive calendar for media engagement utilizing key dates and the content you have created to establish a steady stream of useful election information. Don’t wait for the news to come to you.

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### Expect the Unexpected:

While we can anticipate many possible themes and challenges for election officials in 2024, there will inevitably be new issues with which you must contend. By preparing in advance for situations you think may occur, you can create the space to respond effectively in situations no one could have predicted.