

**BIG**  
**BOOK OF**

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**VOTER**  
**ENGAGEMENT**

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# INTRODUCTION

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Pennsylvania news media organizations work to inform and engage readers about the voting process, the political candidates, and the important issues of each election year. Through a series of voter education and engagement initiatives, including voter guides, town hall meetings and debates, surveys, use of social media coverage, and more, newspapers across the Commonwealth play a pivotal role in providing credible, reliable and factual information to help readers make informed decisions at the polls.

This book summarizes the voter-related initiatives that PNA members implemented during this past election year. It is our hope that these ideas provide inspiration as your organization embarks on preparing for the next political season.

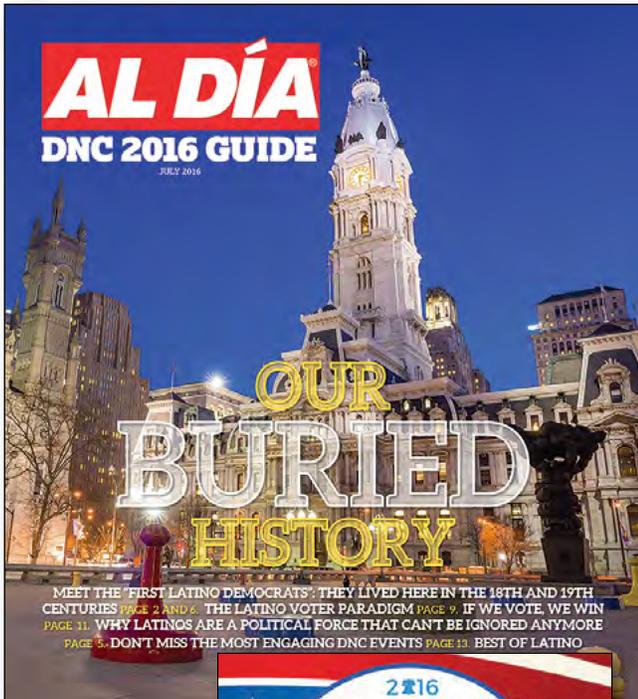
Many thanks to following PNA members for sharing the details of their projects with us:

- *Al Día* (Philadelphia)
- Billy Penn (Philadelphia)
- *Bucks County Courier Times* (Levittown)/*The Intelligencer* (Doylestown)
- *Bucks County Herald* (Lahaska)
- *Centre Daily Times* (State College)
- *Chester County Press* (Oxford)
- *The Citizens' Voice* (Wilkes-Barre)
- *The Daily Item* (Sunbury)
- *Duncannon Record, Juniata Sentinel* (Mifflintown)/*Perry County Times* (New Bloomfield), *News-Sun* (Newport)
- *The Express* (Lock Haven)
- *Gettysburg Times*
- *Hazleton Standard-Speaker*
- *Jewish Exponent* (Philadelphia)
- *The Journal-Herald* (White Haven)/*Journal of the Pocono Plateau* (Blakeslee)
- LNP (Lancaster)
- *The Morning Call* (Allentown)
- *Observer-Reporter* (Washington)
- PennLive/*The Patriot-News* (Harrisburg)
- *The Philadelphia Inquirer/Philadelphia Daily News/Philly.com*
- *Reading Eagle*
- *The Republican-Herald* (Pottsville)
- *The Sentinel* (Carlisle)
- *The Sentinel* (Lewistown)
- *The Times-Tribune* (Scranton)
- *The Tribune-Democrat* (Johnstown)
- *York Daily Record/Sunday News*



## How PNA Members Engaged and Educated Readers This Past Election Year

- 73% Provided information about where to vote.
- 69% Published candidate profiles.
- 65% Dedicated a section of their website to election coverage.
- 50% Developed their own voters' guide for the primary election.
- 50% Developed their own voters' guide for the general election.
- 50% Published a copy of the ballot, and researched/discussed key questions.
- 46% Provided live online or social media coverage of candidate rallies, debates or events.
- 38% Published signed editorials.
- 38% Provided candidates with a list of questions and published their responses.
- 35% Provided contact information to reach candidates.
- 31% Published anonymous editorials.
- 27% Used dedicated blogs.
- 15% Published a voters' guide from another source for the primary election.
- 15% Published a voters' guide from another source for the general election.
- 12% Sponsored a debate, town hall meeting or forum that included local candidates.
- 12% Sponsored an event to enhance the public's understanding of election issues, candidates or process.
- 8% Ran house ads encouraging readers to vote.



### Methods of engaging and educating readers about the candidates and issues:

- Developed a voters' guide for the primary and general elections.
- Published signed editorials.
- Provided live online or social media coverage of candidate rallies, debates, or events.
- Published candidate profiles.
- Ran house ads encouraging readers to vote.
- Dedicated a section of our website to election coverage.
- Hosted roundtable discussions with our staff and the community.

### Other initiatives:

- A voting campaign with a full page dedicated to promoting voter engagement.

### Most successful initiatives:

- Our editorials prompted responses on our social media more than anything else.

### Social media efforts:

- Tweets encouraging readers to vote, along with a paid Facebook promotion on the importance of voting.

