

# Covering Elections and Voting in 2024



## Covering Elections and Voting in 2024: A Media Guide

# Three key things to know:

1. Elections are run differently in every state and sometimes county.
2. Elections are not perfect. Know the difference between minor and major problems; real ones and fake ones.
3. The beat has plenty of resources and experts to help.



# Top Tips for Election Reporting



# Top Tips

---

1. Get to know your local election officials.  
*Now.* Let them know how they can help you do your job
2. Learn the process. Get a tour.
3. Know the rules.



# Top Tips

*continued*

## 4. Connect with all the players

- a. City council, state attorney general, independent election*
- b. commission*
- c. Political parties and candidates*
- d. Groups running initiative campaigns*
- e. Vendors of election equipment*
- f. Academic researchers*
- g. Advocacy groups, including the election skeptics*
- h. Voters*



# Top Tips

*continued*

5. Find out what keeps officials up at night.  
*Ask them about their “what ifs”.*



# Top Tips

*continued*

6. Beware of words and labels, and how they're used.

*Many terms, like “election integrity,” have been politicized and don't mean what they seem.*



# Top Tips

*continued*

7. Give voters news they can use.

*Where and how to vote, deadlines, when they can expect results*

7. Report on some of the good things about voting.

8. Don't be afraid to go big.

*Understand why the battle over voting is so fierce*



# Contact Us

---

**Pam Fessler**

[pamfessler4@gmail.com](mailto:pamfessler4@gmail.com)

**The Elections Group**

[support@electionsgroup.com](mailto:support@electionsgroup.com)



The Elections Group was founded to strengthen democracy and improve the trustworthiness of our elections by advancing the election administration profession.

