

# 5 TIPS FOR COMMUNICATING WITH THE PRESS



- ★ Keep your press releases and media advisories short. Reporters (especially local reporters) get A LOT of these and it's easy to get lost in the shuffle. As a rule, all written outreach should be succinct and easy to read.
- ★ After emailing a press release or advisory, always make a follow-up phone call to add a voice and some personality to your story.
- ★ Reporters love stories that can serve as a follow-up or continuation to an earlier story. Do some research on voting/voter outreach/voter registration in your area/community to see if there's anything your story may be related to and then be sure to mention and link to it in your release/follow-up call. This research can also surface reporters covering relevant topics and, therefore, more likely to cover your event.
- ★ Local news outlets keep an eye on trends or stories that people are talking about. If possible, tie your release to a hot topic that's currently trending in the news. For example, if high gas prices are something everyone is talking about, maybe emphasize the virtual voter registration options your event is offering as a way to allow people to participate regardless of transportation limitations.
- ★ News outlets love good visuals. If your event is going to have any cool attractions, activities, or sights, be sure to highlight that in your press outreach.

## MEDIA ADVISORY VS. PRESS RELEASE: WHAT'S THE DIFFERENCE?

**Press releases are more narrative and include lots of information that reporters can use to inform their stories, including background information, relevant quotes, photos, and more. Media advisories serve more as an invitation, with a bare bones outline answering the essential whos, whats, wheres, whens, and whys of a given event. Initial advisories should be sent out several weeks in advance of the event, with a second advisory sent as a reminder the day prior to the event.**



### Headline:

September 19, 2023 is National Voter Registration Day

According to post-2020 election Census data, one in four Americans either are not registered to vote or do not know whether they are registered to vote. With the help of a nonpartisan, coordinated, nationwide effort to get Americans of every stripe registered to vote in time for their next election, we'll build a stronger democracy.

[YOUR ORGANIZATION NAME] is joining thousands of organizations across the country to celebrate National Voter Registration Day on September 19 by getting [YOUR COMMUNITY] residents registered and vote ready ahead of local elections and next year's presidential primary and general election.

**What:** [YOUR ORGANIZATION'S EVENT DETAILS]

**Who:** [NOTE ANY PARTICIPANTS THAT MIGHT DRAW MEDIA or SKIP]

**When:** Tuesday September 19, 2023 [TIME AND RELEVANT TIMEZONE], rain or shine.

**Where:** [ADDRESS, HOW TO GET THERE, WHERE TO PARK, OR WEB LINK IF THIS WILL BE A DIGITAL EVENT].

*Media Contact:* [NAME AND CONTACT INFORMATION OF PERSON IN YOUR GROUP DESIGNATED TO COMMUNICATE WITH THE MEDIA; ALSO INCLUDE ORGANIZATION WEBSITE AND RELEVANT SOCIAL MEDIA PAGES].

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### About National Voter Registration Day

National Voter Registration Day is an annual nonpartisan event held each year on the third Tuesday of September composed of coordinated efforts by over 4,000 national and community partners from all across the country working to raise awareness of voter registration resources and opportunities. As the nation's largest nonpartisan civic holiday, it has facilitated over 5 million voter registrations since 2012. National Voter Registration Day is endorsed by the National Association of Secretaries of State, National Association of State Election Directors, the U.S. Election Assistance Commission, and the National Association of Election Officials.

About [YOUR ORGANIZATION]

[BOILERPLATE BIO ON YOUR ORGANIZATION]

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### About *[YOUR ORGANIZATION]*

*[BOILERPLATE BIO ON YOUR ORGANIZATION]*



**Headline:**

September 19, 2023 is National Voter Registration Day

**Subheadline:**

*[ORGANIZATION NAME]* joins thousands-strong democracy coalition to register voters in *[CITY/ONLINE]*

*[CITY, STATE – DATE]* – On September 19, 2023, a coalition of thousands of partners across the country will celebrate National Voter Registration Day with a coordinated democracy blitz aimed at getting every eligible American registered to vote in advance of local elections and next year’s hotly contested presidential primaries.

Every eligible citizen should have the option to exercise their right to be heard at the ballot box and with more than 5 million registered voters to its name since 2012, National Voter Registration Day is the perfect day to start by getting #VoteReady. With this year’s holiday being the last National Voter Registration Day before voters in all 50 states, D.C., and U.S. territories head to the polls for the presidential primaries, there’s no time like the present to get every eligible American registered to vote.

*[INSERT QUOTE ABOUT YOUR ORGANIZATION AND HOW IT WILL PARTICIPATE IN NATIONAL VOTER REGISTRATION DAY]*

Thousands of national, state, and local organizations and volunteers will be the driving force behind National Voter Registration Day 2023. Partner organizations ranging from local libraries and college campuses to Fortune 500 companies will coordinate a star-spangled tidal wave of online and offline events to leverage this largest of civic holidays designed to drive attention to voter registration.

*[YOUR ORGANIZATION NAME]* is proud to be a National Voter Registration Day partner. On September 19, *[YOUR ORGANIZATION NAME]* will engage its community and register voters at the following events:

*[EVENT 1, TIME, LOCATION OR URL]*

*[EVENT 2, TIME, LOCATION OR URL]*

*[EVENT 3, TIME, LOCATION OR URL]*

The civic holiday’s website, [NationalVoterRegistrationDay.org](http://NationalVoterRegistrationDay.org), provides a listing of National Voter Registration Day events across the country. It also includes comprehensive and state-specific resources on all things voter registration and voting more generally.

For inquiries about National Voter Registration Day, please contact: *[MEDIA CONTACT]*.

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*[NVRD and organizational boilerplate language]*