### Resources to complement political coverage:

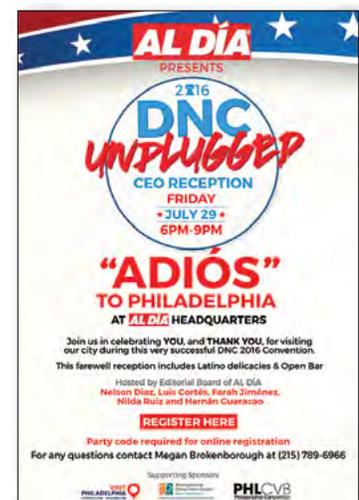
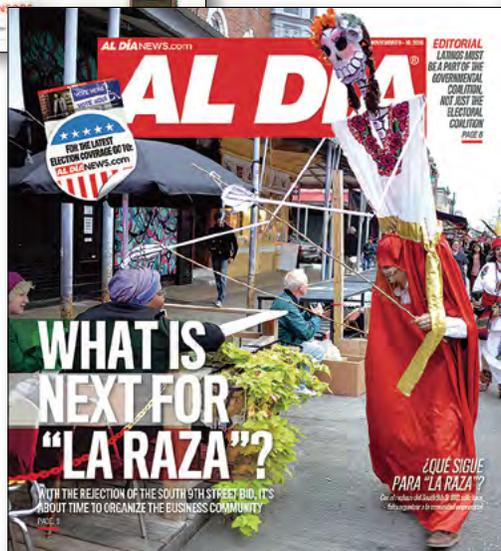
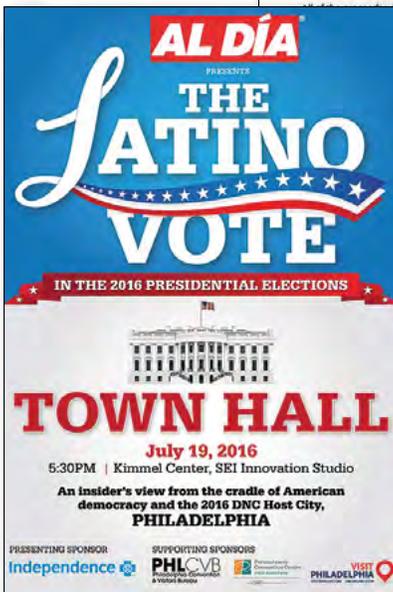
- **Politico.**

### Marketing efforts to promote your organization as the "go-to" source:

- As the only Latino and bilingual publication in the city, we were dedicated to providing political information to the Latino community.

### Lessons learned:

- It is important to promote voting continuously, in a relatable way – use bold statements to encourage reader engagement.



# BILLYPENN

## Philadelphia



### The pocket guide to the 2016 general election in Philadelphia

Where to go, what to bring and how to vote.



### Methods of engaging and educating readers about the candidates and issues:

- For every primary and general election, we create a pocket guide to the election that includes information on where candidates stand on various issues, along with a guide that provides information on how to vote.
- All election-related content, both our own as well as content from other outlets, was housed under "Election 2016," on our site. Readers subscribed to receive that content, and received alerts when something new was added.
- There is a big discrepancy in the number of people registered to vote in Philadelphia and the number who actually do vote, so we actively promoted the importance of voting in each election.

### Other initiatives:

- A week before each election, Post a "procrastinators guide," intended for those who haven't been paying much attention to the candidates and issues, to help them become more educated before casting their ballot.
- Working with the Philadelphia City Commissioners, we brought a voting booth to several Philadelphia college campuses to educate students about how the machine works. Members of our staff talked to students about current issues, and a commissioner guided students on how to use the voting booth.
- Since there were many debates scheduled in our region, we did not sponsor our own debate; members of our staff served as moderators at several debates in our area.
- Looking for a creative way to visually express the separate, but related, small and large scandals and corruptions, and associated political players across Pennsylvania, developed Candidate Land – a play on the children's game, Candy Land. Our editorial team identified the major players and scandals that impacted our area, and aligned the pieces to create an updated and fun game board that readers who attended our Election Night Party were able to play.

### Social media efforts:

- Having a very engaged Twitter and Facebook audience, we posed questions and informal surveys through both platforms throughout the election season asking how a particular policy might impact our readers.

### Resources to complement political coverage:

- We used local content from the [Committee of Seventy](#) – an independent and nonpartisan advocate for better government in Philadelphia and Pennsylvania, when preparing our pocket guide.



# BUCKS COUNTY COURIER TIMES/THE INTELLIGENCER

Levittown/Doylestown

## Methods of engaging and educating readers about the candidates and issues:

- Developed our own voters' guide for the primary and general elections. Published anonymous editorials.
- Provided live online or social media coverage of candidate rallies, debates, or events.
- Dedicated a section of our website to election coverage.
- Provided information about where to vote.
- Provided contact information to reach the candidates.
- Published candidate profiles.
- Provided candidates with a list of questions and published their responses.

## Other initiatives:

- Three community members of our editorial board, including a retired assistant managing editor, formed a "Truth Squad" that analyzed candidate claims and recorded their findings.
- Our editorial board invited each candidate to an hour-long meeting in which each candidate gave his/her key positions, answered questions from the board, and told us why he/she should be the board's endorsed candidate. Each session was recorded and published online - a full one-hour version as well as a shorter version. A reporter and photographer also sat in, and the stories were run in print and online.

## Most successful initiatives:

- Voters' guides
- The "Truth Squad"
- Recorded editorial board sessions

## Social media efforts:

- In addition to using social media to push links to our voters' guides, endorsement interview videos, and stories previewing races, reporters and photographers tweeted from the polls when they voted on Election Day, reporting on conditions, as well as their conversations with volunteers and citizens.
- Using a dedicated hashtag, their tweets were streamed on our websites' election pages throughout the day. On election night, as the results were starting to come in, we moved those Twitter streams out to the home page as well.
- We also created a Twitter feed specifically for the election page that streamed what the candidates running for office were tweeting. Every time a candidate covered in our voters' guide tweeted, the tweet would display on our election page on Election Day, and in the days and weeks leading up to the election.

