



MEDIA TRAINING, PR AND COMMUNICATION FOR CLERKS

Presented by:

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Today's Agenda

- Communicating with the Media
 - *Who speaks for your community? For your office?*
 - *Elected versus appointed officials' perspectives*
- Building Relationships
 - *Local media*
 - *Long-term strategies*
- Positive Messages
 - *Pro-active messaging, press releases, News Conference*
- Not-So-Great News
 - *How do you respond?*
- Combatting Mis and Disinformation surrounding elections
- Prop 2 and Early Voting Communication Plan
- Assistance from Lynn Henry, Deputy Clerk of Grand Blanc Township



Do you have a City/township spokesperson?



Are you elected or appointed? Does that make a difference in your community or from your perspective?



Benefit of speaking to media directly

*You are the expert
You control the message
Publicity?*



Benefit of spokesperson

*Consistent message for community
Professional training/experience
Control the message*

Communicating with the Media

Building Relationships

- Do you know your local media?
- How can being helpful/responsive benefit you?
 - *Does your relationship impact how your message is presented? How good/bad you or your office's news is presented?*
 - *Do you respond to requests for information? FOIA ? Provide information when you can?*
- Comfort level responding to local versus unknown reporter
 - *What is your deadline?*
 - *What questions will be asked?*
 - *Request for interview? Radio? Video? Email response? Phone call?*

Long-term Strategies

- Build relationships
- Mark phone number as “media” in contacts
 - *Don't be caught off guard!*
- Help them look good
 - *Press releases*
 - *Quotable quotes*
- Don't waste their time
- Provide alternative sources
 - *Who else can provide perspective?*

Positive Messages

- Good news!
 - *Issue a Press Release*
 - Include quotable statements in your release – make their job easy!
 - *Talk to local media*
 - Respond to inquiries to ensure your message is part of the story.
 - *Post on your website*
 - Spread your message; post news release
 - *Social Media*
 - New ways to reach audience – Facebook, Twitter, Instagram, Snap Chat? TikTok?

Good News!

- Macomb Township Official voted Clerk of the Year
- Ann Arbor's unique 2020 election 'I voted' stickers earn national recognition
- Meridian Township Clerk's Office to hold Election Inspector Open House
- Clerks across Genesee test voting machines
- Voter information forum scheduled for February 13 at Marquette Senior Center
- Clerks explain what Marquette County voters can expect for November election
- Lansing city clerk lends a hand in Georgia hand tally

Write the Story....

City of Ann Arbor Press Release:

Ann Arbor to Open Two Satellite City Clerk's Offices and Shares Information Ahead of State General Election Day Tuesday, Nov. 8

Find out how to register to vote, vote absentee, check Election Day polling place lines online and more.

ANN ARBOR, Michigan, Sept. 20, 2022 — The City of Ann Arbor is preparing those wishing to vote in the State General Election Tuesday, Nov. 8, by sharing useful information and providing greater ease, security and access to cast their ballot. In addition to the Ann Arbor City Clerk's office at Larcom City Hall, two satellite city clerk's offices are opening on the University of Michigan campus in advance of election day — U-M Museum of Art (UMMA), 525 State St., and north campus, Duderstadt Center, 2281 Bonisteel Blvd. The satellite office at UMMA opens at noon on Tuesday, Sept. 27. The office at the Duderstadt Center will open later, on Wednesday, Oct. 12, at noon. Each location can assist residents and students ages 18 and up with voter registration; issue and receive absentee ballots and ballot applications; and answer elections questions. Both satellite offices were designed by professors at the Penny Stamps School of Art and Design and, in addition to serving as fully functioning clerk's offices, include voter education elements in fun and informative presentations.

MLive story:

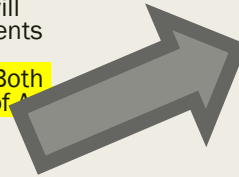
University of Michigan students can vote on campus starting this week

Updated: Sep. 26, 2022, 8:27 p.m. | Published: Sep. 26, 2022, 11:13 a.m.

...Absentee ballots are required to be available 40 days prior to each election in Michigan, which falls on Sept. 29 this year. Since ballots came in last week, they will be available at the museum voting location starting Tuesday, two days early, City Clerk Jackie Beaudry said

...In addition to the voting center at the UM art museum on Central Campus, the city is opening another location for UM student voters on North Campus at the Duderstadt Center, 2281 Bonisteel Blvd., starting Oct. 12.

Both satellite offices were designed by professors at the Penny Stamps School of Art and Design and, in addition to being fully functioning clerk's offices, they present voter-education elements in fun and informative ways, officials said.



GROUP DISCUSSION

Share your success stories with the media. How did you use the media to share good news?

