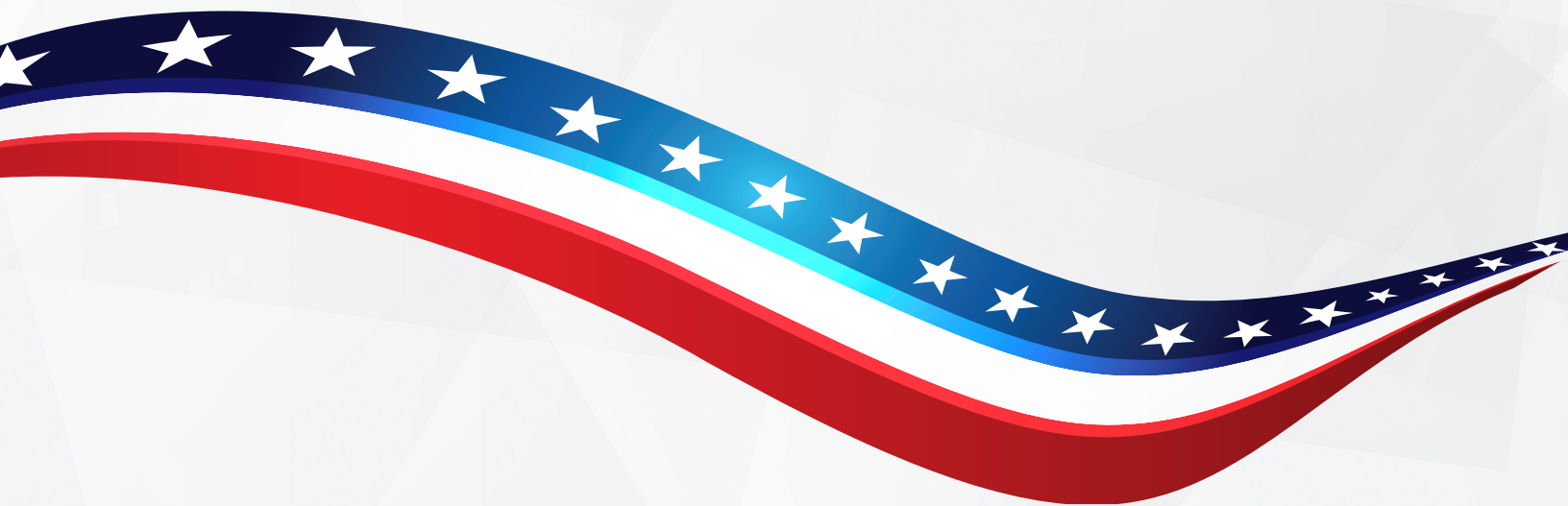


ELECTION

★ 2014 ★



A BROADCASTER'S GUIDE
TO GETTING OUT THE VOTE



BROADCASTERS: ENGAGING LOCAL AUDIENCES IN ELECTION 2014

There are an estimated 220 million eligible voters in the United States, according to the *United States Election Project*. The American electorate is growing and voter turnout is on the rise, with more young voters and minorities exercising their right to vote than ever before.

Broadcasters play a key role in this civic participation. Thanks to your efforts, more citizens are becoming educated on the issues, registering to vote and casting their ballots in each election. Your dedication leads to a more informed, engaged and energized electorate, building a stronger democracy.

Let's continue the momentum. This year, you can continue to help engage millions of Americans in the electoral process. In this guide, you will find ideas on how to increase voter registration, education and turnout. By integrating election issues and candidates into your programming and online presence, you give your listeners and viewers the political knowledge they need to cast an informed vote.

Thank you in advance for your station's efforts to bring Election 2014 to America's electorate. Together we can make our democracy stronger.

★ GET SOCIAL ★

Did you know that 88 percent of adult social media users are registered voters according to a Digitas survey? Use these ideas to extend the reach of your station's election coverage through social networking.