## Resources to complement political coverage:

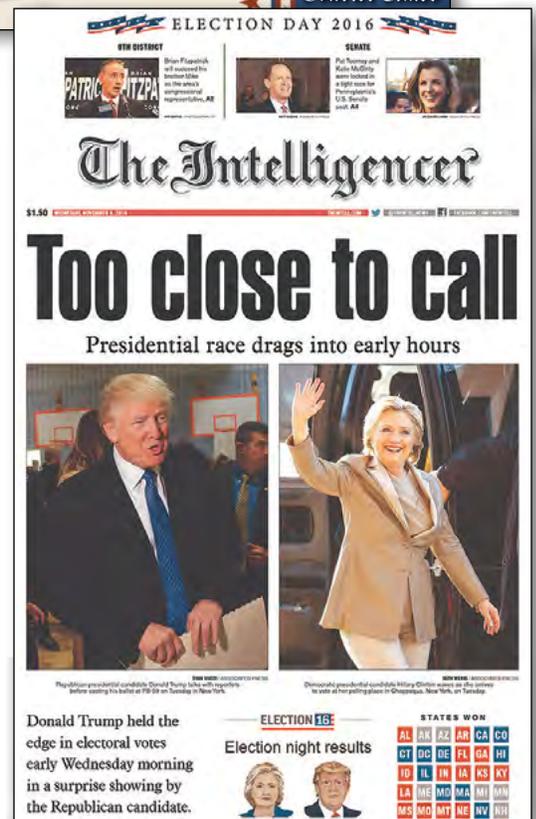
- [e.thePeople](#)

## Marketing efforts to promote your organization as the "go-to" source:

- In addition to covering as many local races as we could, we positioned our organizations as the go-to source by providing around-the-clock coverage on all available platforms, including full interviews with candidates on our video platforms.
- Our marketing emphasized the fact that, in addition to what readers could find in print, we produced additional types of content across all of our brands.

## Political advertising secured during this election season:

- Local offices - print and digital (integrated packages) .
- State offices - print and premium positions .
- Presidential - digital via Programmatic Networks .
- PACs/Advocacy - limited print campaigns.



# BUCKS COUNTY HERALD

Lahaska

**BUCKS COUNTY HERALD**  
November 10, 2016  
Four sections 44 pages  
Pages at buckscountyherald.com  
are numbered from 1 to 44.  
www.buckscountyherald.com  
herald@buckscountyherald.com

Volume 15  
Number 8  
Lahaska, PA  
Destination Springfield 012

## Trump triumphs nationwide; Clinton wins in Bucks

Bucks' first President-Elect Donald Trump triumphs in Bucks County with only 10 percent of the vote.

<b>U.S. President</b>		
Donald Trump (R)	16,841	10.1%
Hillary Clinton (D)	103,723	59.9%
Marco Rubio (R)	1,280	0.7%
Ben Carson (R)	1,280	0.7%
Other (Total)	8,599	4.9%
<b>U.S. Senator</b>		
Marco Rubio (R)	16,841	10.1%
Ben Carson (R)	1,280	0.7%
Other (Total)	8,599	4.9%
<b>Attorney General</b>		
Ben Rayburn (R)	16,841	10.1%
Other (Total)	8,599	4.9%
<b>Auditor General</b>		
William Chappell (D)	103,723	59.9%
Other (Total)	8,599	4.9%
<b>Treasurer</b>		
William Chappell (D)	103,723	59.9%
Other (Total)	8,599	4.9%
<b>U.S. Representative</b>		
William Chappell (D)	103,723	59.9%
Other (Total)	8,599	4.9%
<b>State Representative</b>		
William Chappell (D)	103,723	59.9%
Other (Total)	8,599	4.9%

**On his way to Congress**  
Bucks' first President-Elect Donald Trump triumphs in Bucks County with only 10 percent of the vote.

**Proposed Constitutional Amend.** Yes 10,373 No 93,350

**Missed Toilets** Open Space Tax Extension Yes 10,373 No 93,350

**Missed Toilets** Open Space Tax Extension Yes 10,373 No 93,350

**Missed Toilets** Open Space Tax Extension Yes 10,373 No 93,350

## Methods of engaging and educating readers about the candidates and issues:

- Published a voters' guide from the League of Women Voters for the primary and general elections. The League produces it, and we print it. Until this year, there was no charge. In 2016, there was a small charge.
- Published signed editorials.
- Provided information about where to vote.
- Had a constant flow of letters to the editor, and we published as many as we could fit in the print and online editions.

## Political advertising secured during this election season:

- Many of our local candidates were unopposed or assured of their success because of party affiliation. Others did advertise but only a limited number.

## Lessons learned:

- Always be ahead of the game.

### Perkasie rezoning paves way for airport expansion

Perkasie Borough Council has approved an ordinance to rezone an area of 100 acres to allow for an airport expansion. The rezoning is a key step toward the town's goal of becoming a major transportation hub. The ordinance allows for the construction of a new runway and taxiway, as well as the expansion of existing runways. The rezoning is a key step toward the town's goal of becoming a major transportation hub. The ordinance allows for the construction of a new runway and taxiway, as well as the expansion of existing runways.

### Count the turkeys

Local turkey farmers are preparing for the annual turkey count. The count is a key step toward the town's goal of becoming a major transportation hub. The ordinance allows for the construction of a new runway and taxiway, as well as the expansion of existing runways.

### Upper Makefield denies Melsk

Upper Makefield Township has denied a rezoning application for a property in Melsk. The denial is a key step toward the town's goal of becoming a major transportation hub. The ordinance allows for the construction of a new runway and taxiway, as well as the expansion of existing runways.

### Fourth teen charge

A fourth teen has been charged with a crime. The charge is a key step toward the town's goal of becoming a major transportation hub. The ordinance allows for the construction of a new runway and taxiway, as well as the expansion of existing runways.

### Jose Garcia adds Playhouse to his list of restaurants

Jose Garcia has added Playhouse to his list of restaurants. The addition is a key step toward the town's goal of becoming a major transportation hub. The ordinance allows for the construction of a new runway and taxiway, as well as the expansion of existing runways.

### Teachers hear of new arts collaboration with Michener

Teachers have heard of a new arts collaboration with Michener. The collaboration is a key step toward the town's goal of becoming a major transportation hub. The ordinance allows for the construction of a new runway and taxiway, as well as the expansion of existing runways.

### Holiday opening

A holiday opening is scheduled for a local business. The opening is a key step toward the town's goal of becoming a major transportation hub. The ordinance allows for the construction of a new runway and taxiway, as well as the expansion of existing runways.

