

HOW TO HOST AN ELECTION MEDIA DAY

A Reusable Template for Election Offices



An **Election Media Day** is a **proactive communications strategy** that equips trusted messengers with accurate, timely election information—before inaccurate information or voter confusion can take hold —by inviting external stakeholders to engage directly with the election office. They are an outreach and risk reduction measure.

So why should an election office invest time in this?

Engaging local media and community partners helps to carry accurate, consistent election information to different audiences; including early awareness of key dates, changes, and establishes a pipeline for verifiable information throughout the election cycle.



For media: accuracy, access, and reliable sources.



For community stakeholders: tools they can directly share with constituents.



For voters: to build trust through transparency and proactive engagement

How to Use this Template

- **Customize placeholders:** Replace all text in brackets [like this] with local, election-specific details.
- **Adjust audience & timing:** Tailor the audience, date, and length to your jurisdiction and election cycle.
- **Decide event format:** Choose in-person, virtual, or hybrid and note accessibility considerations.
- **Add local resources:** Include official websites, graphics, toolkits, and contact information.
- **Use checklists:** Track completion of each step to ensure nothing is missed.
- **Other:** Include/omit sections and information based on your community needs.

Election Media Day: At-A-Glance Template

Jurisdiction _____

Election Date _____

Type _____

Audience: Media outlets, community partners, civic orgs

Format: In-person / Virtual / Hybrid, Location or Software

Length and Timing: Duration and relevance to major deadlines

Focus/Topic: Key takeaways for participants to leave with

Step 1: Define Objectives and Audience

Consider or customize your objectives:

- Increase awareness of upcoming election
- Promote accurate reporting and information sharing
- Reduce voter confusion and inaccurate information
- Establish the election office as the primary source

Identify Invitees: Local/regional media (print, broadcast, radio, digital, multilingual); political parties; civic, advocacy, and community partners

Step 2: Set Timing and Format

Schedule the event well ahead of key voter deadlines and avoid major competing news cycles. Give multi-week notice if possible, and send reminders 24-28 hours right beforehand.

- Event date and time: [Insert date, time]
- Location: [Insert address/platform link]
- Registration (if applicable): [Insert link]
- Security access: [insert local requirements]
- Accessibility & language support: [Insert details]

Step 3: Structure Your Agenda

Time	Agenda Item	Internal Notes
0-5 min	Welcome & Purpose	Warm welcome and expectations
5-15 min	Election Overview	What's on the ballot at a high level
15-30 min	Key Dates & Deadlines	What's different for voters
30-40 min	Comms & Tools	Channels, cadence, languages, assets
40-50 min	Plugging In	What to share, where to find info/tools
50-80 min	Q&A	Help dispel inaccurate/confusing info
80-90 min	Next Steps & Contacts	Who to contact and future availability

Step 4: Prep Materials

Confirm that the following digital and print materials are up-to-date, and print copies for your estimated attendees.

- One-page key dates sheet with official links
- Media toolkit: approved language, graphics, links
- Contact list for press and community outreach follow-ups
- Timeline of major info pushes between Media Day and Election Day

Step 5: Establish Trust

Address common questions, give verification methods, and show your office as the accurate source.

- Key topics to clarify: [e.g., vote-by-mail, registration deadlines]
- Verification instructions: [how partners can verify information]
- Voter contact direction: [Insert official link or hotline]

Step 6: Be Accessible

Include language and accessibility info that is relevant to your voters.

- Language access: [Insert]
- Voters with disabilities: [Insert]
- Inclusive outreach: [Insert]

Step 7: Host the Event!

Follow agenda, use plain language, encourage questions.

- Monitor time per session
- Track questions for follow-up
- Emphasize partnership and shared responsibility
- Establish media ground rules (on/off the record, attribution, recording)

Step 8: Follow Up

Ensure follow-up within 24 hours to reinforce partnerships.

- Send thank-you message
- Share slides, toolkit, and recording (if virtual)
- Reiterate key dates & links
- Provide press advisories / upcoming events
- Include contact information for follow-up

Step 9: Evaluate and Improve

Use data to refine future Media Days.

- Attendance & participation: [Insert metrics]
- Media coverage or partner engagement: [Insert]
- Common questions/concerns: [Insert]
- Lessons learned / improvements: [Insert]

[Jurisdiction Name] Election Office
FOR IMMEDIATE RELEASE
[Date]

Contact:
[Name, Title]
[Phone Number]
[Email]

[Jurisdiction Name] Election Office to Host Media Day to Share Key Election Information

Providing media and community partners with verified resources ahead of [Election Type/Date]

[City, State] – The [Jurisdiction Name] Election Office will hold a Media Day on [Date] at [Location / Virtual Platform] to provide local media and community partners with accurate information about the upcoming [Election Type].

The event will cover:

- Key election dates (registration, early voting, vote-by-mail, Election Day)
- Recent changes to election processes and what is different for voters
- How to access verified election information and resources

“[Insert quote from election official, e.g., ‘Media Day is about ensuring our voters have the right information and reducing confusion during election season,’ said [Official Name], [Title].]”

Media and community partners are invited to attend and will receive digital toolkits, key dates sheets, and contact lists for follow-up questions.

Date: [Insert date/time]

Location / Virtual link: [Insert location or link]

Registration (if applicable): [Insert link]

For more information, visit: [Official Election Website]



Election Media Day: Sample Social Posts

Customize dates, hashtags, and links for your election office. Keep posts concise and shareable. Consider using the hashtags: #2026Elections #ElectionReady #OfficialElectionInfo

 • Important Dates! Make sure your voters know: registration, early voting, & Election Day info. Details: [link] #VoteSmart #Election2025

 • Media & community partners: join our Election Media Day on [Date]! Learn how to access verified election info: [link]

 • Media and community partners are invited to [Jurisdiction Name] Election Media Day on [Date]. We'll cover key dates, ballot changes, and how to access verified information. Don't miss this opportunity to support your community's informed voting! [LINK]

• Stay informed! [Jurisdiction Name] Election Office provides official election resources for voters and partners: key dates, FAQs, and toolkits. Share them: [LINK]

• Graphic idea: “Mark Your Calendar: [Election Type] Key Dates”. Include official logo, election dates, website link, and QR code for toolkit

[Jurisdiction Name] Election Office Common Voter Questions

Q1: When is the deadline to register to vote?

A: [Insert date]. You can register online at [link] or in person at [location].

Q2: What are the early voting dates and hours?

A: Early voting runs from [start date] to [end date]. Hours are [insert hours]. Locations: [link].

Q3: Can I vote by mail?

A: To request a mail ballot, you must [insert conditions].

Q4: How do I vote by mail?

A: Request your ballot by [deadline] online at [link]. Completed ballots must be returned by [return deadline].

Q5: Where do I vote in person/How do I find my polling place?

A: [Insert local details]

Q6: What do I need to bring to vote in person?

A: [List required ID or documents]. More info: [link].

Q7: Can I track my ballot?

A: Yes! Use [link or tool] to track your ballot status.

Q8: I never received my ballot, what do I do?

A: [Insert local details]

Q9: I made a mistake on my ballot what do I do?

A: [Insert local details]

Q10: Who can I contact with election questions?

A: Email [contact email] or call [phone number]. Official info is always available at [website].

Q11: What has changed this election?

A: [List any changes: polling locations, vote-by-mail procedures, language access, etc.]



Tip: Include translations if your jurisdiction has voters with limited English proficiency.