- **Make it easy to share.** Include social sharing tools 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.
- **Go real-time.** Keep your audience up-to-date through live blogging, tweeting and frequent Facebook status updates throughout your election coverage. Go live on your social media platforms from debates, candidate interviews and polling places on Election Day.
- **Get visual.** When you're limited by words and characters, let photos and videos do the talking. Always include links back 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. Let the issues your followers are talking about help guide your election coverage.
- **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 hashtags to use throughout your election coverage. Tailor them to specific debates, programming or initiatives. Incorporate your station call sign where you can.
- **Highlight participation.** Spotlight followers' social network activity and response to your campaign by sharing relevant tweets and Facebook posts on your on-air programming.

PSA SCRIPTS

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 in the midterm elections on Tuesday, November 4, 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 in the midterm elections on November 4. 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 4. 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 in the midterm elections – vote and talk about it. Send a text. Call your friends. Post to your Facebook wall. 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 4. This is a public service announcement from (STATION).

DRIVE VOTER REGISTRATION

There are more ways to register to vote than ever before. More than 30 percent of eligible citizens are not registered to vote, according to the Voter Participation Center. Help your audience understand it's easy to register.

- **Registering is easy.** Many states offer online voter registration, while others even allow for same-day registration. You can also register to vote and update your registration information by mail. Broadcast news segments on these different registration options and share them on your website. Direct your community to easy-to-use online tools, such as eac.gov, vote411.org and rockthevote.com.
- **Share new rules and deadlines.** Make voters aware of important deadlines and any changes in registration rules since the last election. Reach audiences through PSAs, on-air mentions, programming segments, online and social media. Let voters know they need to update their registration if they have moved, even if the move is only a short distance.
- **Get the word out.** Get creative about how you talk about registering to vote. The more "registration" is repeated, the more people you'll reach. Use it in your tag lines, coverage and on-air talk. Air PSAs early and often in the weeks leading up to your state's registration deadline. Make sure to include registration resources on your website and push them out to your audience through social media.

- **Take part in voter registration drives.** Join forces with local organizations for registration drives. Use online personalities to encourage participation. Broadcast the event. Tweet live with a predetermined hashtag, and encourage attendees to Tweet about their participation using the same hashtag. Contact your local board of elections for procedures on registering to vote as there may be changes since the last election.



- **Go virtual.** Hold a virtual registration drive as a Facebook or Google+ event. Link to online tools and forms, and ask your viewers and listeners to "attend" the event, invite others and share their enthusiasm with friends. Incorporate your station's logo into an "I registered to vote" graphic and make it available for your community to download and share on social media.

