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 25th 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 Brian Evans at bevans@dfl.org. For urgent press matters call Brian at 612-217-4113.