### Outdoors

Outdoors is a key step toward the town's goal of becoming a major transportation hub. The ordinance allows for the construction of a new runway and taxiway, as well as the expansion of existing runways.

## League of Women Voters of Bucks County

### NONPARTISAN VOTERS GUIDE

November 8, 2016 Bucks County Her. Page C7-C20

**U.S. President**  
General rule: All qualified persons are eligible to vote in the primary election. Candidates are listed on the ballot in the order in which they were listed on the primary ballot. Candidates are listed in the order in which they were listed on the primary ballot.

**U.S. Senator**  
General rule: All qualified persons are eligible to vote in the primary election. Candidates are listed on the ballot in the order in which they were listed on the primary ballot. Candidates are listed in the order in which they were listed on the primary ballot.

**Attorney General**  
General rule: All qualified persons are eligible to vote in the primary election. Candidates are listed on the ballot in the order in which they were listed on the primary ballot. Candidates are listed in the order in which they were listed on the primary ballot.

**Auditor General**  
General rule: All qualified persons are eligible to vote in the primary election. Candidates are listed on the ballot in the order in which they were listed on the primary ballot. Candidates are listed in the order in which they were listed on the primary ballot.

**Treasurer**  
General rule: All qualified persons are eligible to vote in the primary election. Candidates are listed on the ballot in the order in which they were listed on the primary ballot. Candidates are listed in the order in which they were listed on the primary ballot.

**U.S. Representative**  
General rule: All qualified persons are eligible to vote in the primary election. Candidates are listed on the ballot in the order in which they were listed on the primary ballot. Candidates are listed in the order in which they were listed on the primary ballot.

**State Representative**  
General rule: All qualified persons are eligible to vote in the primary election. Candidates are listed on the ballot in the order in which they were listed on the primary ballot. Candidates are listed in the order in which they were listed on the primary ballot.

**Proposed Constitutional Amend.** Yes 10,373 No 93,350

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# CENTRE DAILY TIMES

State College

## Methods of engaging and educating readers about the candidates and issues:

- Published a voters' guide from another source for the primary and general elections.
- Dedicated a section of our website to election coverage.
- Provided information about where to vote.
- Provided contact information to reach the candidates.
- Published candidate profiles.
- Published a copy of the ballot, and researched and discussed key questions.

The screenshot shows the website's navigation menu, a search bar, and a prominent advertisement for a rug sale. Below the ad is a video player showing a man speaking. The main heading reads 'CDT Voters Guide — 2016 presidential election'.

The newspaper page features a large headline 'TRUMP TAKES EARLY LEAD' and a sub-headline 'Toss-ups: Pennsylvania, Michigan and N.H. Clinton win unlikely'. It includes a photo of a crowd celebrating and a table of election results.

OFFICE	CANDIDATE	PERCENTAGE
PRESIDENT	Hillary Clinton	215
	Donald Trump	244
STATEWIDE RESULTS	Hillary Clinton	48%
	Donald Trump	49%

**ATTORNEY GENERAL**  
 51% Josh Shapiro  
 49% John Rafferty

**STATE TREASURER**  
 51% Joe Torresi  
 44% Otto Vot

**AUDITOR GENERAL**  
 50% Eugene DePaquale  
 45% John Brown



# THE CITIZENS' VOICE

Wilkes-Barre

## Methods of engaging and educating readers about the candidates and issues:

- Published a voters' guide for the primary and general elections.
- Published signed editorials .
- Dedicated a section of our website to election coverage.
- Provided information about where to vote.
- Published a copy of the ballot, and researched and discussed key questions.
- Published candidate profiles.
- Provided candidates with a list of questions, and published their responses.

## Other initiatives:

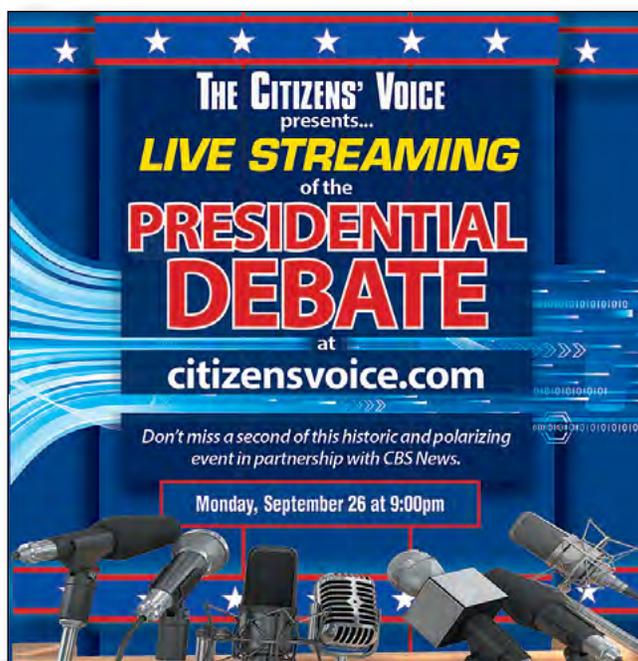
- Contracted with [e.thePeople](#) to develop an online voters' guide.
- Invited all candidates for state and local offices in to meet with our editorial board, and endorsed in races from the President of the United States down to the state house representatives.
- Took the [AP's Why It Matters](#) feature and used it as a 30-part series. Once complete, we boiled down the series into a simple grid page that showed readers where Hillary Clinton and Donald Trump stood on the issues. This appeared the Sunday before Election Day.

## Resources to complement political coverage:

- [e.thePeople](#) and [AP's Why It Matters](#)

## Marketing efforts to promote your organization as the "go-to" source:

- Ran daily teasers to the 30-part Why It Matters series.
- Carried web teasers and created a landing page for all election-related coverage.
- Partnered with CBS to carry all of the presidential debates live on our websites.