INFORM VOTERS

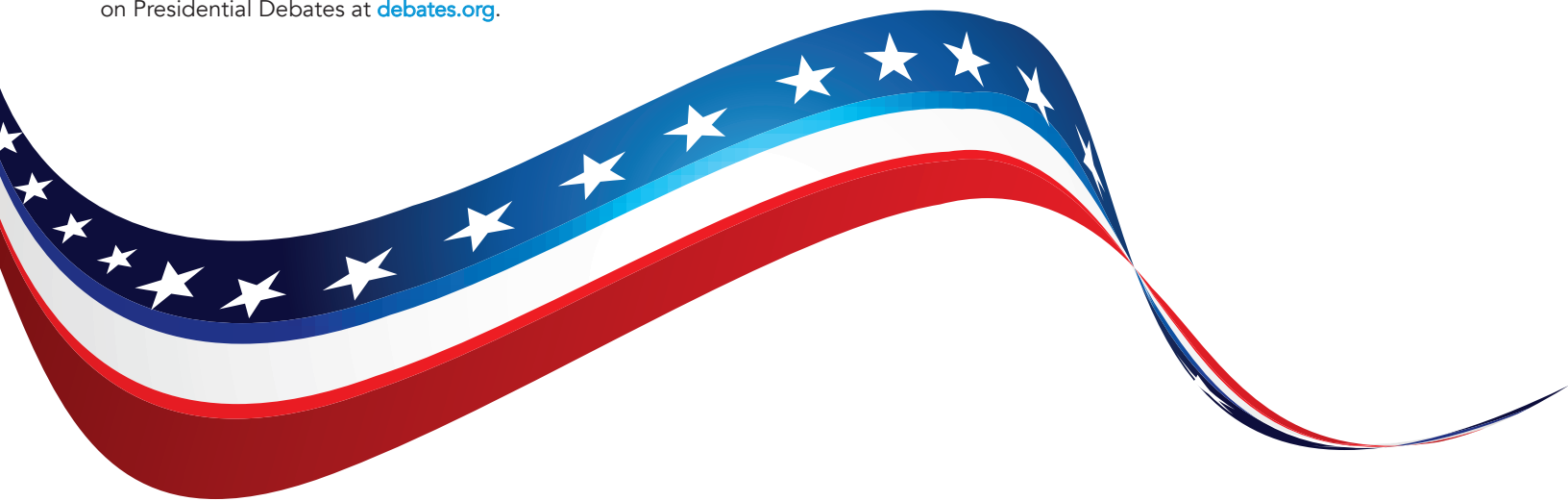


- **An informed electorate is an engaged electorate.** When you incorporate the issues and candidates' positions into your programming, you give your audience the tools to make an informed vote.
- **Become an Election 2014 resource.** Turn your station into a one-stop-shop for everything your community 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. Use social media to direct audiences to voter resources.
- **Make it local.** Cover state, city and county ballot issues and initiatives. Help your audience understand the connections between national issues and your community. Interview community leaders and representatives from local organizations about the issues that matter to your audience. Develop content that helps your audience understand how the issues affect their everyday lives.
- **Educate Voters on Changes.** Many states have passed a variety of new laws including changes to voter ID requirements, registration procedures and early voting periods. Get the word out through broadcasts, PSAs, your station's website, email blasts and social media.
- **Share all sides.** Help voters understand all sides of ballot and referendum issues. Host discussions with experts offering nonpartisan information, and allow both proponents and opponents of initiatives to share their views.
- **Run candidate profiles.** Inform voters about their Election Day choices by airing regular profiles on those running for office. Make key candidate profiles easily accessible and comparable on your station's website.
- **Offer free airtime and webtime.** Give candidates free airtime and webtime to address potential voters and discuss their stances on important issues. Engage viewers and listeners by allowing them to submit questions through social media, and answer them online or on-air. Don't forget to tell your listeners that this time is being provided by your station as a public service to the community.

AIR GREAT DEBATES

Debates are an important way for voters to learn more about the candidates and the issues.

- **Sponsor or host a debate.** Inform voters on local candidates' stance on the issues by sponsoring or hosting a debate. Reach a larger audience by streaming the debate live from your website; let viewers submit real-time questions through Facebook and Twitter. See which candidates are winning over listeners and viewers by offering an online or text poll. Post a videocast of the debate to your station website. For information on how to organize a debate, visit the Commission on Presidential Debates at debates.org.
- **Organize a "Debate Watch."** Assemble members of your community to watch and discuss scheduled debates. Broadcast or stream the discussion live or edit it for newscasts and online video clips. Organize a Twitter chat or live-blog the event, and encourage your audience to post reactions to your Facebook wall or Twitter handle. Provide a post-debate analysis.



GET OUT THE VOTE

It's all about voter turnout. Nearly 93 million eligible citizens did not vote in the 2012 election, according to Bipartisan Policy Center. Help increase the turnout in your community.

- **Share time-saving options.** Millions of voters say their schedules keep them from the polls, so share the many time-saving options for voting. Broadcast off-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 for both at vote411.org.
- **Walk them through it.** Create how-to-vote segments, showing voting devices and procedures being used at polling places in your community. Let voters know what to expect at the polls, including what the ballot will look like and any ID requirements. Spotlight accommodations for people with disabilities or for people for whom English is a second language.
- **Highlight 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.
- **Tell voters when and where.** Direct listeners and viewers to easy-to-use online tools that provide polling locations and hours.
- **Be an example.** When on-air personalities show they care about voting, others in the community will too. On Election Day, have reporters wear "I Voted" buttons or t-shirts and talk about their experience on the air. Ask a political question of the day or establish an issue of the day on-air 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

SHARE YOUR STATION'S PUBLIC SERVICE STORY

Log your station's donated airtime and election initiatives with NAB's online Station Debate Tracker and Log of Campaign Related Activities at nab.org/electionlog.

GET INSPIRED

See what stations across the country have done to get out the vote at broadcastpublicservice.org/election.

