Audience-centered elections coverage

August 13, 2020
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Nice to meet you!

@wearehearken
wearehearken.com
ElectionSOS.org
The engagement “ring”

NEWSROOM invites feedback from AUDIENCE

NEWSROOM produces content

AUDIENCE gives feedback

NEWSROOM identifies community insights
Engagement is highest in times of need
The best callouts are:

- Actionable
- Specific
- Clear about what you're seeking
- Clear about how submissions will be used
ELECTION NIGHT

NEWS

POLLs BEGIN TO CLOSE AT 7PM ON EAST COAST
11 DAYS LATER

NEWS

NO WINNER DECLARED, NATION IN TURMOIL
Engaging for Elections: The Citizens Agenda
The Bangor Daily News is seeking feedback as it forms a reader-driven agenda to cover the 2020 elections at the state and federal levels.
For the 2020 elections, the Cap Times is developing a People's Agenda to help guide the stories we cover, and we want to hear what's important to you. This isn't about what the candidates want to discuss — it's about the community setting its priorities.

Leer en español

The Capital Times, “Help us set the Cap Times People’s Agenda,” May 29, 2020
Steps in the citizens agenda: Ask

What do you want the candidates to be talking about as they compete for your vote?

The Journal Sentinel, “Wisconsin’s political debate will get loud as the elections approach. Here’s how you can turn down the volume and be more thoughtful.” Feb. 20, 2020
Steps in the citizens agenda: Ask

What do you want the candidates to be talking about as they compete for your vote?

“What do you want the candidates to be talking about as they compete for your vote?”

The Journal Sentinel, “Wisconsin’s political debate will get loud as the elections approach. Here’s how you can turn down the volume and be more thoughtful.” Feb. 20, 2020

KMUW, “Help Shape KMUW’s Local Elections Reporting” June 2, 2020
Steps in the citizens agenda: Ask

What do you want the candidates to be talking about as they compete for your vote?

“What do you want the candidates to be talking about as they compete for your vote?”

What do you want the candidates to be talking about as they compete for your vote? *

Your answer

The Journal Sentinel, “Wisconsin’s political debate will get loud as the elections approach. Here’s how you can turn down the volume and be more thoughtful.” Feb. 20, 2020

KMUW, “Help Shape KMUW’s Local Elections Reporting” June 2, 2020

The Keene Sentinel, “Voter Values,” Aug. 7, 2020
Steps in the citizens agenda: Vision

Executive Editor’s View: A citizens’ agenda: What do you want to hear from candidates?
Steps in the citizens agenda: Vision

“It’s going to focus it on the public’s priorities rather than the candidates’ priorities.”

Mark Baldwin, Executive Editor,

Rockford Register Star
In practice: Santa Cruz Local

Vote Nov. 3, part 1: Start by listening

Santa Cruz Local, “Vote Nov. 3, part 1: Start by listening,” June 11, 2020
Santa Cruz Local community engagement coordinator Natalya Dreszer is ready to interview voters about their local priorities in January 2020. (Kara Meyberg Guzman -- Santa Cruz Local)
Santa Cruz Local's community engagement coordinator Natalya Dreszer, right, interviews a cafe worker about her priorities for the March 3 local election. (Kara Meyberg Guzman -- Santa Cruz Local)
Listen to the rest of our “Vote March 3” elections series

- Part 1: Voting in Santa Cruz County 101 (Jan. 8, 2020)
- Part 2: The People’s Agenda (Jan. 30, 2020)
- Part 3: The District 2 supervisor race (Feb. 3, 2020)
- Part 4: The District 1 supervisor race (Feb. 6, 2020)
- Part 5: Santa Cruz City Council recall, Drew Glover’s seat (Feb. 9, 2020)
- Part 6: Santa Cruz City Council recall, Chris Krohn’s seat (Feb. 10, 2020)

Santa Cruz Local, “Vote March 3: Santa Cruz City Council recall, Chris Krohn’s seat,” Feb. 10, 2020
Santa Cruz Local CEO/Co-founder Kara Meyberg Guzman interviews county residents about their priorities for the local elections at a farmers market in July. (William Duncan -- Santa Cruz Local)
What do you want from local government?

We want to hear your priorities for the Nov. 3 election.

Santa Cruz Local wants to press the local candidates on your priorities. Your answers will help direct our reporting for our podcast series on the races for Santa Cruz, Watsonville, Scotts Valley and Capitola city councils and District 1 supervisor. We will devise a list of questions for the candidates based on your responses.

What do you want local candidates to talk about as they compete for your vote in November?
What do you want local candidates to talk about as they compete for your vote in November?

Santa Cruz resident Lotus Goldkuhl, 34, a healer, says that her community feels stressed from the COVID-19 pandemic. “I think that it really needs to be discussed as a human challenge that we’re dealing with and there needs to be more solutions than wearing masks and isolating,” Goldkuhl said. (William Duncan -- Santa Cruz Local)
Thank you for listening!

Sign up for resources and support:

ElectionSOS.org

Training deadline: Aug. 21