# THE DAILY ITEM

Sunbury



## Methods of engaging and educating readers about the candidates and issues:

- Published a voters' guide for the primary and general elections.
- Published anonymous editorials.
- Dedicated a section of our website to election coverage.
- Provided information about where to vote.
- Provided contact information to reach the candidates.
- Provided live online or social media coverage of candidate rallies, debates, or events.
- Used dedicated blogs.
- Published a copy of the ballot, and researched and discussed key questions.
- Published candidate profiles.

## Other initiatives:

- Published the **League of Women Voters** section on our website.

## Most successful initiatives:

- Use of election software "**Electable**" drew more than 5,000 page views to our site in the final week of the election.

## Social media efforts:

- Used **Facebook Live** and **live tweet blogs** at multiple rallies and throughout the day on Election Day.

## Resources to complement political coverage:

- Used an election software called "**Electable**" on our site, which allowed us to provide readers with profiles, voting places, ballots, etc. that were unique to their home addresses.

## Marketing efforts to promote your organization as the "go-to" source:

- Had significant coverage throughout the campaigns in print and online. We assigned a local reporter to bring local voices to our coverage.

# THE EXPRESS

Lock Haven

## Methods of engaging and educating readers about the candidates and issues:

- Provided information about where to vote.
- Published signed editorials.
- Published candidate profiles.
- Provided contact information to reach candidates.
- Published a copy of the ballot, and researched and discussed key questions.
- Provided candidates with a list of questions, and published their responses.

## Marketing efforts to promote your organization as the "go-to" source:

- Published house ads demonstrating how many newspaper readers actually vote.

**10 Reasons Why Readers Vote & Voters Read**

- 86% of voters who cast ballots in the last local election read a newspaper in print or online in the past week, or more often.
- 97% of voters rate newspapers - more than any other medium - as reliable, accurate and in-depth for local/civic issues.
- 81% of voters rate newspaper websites - more than any other type of local websites, - as reliable, accurate and in-depth about local political/civic issues.
- 54% of voters rate local TV political ads as annoying, followed closely by those on network TV. Newspaper ads are rated least annoying.
- 40% of voters report that they are likely to read/look at a candidates newspaper ad.
- 91% of voters who contributed money to a campaign read a newspaper in print or online in the past week, or more often.
- 99% of voters in the 18- to 34-year-old age group read a newspaper in print or online in the past week, or more often.
- 83% of Republican, 81% of Independent and 84% of Democratic voters read a newspaper in print or online in the last week, or more often.
- 58% of voters who plan to use mobile devices for news about campaigns and elections use newspaper sources for that news.
- 62% of voters ages 18 to 34 who plan to use mobile devices to check for campaign/ election news rely on newspaper sources.

Source: Harris Interactive 2012

Attention: Candidates We are here for all your print and online Advertising needs in the upcoming primary election. Call The Express sales team today. 870-748-6791

Trevor Evans Advertising Manager  
Benjamin Green Sales Representative  
David Shawley Sales Representative  
Sarah Hixes Sales Representative

feels like home now.

## Voter turn out high in Adams

### Moul returns 91st District seat

### Perry wins re-election bid

Centenarian votes

BRIDAL SHOW

### Methods of engaging and educating readers about the candidates and issues:

- Developed our own voters' guide for the primary and general elections .
- Provided candidates with a list of questions, and published their responses.
- Published candidate profiles.
- Published a copy of the ballot, and researched and discussed key questions.
- Provided information about where to vote.
- Dedicated a section of our website to election coverage.

### Other initiatives:

- Prior to filing deadlines, we wrote columns encouraging people to study issues and consider running for office.

### Most successful initiatives:

- Our managing editor moderated several debates during the election cycle. There is usually a full house.
- We partnered with the local community access television station to have these debates aired on cable television and online. Our reporters covered the debates, and published links to videos of the debates in their entirety on [Facebook](#) and our [website](#).
- The debates were successful because candidates and voters trust the newspaper editor to run them in a nonpartisan manner. Only he knew what questions would be asked.

### Social media efforts:

- Published reminders of filing and voter registration deadlines and posted links to our voters' guides, videos of our debates and candidate interviews. On Election Day, we encouraged readers to share with us what they were experiencing at the polls.

### Resources to complement political coverage:

- [opensecrets.org](http://opensecrets.org)

### Marketing efforts to promote your organization as the "go-to" source:

- Reminded people that we are the only local news source dedicated to Adams County.

Gettysburg Times  
November 8, 2016

What are you seeing out there today? Gettysburg Times reporters will be out and about today and be sure to check here throughout the evening for election results. Happy voting!  
<http://www.adamscounty.us/.../ElectionResources.aspx>

## register.votesPA.com

# PA ONLINE VOTER REGISTRATION

[www.adamscounty.us](http://www.adamscounty.us)

2016 Election Resources Page Content Election Day is November 8, 2016 Polls are open from 7:00 am to 8:00 pm Election Resources November 8, 2016 Adams General Election (Specimen) Ballot 2016 Important Dates To Remember 2016...

ADAMSCOUNTY.US

Like Comment Share

# HAZLETON STANDARD-SPEAKER



## Methods of engaging and educating readers about the candidates and issues:

- Published a voters' guide for the primary and general elections.
- Published signed editorials.
- Dedicated a section of our website to election coverage.
- Provided information about where to vote.
- Provided contact information to reach the candidates.
- Published candidate profiles.
- Provided candidates with a list of questions, and published their responses.
- Published a copy of the ballot, and researched and discussed key questions.
- Provided moderators from our editorial staff to participate in several debates, town hall meetings and forums.

## Most successful initiatives:

- We were inundated with letters to the editor on the election, and published every one that met our standards. This gave our readers a sense of the community's leanings leading up to the election, and they knew they could rely on us for a very visible forum through which they could share their views.
- A customizable online voters' guide through [e.thePeople](http://e.thePeople.com), coupled with one in print developed in conjunction with the [League of Women Voters](http://LeagueofWomenVoters.com), really gave voters every resource they needed as they prepared to head to the polls.

