Communicating Minnesota's Presidential Nomination Primary

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Lessons Learned from 2020

• 2020 was Minnesota's first Presidential Nomination Primary
  • New logistics/costs for local governments
  • Lack of awareness for voters
  • Confusion as precinct caucuses continue
  • Voter privacy
Archbishop Hebda warns priests against voting in Super Tuesday primary

By Kevin J. Jones

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Ready for 2024

Absentee/UOCAVA Voting Starts
January 19

Election Day
March 5
Media Relations

**Traditional media**
- Press releases
- Press conferences
- Direct outreach
- Weekly data releases

**Diverse media**
- Direct outreach
New Laws

- Local Funding
- Voter Privacy
- Restore the Vote
Reaffirm Trust in Elections

Before the State Canvassing Board certifies election results, every county must conduct a post-election review (a hand count audit). It’s one way we can ensure our results are accurate. Today, we visited Anoka County to see the start of their audit. More: https://www.sos.state.mn.us/.../secretary-of-state-simons/

PUBLIC ACCURACY TESTS ARE ONE OF THE MANY PROCEDURES THAT ENSURE OUR ELECTIONS ARE FAIR, ACCURATE, AND SECURE. AT THESE EVENTS, ANYONE CAN SEE HOW LOCAL ELECTION OFFICIALS TEST VOTING EQUIPMENT TO ENSURE EVERYTHING IS WORKING PERFECTLY BEFORE THE AUGUST 9 ELECTION. LEARN MORE AT MINNESOTA.VOTES/TESTS.

Today Minnesota’s State Canvassing Board certified Minnesota’s 2022 Primary Election and Congressional District 1 Special General Election results. About 19% of eligible Minnesotans participated in the primary election on August 9. More: https://www.sos.state.mn.us/.../state-canvassing-board/
Owning Our Channels

- Website
- Twitter
- Facebook
- Instagram
Minnesota State Fair
Other Ideas!

• Bus advertisements
• Commercials
• Fact sheets
• Door knocking
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