

## **Impact and Influence with Voter's Edge CA Media Partners**

### **Goals:**

- (1) to establish a relationship and lay the groundwork for future cooperative work;
- (2) to give media partner a ready made election website (Voter's Edge CA) for their website to link to;
- (3) to develop questions for candidates on Voter's Edge CA;
- (4) to form partnerships for issue or candidate forums.

### **1. Brainstorm:**

- What media exists in your community?
  - newspapers, including neighborhood newspapers
  - local commercial radio or tv station
  - local cable access tv
  - local public radio or tv
  
- What media in your area covers local politics, elections and government?
  
  
- What reporters or editors cover local politics, elections and government?
  
  
- Who in your League has a connection with someone who is in your targeted media?
  
  
- Who in your League should initiate the contact?

- Who in your League will take on the project of contacting, meeting, and following up?

## **2. Establish a timeline:**

- Start early this fall if the desire is to work together to create questions for the candidates to answer on Voter's Edge, CA. Questions for candidates to answer must be ready before the list of qualified candidates is obtained from the elections officials of your county.
- Start early this fall if the goal is to get the Voter's Edge CA widget on the group's website by March 2018.

## **3. Arrange the first contact:**

- Email is generally the initial contact.
  - Print reporters' email addresses are often listed in the reports that are published or on the newspaper's websites.
  - Contact the newsroom-assignment editor in tv and radio.
  - Look to the "contact us" section of media websites if you find nothing else. Many times there is some email access there.
  - Follow the Facebook and Twitter pages of reporters that you know cover politics. You can message them.
- Include talking points and a link to Voter's Edge CA in your initial email.
- Follow up with phone calls.
  - Be sure to say you wish to discuss an opportunity to work together to bring information to voters.
  - Ask for a meeting time to discuss the possibilities.

#### 4. Prepare for a personal meeting:

- Talking points:
  - Provides a ready made website for media to link to;
  - Provides campaign finance information on state candidates and ballot propositions;
  - Provides an opportunity to have their editorials and news articles reach a wider audience via Voter's Edge CA;
  - Provides a chance to work together to develop questions to pose to candidates on Voters Edge CA; and
  - Provides an opportunity to partner on candidate or issue forums.
  
- Tools to take with you
  - Smart phone to demonstrate Voter's Edge CA

#### 5. Follow up:

- Thank you email or note.
- Provide further information if needed.
- Respect any deadlines the reporter must meet. Send information promptly.
- Keep lines of communication open.
- Invite the people you meet to League events.

If you have questions on how to handle media please contact our LWVC Communications Director [Elizabeth Leslie](#) (916) 442-7215.