## Social media efforts:

- Promoted our print and digital offerings (candidate profiles, voters' guides, etc.) on Facebook and Twitter. We also used social media to find sources who could speak about their political leanings or provide information on local political events.

## Resources to complement political coverage:

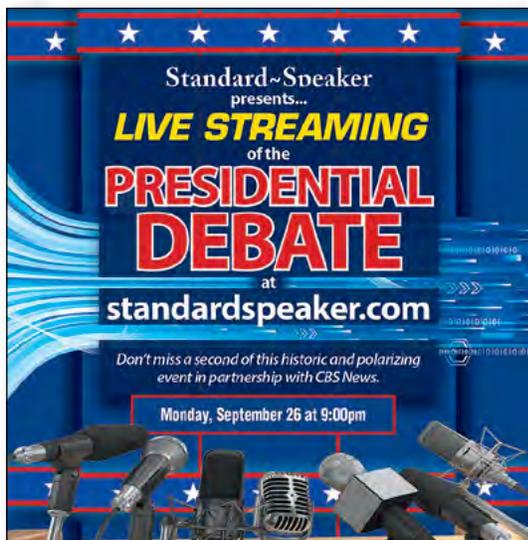
- The [e.thePeople](http://e.thePeople.com) voter guide was most helpful as it allowed us to focus in on races of interest in our coverage area and gave us another resource to connect candidates with voters.

## Marketing efforts to promote your organization as the "go-to" source:

- In addition to our social media efforts, Published promo ads in print and online highlighting our newspaper as the only major hyperlocal media outlet in Hazleton.

## Political advertising secured during this election season:

- The bulk of our campaign advertising came from candidates for local and state office and/or their supporters.



# JEWISH EXPONENT

Philadelphia

## Methods of engaging and educating readers about the candidates and issues:

- Published anonymous editorials.
- Published candidate profiles.
- Dedicated a section of our website to election coverage.



# THE JOURNAL-HERALD/ JOURNAL OF THE POCONO PLATEAU

White Haven/Blakeslee

## Methods of engaging and educating readers about the candidates and issues:

- Published a voters' guide for the primary and general elections.
- Provided information about where to vote.
- Published candidate profiles.
- Ran house ads encouraging readers to vote.
- Sponsored a debate, town hall meeting or forum that included local candidates.

## Most successful initiatives:

- In-house-created voter guides, candidate profiles, and information on where to vote were popular with our readers.

## Social media efforts:

- Posted on Facebook leading up to voter events and Election Day.

## Political advertising secured during this election season:

- Received advertising on behalf of state representatives and county parties.

### Methods of engaging and educating readers about the candidates and issues:

- Developed our own voters' guide for the primary and general elections that included candidate profiles.
- Sponsored a debate, town hall meeting or forum that included local candidates.
- Published anonymous editorials, though they are the consensus of our board, which includes community members. Editorials were published a couple times each week.
- Provided live online or social media coverage of candidate rallies, debates, or events.
- Dedicated a section of our website to election coverage.
- Our local elections office placed ads with the ballots and polling places.
- Provided contact information to reach the candidates.
- Routinely covered candidates, issues and the progress of the races.

### Other initiatives:

- Hosted editorial board meetings, and typically solicited questions from our audiences.
- Invited/encouraged/solicited letters to the editor and op-eds. Published, on average, close to 250 letters per month.
- Ran online polls.

### Most successful initiatives:

- Our candidate debates were – and have been – increasingly successful. We partnered with the Lancaster Chamber of Commerce & Industry for these and held them at sites that could accommodate our technical needs, but were also relevant to the race – i.e. in the candidates' districts. We did a lot of advance planning and marketing of these events. We solicited questions from our digital and print audiences in advance.
- We also put a "countdown" note on the front page from about a week to 10 days in advance of voter registration deadlines, reminding people to register, and telling them how to do it. Sometimes the simplest things make a big difference.

### Social media efforts:

- Had extensive digital coverage of elections and political conventions: **CoveritLive** for elections, rallies and related campaign events; unique landing pages; livestreaming of LNP-sponsored candidate debates; follow-up polls; use of video/Facebook Live; Snapchat; Instagram; Twitter.

### Marketing efforts to promote your organization as the "go-to" source:

- The debates were extremely helpful in our efforts to achieve more of a "go-to" status. The one-on-one interaction with the community fostered familiarity and trust.

### Lessons learned:

- This was an excruciatingly difficult election year to cover. Perceptions/steadfast beliefs that our paper had a built-in bias were like nothing we've seen before, and nearly impossible to counter. In the end, voter engagement efforts may be our best opportunity to provide an ongoing and essential public service while also demonstrating our commitment to great journalism and healthy civic engagement that transcends special interests and political ideologies.

# THE MORNING CALL

Allentown

## Methods of engaging and educating readers about the candidates and issues:

- Published a voters' guide from another source for the primary and general elections.
- Dedicated a section of our website to election coverage
- Provided information about where to vote.
- Sponsored a debate, town hall meeting or forum that included local candidates.
- Provided live online or social media coverage of candidate rallies, debates, or events.
- Used dedicated blogs.
- Published a copy of the ballot, and researched and discussed key questions.
- Published candidate profiles.

