

Engaging with the Media



ELECTION OFFICIAL
**Legal Defense
Network**

The media is an important channel when it comes to sharing vital information about the elections with the voting public. Here are some tips to begin outreach, foster relationships, and achieve success.

1

Engage Early

The best time to start building relationships with key media outlets was yesterday – the next best time is now. Like in politics, everything is local. Begin by introducing yourself to local media covering the election, make sure they know how to reach your office and proactively share resources demonstrating your expertise as a trusted source of election information.

2

Be Prepared

The themes surrounding the 2024 election will be similar to those of recent cycles. Prepare now by developing public fact sheets, infographics and other materials that help reporters tell their stories with trustworthy and verifiable information.

3

Do Your Homework

Before engaging, look into the reporter's previous coverage to determine potential angles and questions. Also, be clear on the deadline the reporter is working under and set ground rules as to the topic, duration, on vs off the record before the interview starts.

4

Practice Makes Perfect

It is always a good idea to undergo regular media training and practice answering questions with your staff. How you present yourself can help build confidence with your audiences and make them more open to hearing the messages you need to deliver.

5

Be Clear on Topics, Message

Before agreeing to an interview, request additional details from the interviewer on the topics and/or themes they would like to cover. This vital information will streamline your interview preparation, ensure you deliver the messages you need your audiences to hear, and help prevent any “gotcha” questions.

6

Let Your Audience See You

In order to build trust, the public needs to see and hear from you. Embrace opportunities to engage with media and proactively create opportunities to demonstrate your commitment to a safe and secure election, such as inviting media to tests of voting equipment.

eoldn.org | (877) 313-5210 | help@eoldn.org