

COURSE VI.

Communications in Election and Voter Registration Administration

(1½ days, 9 hours of instruction)

Effective communication with the media, state legislatures, and local boards and other entities involved with elections or voter registration is critical to maintaining budget and public support for the electoral process, and for effective voter outreach and other public relations purposes. This course will provide the skills and principles important to effective representation of elections/registration departments and offices. Topics may include:

I. Knowing Ourselves and Others

A. Thoroughly understanding ourselves

B. Defining the publics involved with our offices

1. External publics

2. Internal publics

3. Administrative and/or budget authorities

II. Developing a Plan to Effectively Communicate Our Programs

A. Methods of reaching

B. Defining our objectives

C. What course of action

D. Four principles of persuasion

III. Relating to News Media and Public Relations

A. Mass media

B. Specialized media

C. Personal appearances

IV. Communicating with your Legislature, State Board or Local Government

V. Internal Communications

A. Public relations starts in the office

B. The importance of the telephone

VI. Legal Notifications

VII. Communications from a Reporter's Viewpoint

VIII. Developing a News Release and News Conferences (Group Exercise)