## Other initiatives:

- Produced two congressional debates with community-owned public television station PBS39/MLVAT in Bethlehem, in the fall for the 15th (Charlie Dent) and 17th (Matt Cartwright) districts. They were done live to tape; we offered both to PCN for rebroadcast.
- Wrapped our traditional League of Women Voters voters' guide with a four-page special guide for the presidential race. For it, our DC reporter, Laura Olson, wrote short stories about the race and we included lengthy "where they stand on the issue" segments produced by AP.
- On election night, collected our own results for Lehigh and Northampton counties. We used those in our reporting, and shared them in real-time on mcall.com.
- Each Election Day, our A1 alternative story encourages readers to vote and provides details on how to/not to do it, and what to do if there are problems, polling hours, etc.
- Publish reminders of the voter registration deadlines.
- Publish in print and online the day before each election, a complete "checklist" showing each local municipality and its candidate mix. Readers use it to help plan how they will vote.
- With Muhlenberg College, did five political polls focusing on the presidential and the Pennsylvania U.S. Senate (Pat Toomey) race that asked horserace and issue questions. Some were statewide, others Lehigh Valley-based.
- Each Election Day, our reporters fanned out across the Lehigh Valley and fed a broader Twitter dialogue that we invited others to join.
- Invited representatives from the Lehigh Valley Chamber of Commerce and students (Democrat and Republican club members) from Muhlenberg College to ask questions during our televised debates.
- Produced and published **AdWatch TV** commercial fact checkers on key U.S. Senate race ads.

## Most successful initiatives:

- Our printed candidate checklists and League of Women Voters guides are used at polls. On election night, we had good traffic to our live results page and our online stories and social media efforts. The debates are fun to do; the candidates and live audience seemed appreciative. The polling generates a fair share of letters to the editor.



## Social media efforts:

- All of our reporters/editors used social media to spread the word on our own and other noteworthy stories.

## Marketing efforts to promote your organization as the "go-to" source:

- Used mostly online and house ads to promote stories related to our polling, and to let folks know about our debates and election night results.

## Political advertising secured during this election season:

- Very little. A bit came in from one or more state house candidates.

## Lessons learned:

- The tedious work - AdWatches, checklists and live online results - reach people. The polling and debates liven things up and add a bit more fun.

# ALDI

WHAT IS NEXT FOR "LA RAZA"?

WITH THE REJECTION OF THE SOUTH 6TH STREET BID, IT'S TIME TO ORGANIZE THE BUSINESS COMMUNITY

FOR THE LATEST ELECTION COVERAGE GO TO [ALDI.COM/NEWS](http://ALDI.COM/NEWS)

# Altosna Mirror

WEDNESDAY

## Burns re-elected

Incumbent 'relieved' by victory against Houser in 72nd District

## AP: Trump claims victory

Incumbent fend off Hoverson, dedicates win to his mother

## US Rep. Shuster retains 9th seat

Incumbent fend off Hoverson, dedicates win to his mother

# The Times Herald

Wednesday, November 9, 2016

## Trump shows strength in battleground states.

Page A5



# Lebanon Daily News

WEDNESDAY, NOVEMBER 9, 2016

# TRUMP TRIUMPHS

Political outsider wins key battleground states in stunning upset



# Daily American

Wednesday, November 9, 2016

## IT'S ALL OVER WITH ELECTION 2016

A time to heal: Pastors offer advice

## HIGH TURNOUT REPORTED

Race for the White House

## Shust wins round three

# THE MERCURY

Wednesday, November 9, 2016



# DOWN TO THE WIRES!

# The Indiana Gazette

WEDNESDAY NOVEMBER 9, 2016

# STUNNER!

## Trump upsets Clinton



# Latrobe Bulletin

Volume 114 - No. 276 Wednesday, November 9, 2016

## Trump posts stunning presidential win

## Despite passenger dip, airport moving forward with terminal expansion

## Trump card: He beats Clinton nearly 2-to-1

# THE YORK DISPATCH

YORK, PA. WEDNESDAY, NOVEMBER 9, 2016

# AMERICA WAITS

Bitter presidential election still too close to call early Wednesday

## Trump card: He beats Clinton nearly 2-to-1

## Petrarca earns another Pa.'s 55th state House seat

# DAILY NEWS

WEDNESDAY NOV. 9, 2016

## TRUMP DEFIES POLLS AS PENNSYLVANIA PLAYS KEY ROLE IN TIGHT RACE

# CAN'T LOOK!

## LARY VS. TRUMP: TALK ABOUT A NAIL-BITER

## CLINTON UNDERPERFORMS ESTIMATES, RACE TOO CLOSE TO CALL

# Daily Local News

Wednesday, November 9, 2016

## TRUMP DEFIES POLLS AS PENNSYLVANIA PLAYS KEY ROLE IN TIGHT RACE

# UP IN THE AIR

## CLINTON UNDERPERFORMS ESTIMATES, RACE TOO CLOSE TO CALL

# TIMES LEADER

WEDNESDAY, NOVEMBER 9, 2016

## A TRUMP TRIUMPH

276 TRUMP 218 CLINTON



# Pittsburgh Post-Gazette

ONE OF AMERICA'S GREAT NEWSPAPERS

# Trump sweep to White House

GOP nominee defies odds, experts to upend Clinton in his



# DAILY TIMES

WEDNESDAY, NOVEMBER 9, 2016

# STUNNER!

## TOO CLOSE TO CALL

## RAISING THE BAR... EVEN HIGHER

# THE REPORTER

WEDNESDAY, NOVEMBER 9, 2016

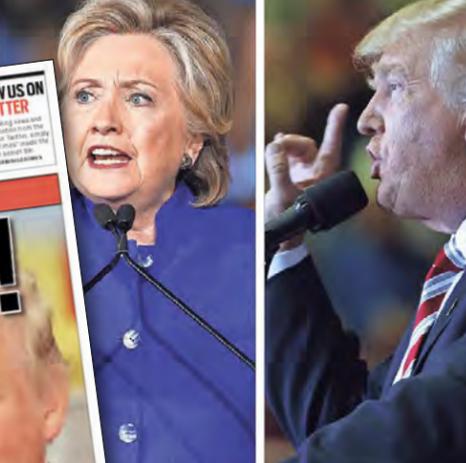
## SENATE RACE

### Toomey beats Katie McGinty

## 58TH HOUSE DISTRICT

### City Council president wins

# CLOSE COUNT!



# Erie Times News

WEDNESDAY, NOVEMBER 9, 2016

## ELECTION 2016

# A NAIL-BITER

Trump surges to early lead over Clinton

Trump wins key state of Ohio

Key battleground states still up for grabs

## Trump, Clinton locked in close Florida fight

# THE REPORTER

WEDNESDAY, NOVEMBER 9, 2016



# CLOSE COUNT!

# WILLIAMSPORT SUN-GAZETTE

Wednesday, November 9, 2016

# Tight race

SEE FINAL ELECTION RESULTS AT [WWW.SUNGAZETTE.COM](http://WWW.SUNGAZETTE.COM)

