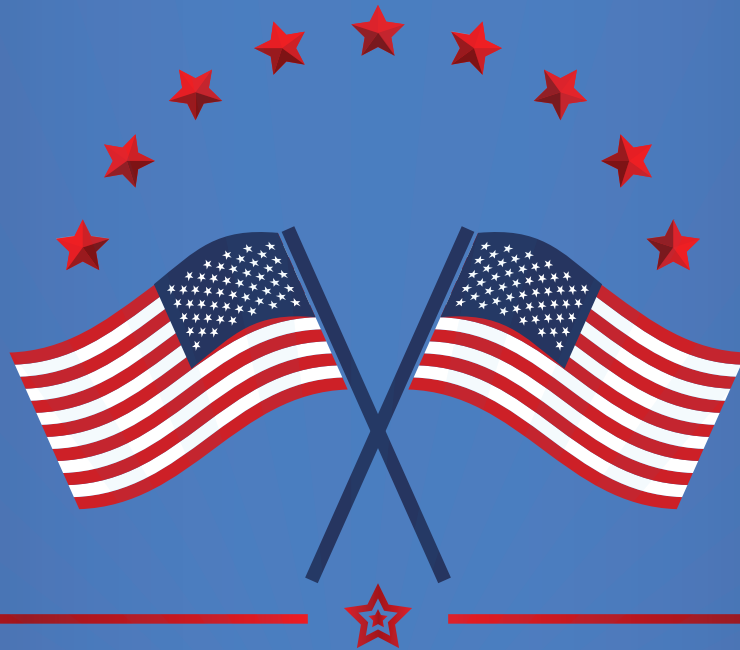




2016 ELECTION TOOLKIT



A BROADCASTER'S GUIDE
TO GETTING OUT THE VOTE



BROADCASTERS: BUILDING A STRONGER DEMOCRACY IN ELECTION 2016

The number of eligible voters in the United States has increased by more than 10 million in the past four years, according to the Pew Research Center. With unprecedented numbers of eligible young voters and minorities, the 2016 electorate is set to be more diverse than ever before.

Broadcasters' commitment to driving civic participation has a powerful impact. Local media's role in educating and engaging voters is paramount. When it comes to informing and motivating citizens, no platform has more influence – or is more trusted – than broadcast radio and television.

In this guide, you will find ideas on how to increase voter registration, education and turnout. By making election issues and candidates a cornerstone of your programming and online presence, you give your listeners and viewers the political knowledge they need to cast an informed vote.

Thank you for your station's efforts in engaging Americans in the 2016 electoral process. Your dedication contributes to a stronger democracy.

GETTING SOCIAL

Social media is an election game-changer. Use digital platforms and social media to extend the reach of your station's election coverage.

- **Make sharing easy.** Include social sharing links on all your online election coverage so that viewers can easily pass the information on through Facebook, Twitter, Google+, email and other social networking sites.
- **Keep it real-time.** Keep your audience in-the-know through frequent social media status updates throughout your election coverage. Go live on your social media platforms from debates, candidate interviews and polling places on Election Day.
- **Get creative.** When you're limited by words and characters, let photos and videos do the talking on Twitter and Instagram. Always include links to your election resources.
- **Join the conversation.** Post questions and encourage discussion on your station's social media accounts. Respond to comments to keep the conversation going. Retweet or share candidates' social media posts. Create Twitter polls and Facebook Live discussions to keep an eye on what issues your followers are talking about.
- **Make it interactive.** During debates and candidate interviews, allow listeners and viewers to share their questions and reactions through social media. Invite local candidates to take part in a special Twitter chat or virtual town hall.
- **Tag it.** Develop creative, unique hashtags to use throughout your election coverage. Tailor them to specific debates, programming or initiatives when appropriate. Incorporate your station call letters where you can.
- **Highlight participation.** Spotlight followers' social network activity and responses to your campaign by sharing relevant Tweets and Facebook posts during your on air programming.

PSAs

Never been easier: 10

It's never been easier to vote. So get registered, get educated and get to the polls. No more excuses. To find your polling place visit (STATION ELECTION URL or vote411.org.) This is a public service announcement from (STATION).

Your voice, your vote: 10

Your vote is your voice. And it has the power to make our democracy stronger. Vote on Tuesday, November 8 and let your voice be heard. This is a public service announcement from (STATION).

For the people: 15

Our democracy is a government of the people, for the people. Let's keep it that way. Vote on November 8. Get registered. Learn the issues. Cast your vote. It's that simple. This is a public service announcement from (STATION).

Every vote counts: 20

Need a reason to vote? How about lots of reasons: health care, education, jobs, the environment, national security. When it comes to the issues that affect Americans, every vote counts. Cast your vote on November 8. It's your chance to make a difference. Learn more at (STATION ELECTION URL). This is a public service announcement from (STATION).

Vote and tell: 20

Too many people sit on the sidelines on Election Day. You can help change that. Don't just vote – talk about it. Send a text. Call your friends. Post on Facebook. Tweet about it. Share your enthusiasm. It's contagious. This is a public service announcement from (STATION).

It's personal: 20

Elections aren't about the candidates. They're about you. Want to have a say in what happens to your country? Your state? Your community? Your family? Your future? You have a personal stake in the upcoming elections. Register to vote. Learn the issues. Cast your ballot on November 8. This is a public service announcement from (STATION).

DRIVING VOTER REGISTRATION

Increasing voter registration is the first step in increasing voter turnout. There are more ways to register to vote than ever before. Help your audience understand just how easy it is.

