

How to Publicize Your Local Precinct Caucuses in Five Easy Steps

Below are five easy steps to help publicize your local precinct caucuses. *A media kit that expands on these instructions will be sent to every local unit.*

1. Send Media Advisory to Local Press

- The officers of your local units will be emailed a template for a media advisory accompanied by a press list organized by county.
- Fill in the blanks of this template with the information specific to your precinct caucus.
- Paste the media advisory into the body of an email.
- Write a subject line for the email, such as “ADVISORY: SD22 Announces February 6th Precinct Caucus Location.”
- Look at the press list to see which press outlets may be interested in your caucus.
- Copy those email addresses and paste them into the “Bcc” line of the email.
- Write your email in the “To” line.
- Hit send!

2. Call the Press.

- Call each publication to follow-up on your email. As mentioned, a press list organized by county will be sent digitally and will include phone numbers.
- Ask them if they received the notice of caucus locations and ask them to add it to their calendars as well as to publish a notice in the newspapers.
- Let them know that you or others in your party unit are available for interviews.

3. Post on Social Media.

- Post the precinct caucus information on social media and encourage your followers to share.
- Consider creating an “event” on Facebook for the Precinct Caucus.
- Include a link to the Caucus Location Finder on DFL.org.

4. Choose Spokespeople.

- Reporters may want to interview local DFLers for their articles. Choose one or two well-spoken people who are willing to speak to the press and will be present at the precinct caucus.
- Gather their contact information so that you can easily send it to reporters if they ask to speak with them before the event.

5. Facilitate press at Caucus.

- Remember, precinct caucuses are open to the press. If any reporters come to your caucus, welcome them, be kind, and help facilitate interviews with your chosen spokespeople.
- If there are any concerns, email DFL Communications Director Kayla Castaneda at kcastaneda@df.org.