USING MEDIA TO PROMOTE A POSITION

LANSING

Lansing City Clerk Chris Swope condemns efforts to roll back voting rights

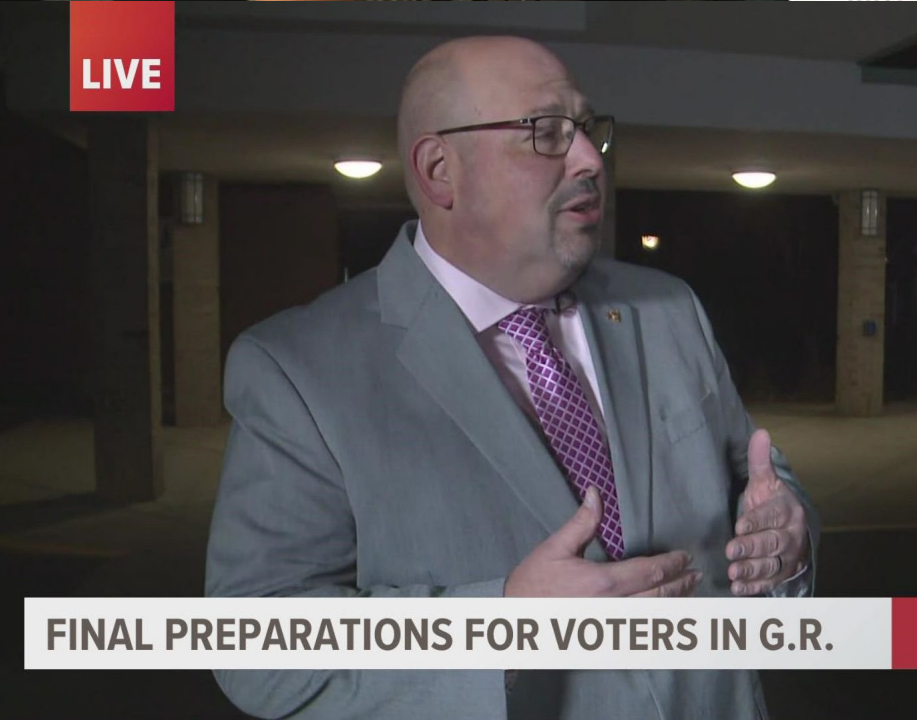
Posted: Mar 25, 2021 / 02:37 PM EDT
Updated: Mar 25, 2021 / 02:37 PM EDT





TV, Video, Press Conferences and Media Events

- What is the back-drop?
- Are you comfortable/willing to do this?
- What are you wearing?
 - *Emergency outfit*
- Stay on message.
 - *Talking points*
 - *Have 2 or 3 points prepared.*



FINAL PREPARATIONS FOR VOTERS IN G.R.

Good News! - Voter information forum
scheduled for February 13 at Marquette
Senior Center



Not so Great News....

- Press Release?
 - *Answer questions in advance.*
 - *Delayed election results? Why?*
- “The city did not respond to requests for comment...”
 - *Are you o.k. with this as your response?*
 - *Sometimes it is o.k. not to “give oxygen” to a story.*
- Focus on what went well.
 - *Redirect – results were slow. Why? “Counting takes time. Our AVCB was fully balanced, and the election was certified.”*
- Take responsibility.
 - *What can we do better next time?*

GROUP DISCUSSION

Share your stories.
How did you
manage a “not so
great” news story?
What went well? Or
not so well?

Combatting Mis and Disinformation

- Social Media
 - *Election integrity campaigns*
 - *Promote yourself as the leader*
- Website
 - *.gov or .org*
 - *You are the trusted source.*
- Press Releases
- Share photos
- Invite the Media and Public
 - *Public accuracy test*
 - *Open House*

Think twice.



When you see and share information about elections.



CITY OF ANN ARBOR
MICHIGAN
CITY CLERK

Elections.
It's what we do.
Questions? We have answers.
Contact your election office for reliable information about elections.



www.a2gov.org/elections
734.794.6140

DID YOU KNOW

Other organizations sometimes mail Ann Arbor residents information about elections or registering to vote.

Proposition 2022 -2 Communication Plans

■ Print

- *Direct mail to voters with early voting locations, hours*
- *Banners, billboards?*
- *Press release about new voting opportunities!*
 - *Announce your locations.*

■ Social Media/Website

- *Social media updates – start now!*
- *Website FAQ, link to County or State*
- *Community Television network/cable TV*
- *Share media from trusted sources – County Clerk, SOS, University, etc.*

■ Events

- *League of Women Voters*
- *Community college or university tabling events*
- *Partnerships with library, college, etc.*

■ New ideas

- *Marketing campaign for social media, posters, billboards, etc. Create a slogan or visual design for recognition.*
- *Posters around downtown or at grocery stores*
- *Bus wrappers*
- *What communities are you missing?*



THANK YOU!

Questions?