- **Registering is easy.** Many states offer online voter registration, while others allow for same-day registration. You can also register to vote and update your registration information by mail or at your local election office. Cover these different options on programming segments and share them on your website. Direct your community to easy-to-use online tools, such as eac.gov, vote411.org and rockthevote.com.
- **Spread the word.** Air public service announcements (PSAs) and other voter registration promotions early and often in the weeks leading up to your state's registration deadline. Make sure to include registration resources, including updates on important deadlines and registration rules, on your website and share them through social media.
- **Participate in voter registration drives.** Team up with local organizations for voter registration drives. Broadcast the event and use on air personalities to encourage participation. Live-tweet with a specific, unique hashtag.
- **Go virtual.** Hold a virtual voter registration drive online and via social media. Link to digital tools and forms, and ask your viewers and listeners to "attend" the event. Create an "I registered to vote" graphic featuring your station's logo and make it available for your audience to download and share on social media.



INFORMING VOTERS

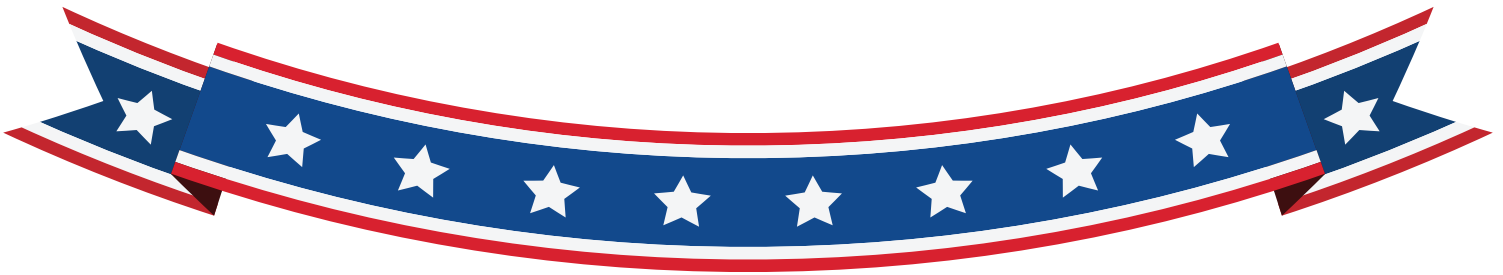
Voter education matters. Television is the most influential medium when it comes to informing voters, according to a Voter Funnel study from GfK. Radio also plays an important role in educating voters. When you make public policy issues and candidates' positions a key part of your programming, you give your audience the tools they need to make an informed vote.

- **Become an Election 2016 resource.** Make your station a comprehensive source for everything your community needs to know about election issues and candidates. Dedicate a regular portion of your news or talk segments to election issues, and link to videocasts and podcasts of your station's coverage on your website.
- **Local focus.** Engage viewers with coverage of state, city and county ballot issues and initiatives. Develop content that helps your audience understand how the issues affect their everyday lives.
- **Tell all sides.** Help voters understand all sides of ballot and referendum issues. Host discussions with experts offering nonpartisan information and their views.
- **Run candidate profiles.** Inform voters about their Election Day choices by airing regular profiles on those running for office. Make candidate profiles easily accessible and comparable from your station's website and link to online resources like votesmart.org.
- **Offer free airtime.** Give candidates free airtime and exposure on your station's digital platforms to address potential voters and discuss their stances on important issues. Encourage viewers and listeners to submit questions through social media, and answer them online or on air. Make sure to tell your audience that this time is provided by your station as a public service to the community.

AIRING GREAT DEBATES

Debates are crucial in educating voters about the candidates and the issues.

- **Sponsor or host a debate.** Sponsoring or hosting a debate is a great way to inform voters on where local candidates stand on the issues. Stream the debate live from your website and let your audience submit real-time questions through Facebook and Twitter. Live-tweet the event and monitor audience reaction through an online or text poll. For information on how to organize a debate, visit the Commission on Presidential Debates at debates.org.
- **Plan a debate watch party.** Bring together members of your community to watch and discuss scheduled debates. Broadcast or stream these discussions live or edit them for newscasts and online video clips to provide voter perspectives. Organize a Twitter chat or livestream through Facebook Live or Periscope and encourage audience participation. Provide a post-debate analysis.



GETTING OUT THE VOTE

It's all about voter turnout. Voter turnout in the 2014 midterm elections was the lowest it has been in decades, according to the United States Election Project. Help get voters to the polls in your community.

- **Share voter options.** Millions of voters say their schedules keep them from the polls, so share the many time-saving options for voting. Promote off-peak times when polls are usually less crowded (10-11:30 a.m. and 1:30-3:30 p.m.), and in the weeks leading up to the election, provide deadlines and procedures for early voting and absentee ballots. You can find your state's deadlines and procedures at vote411.org.
- **Tell voters when and where.** Direct listeners and viewers to tools that provide polling locations and hours.
- **Create how-to segments.** Walk voters through the process, showing voting devices and procedures used at local polling places. Let voters know what to expect at the polls, including any ID requirements. Highlight accommodations for people with disabilities or for people for whom English is a second language.
- **Spotlight voter questions.** Encourage your audience to submit questions about voting via email, Facebook or Twitter. Bring in local officials to provide answers and keep a running FAQ on the election section of your station's website.
- **Make it personal.** When on air personalities show they care about voting, others in the community will, too. Use talent in your PSAs, and on Election Day, have reporters wear "I Voted" buttons or t-shirts and talk about their experiences on the air. Ask a political question of the day or establish an issue of the day and encourage conversations through social media.





RESOURCES

Debate Information

Commission on Presidential Debates (CPD)
(202) 872-1020
debates.org

Polling Place Finder

League of Women Voters
(202) 429-1965
vote411.org

Voter Registration Form

United States Election Assistance Commission
(866) 747-1471
eac.gov

Youth Vote

Rock the Vote
(202) 719-9910
rockthevote.org

