



Media Day: Making it Easy for Media to Tell the Election Story

On October 15, 2025, the Registrar of Voters' Office hosted an event to inform the media and the public about the upcoming Statewide Special Election scheduled for November 4, 2025. The event addressed important topics such as "How to Vote at a Vote Center" and the measures in place to ensure a safe and secure election.

Registrar of Voters

1555 Berger Drive, Building 2
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408-299-VOTE (8683)
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Overview

Media Day is a coordinated pre-election press event held approximately 15 days before election day at our main elections office. We invite all local media outlets to attend a 3-hour structured, behind-the-scenes experience designed to inform and equip them ahead of election day coverage.

Media Day includes:

- A press conference with the Registrar of Voters, key election staff, and the Sheriff's Office providing clear messaging on ballot content, voting options, election security, and how to be a successful voter
- A fully staged mock vote center with live demonstrations of voting equipment, with an emphasis on accessibility tools and language services
- Tours of ballot processing operations occurring around the office
- Dedicated time for one-on-one interviews with the Registrar of Voters, other subject matter experts, and bilingual staff in eight languages
- A comprehensive take-home media kit

Media Day generates significant earned media while ensuring accurate, consistent messaging reaches voters across communities.

Creativity and Innovation

Media Day transforms a traditional press conference into an immersive educational experience. Rather than simply issuing a press release, the event strategically combines multiple elements in one setting: live demonstrations of accessible voting equipment, language services, and vote center operations; myth-busting explanations; and coordinated messaging with the Sheriff's Office on election security. Reporters are not just told how elections work, they are shown.

The program also anticipates media needs. Dedicated time is built in for individual interviews, including bilingual interviews in up to 8 ballot languages and ASL interpretation. Tours of ballot processing operations further deepen understanding.

By giving media direct access, visual content, and expert voices in one coordinated event, Media Day ensures accurate stories reach voters when attention is highest.



**Cost
Effectiveness**

The cost of Media Day is effectively zero.

No venue rental is required. No outside staff are used. All equipment and materials already exist. Staff preparation time is the primary investment.

In return, one morning event generates coverage from 12 to 15 media outlets across television, radio, print, and digital platforms. That earned media reaches tens of thousands of voters at no advertising cost.

Media Day also reduces staff workload in the critical days before election day. Instead of answering repetitive individual inquiries, the office addresses common questions once, clearly, and on the record.

We film the event and produce our own social media clips and visual content, multiplying its value. A single coordinated effort becomes a multi-platform communications campaign at virtually no financial cost.

**Can be
Replicated by
Other Offices**

Media Day is highly replicable because it relies on coordination, not funding.

Any election office can invite local media to one centralized event and bring together leadership, subject matter experts, voting equipment, and clear messaging in one place at one time. The innovation is consolidation. We remove friction for reporters by giving them interviews, demonstrations, footage, and written materials in a single visit.

Because Media Day is held each election cycle, media outlets now anticipate it and build it into their editorial calendars. That predictability strengthens relationships and increases coverage.

The model scales easily. A smaller office could host a streamlined version with a short briefing and equipment demonstration. The principle remains the same: make it easy for media to see, understand, and accurately report how elections work.



Meets
Category
Requirements

Media Day exemplifies distinguished voter education and communications by proactively shaping accurate election coverage before misinformation fills the space.

The program delivers coordinated, consistent messaging on ballot content, voting options, accessibility, language services, and election security through trusted media channels. By combining live demonstrations, expert interviews, and written toolkits, the office ensures reporters have both context and clarity.

The event also advances equitable communications by offering bilingual interviews and ASL interpretation, helping ensure diverse communities receive accurate information.

Media Day moves election communications from reactive to proactive. It strengthens the quality of public reporting and reinforces transparency at scale.

Improves
Outcomes for
Voters and
Election
Officials

For voters, Media Day improves outcomes by ensuring accurate, visual, and clearly explained information reaches them through trusted news sources before election day. Demonstrations of voting equipment, accessibility tools, and language services reduce confusion and increase confidence.

For election officials, the event streamlines media engagement, reduces last-minute misinformation, and ensures consistent messaging. It replaces dozens of fragmented inquiries with one structured, comprehensive briefing.

By working alongside the Sheriff's Office and showcasing operations openly, Media Day reinforces transparency and public trust. With 12 to 15 media outlets covering each Media Day, we garner 100,000+ views of free earned media each election.

The result is informed voters, aligned media coverage, and an elections office that leads the narrative instead of reacting to it.



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Media Day

 **Media Day**
Resources

**Election Administration
Security and Integrity
White Paper** 

**Election
Administration Plan** 

Press Releases 



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