- Supreme Court: No to intimidation inquiry
- Long lines, machine errors in some states
- Turnout up
- Presidency undecided





# PENNLIVE/THE PATRIOT-NEWS

Harrisburg

## Methods of engaging and educating readers about the candidates and issues:

- Partnered with the Pennsylvania League of Women Voters to develop a statewide voters' guide for both the primary and general elections.
- Worked with Dr. G. Terry Madonna, Director of the Center for Politics and Public Affairs and Professor of Public Affairs at Franklin and Marshall College, and Director of the Franklin and Marshall College Poll, to divide Pennsylvania into six voting blocks, and we wrote stories about each area.

## Other initiatives:

- Used a data-driven approach to help connect candidates with voters based on the habits of our readers. Helped advertisers customize their messaging to best reach their targeted audience by stressing the importance of aligning their message with a premium content provider.
- Prided ourselves on being flexible – with being able to change the advertiser's message quickly to respond to a competitive message.
- Shared case studies that were relevant to the goals of each candidate or group.

## Social media efforts:

- Had a team at all presidential candidate appearances across Pennsylvania, and used social media to share content from the events.
- Had a reporter live at the Republican National Convention, and a team present at the Democratic National Convention – with live streaming through Facebook Live at each event.
- Encouraged readers to submit questions through social media that we would ask at editorial board meetings with candidates.

## Lessons learned:

- It's important to be educated as you approach a candidate or PAC – be sure to know the lingo and jargon and differentiate yourself from the many others vying for the same ad dollars.



# PERRY COUNTY TIMES/DUNCANNON RECORD/ JUNIATA SENTINEL/NEWS-SUN

New Bloomfield/Duncannon/Mifflintown/Newport



## Methods of engaging and educating readers about the candidates and issues:

- Provided information about where to vote.
- Provided contact information to reach the candidates.
- Published candidate profiles.
- Agreed to moderate a state representative general election debate. Unfortunately, the event had to be canceled due to one candidate's unavailability.

## Political advertising secured during this election season:

- Advertising was placed by local committees and by the candidates themselves. Received no advertising directly from presidential candidates.

# THE PHILADELPHIA INQUIRER/ PHILADELPHIA DAILY NEWS/PHILLY.COM



## Methods of engaging and educating readers about the candidates and issues:

- Provided extensive political reporting during the Democratic National Convention that included:
  - ▶ Multiple special sections that began on the Sunday prior to start of the DNC included information about the Convention and local resources, and additional sections ran during the DNC.
  - ▶ Wrapped both The Philadelphia Inquirer and Philadelphia Daily News, and delivered the papers to the media center at the DNC resulting in strong readership.
  - ▶ Delivered a special print section of the newspaper to local hotels as a keepsake.
  - ▶ Used a street team – students dressed in mid-century clothing, to sell newspapers at Independence Hall.
  - ▶ Featured information about President Obama’s legacy on the day he spoke at the DNC.
  - ▶ Applied decals on our trucks and vans promoting single copy sales.
  - ▶ Used local billboards to promote our DNC special section.
  - ▶ A team of reporters also covered the protests at the DNC.

## Other initiatives:

- Hosted an event called **Mad as Hell** which was a panel discussion, moderated by Michael Smerconish, that addressed voter frustration.
- Our national political reporter, Tom Fitzgerald, analyzed the various positions taken by candidates to help readers understand what it means to them.
- A reporter traveled with New Jersey Gov. Chris Christie to report back on how he handles campaigning and governing at the same time.
- An online reporter, Emily Babay, provided important educational information for readers such as understanding the electoral college and other basic civic education information.
- Shared information about the history of women in politics including Suffragist Alice Paul.
- Implemented new online storytelling techniques that included an infographic representing America before and after President Obama.
- Used rack cards and social media to promote **Philly Clout** – a daily e-newsletter dedicated to political coverage.

## Social media efforts:

- To support our coverage of the DNC, posted online all day long, and included a daily blog with information about what was happening each day.
- Published a narrative of tweets on **Philly.com** to aggregate what the candidates and supporters were saying throughout the day.

## Resources to complement political coverage:

- **FactCheck.org** - A Project of The Annenberg Public Policy Center.

## Methods of engaging and educating readers about the candidates and issues:

- Developed our own voters' guide for the primary and general elections.
- Provided live online or social media coverage of candidate rallies, debates, or events.
- Used dedicated blogs.
- Dedicated a section of our website to election coverage.
- Provided information about where to vote.
- Published candidate profiles.
- Provided candidates with a list of questions, and published their responses.



**SPORTS**  
**FILLIES WIN**  
Marion advances to PIAA Girls' Volleyball Tournament quarterfinals | 15

**ACROSS THE NATION**  
**CHILD DEATH TRIAL**  
Georgia jurors dismissed to go vote | 4

**BUSINESS**  
**HOLIDAY SHOPPING**  
Stores tweak store hours on Thanksgiving Day | 6

## REPUBLICAN HERALD

WEDNESDAY, NOVEMBER 19, 2016 [www.republicanherald.com](http://www.republicanherald.com) \$1.00 / 7-day home delivery \$5.30

**2016 RACES**

**U.S. Senator**  
Katie McGinty  
 Democrat  
Pat Toomey  
 Republican

**U.S. Rep. District 17**  
Matt Cartwright  
 Democrat  
Matt Conroy  
 Republican

**State Treasurer**  
James Bobb  
 Libertarian  
Krisia Conbo  
 Democrat  
Joe Torsella  
 Democrat  
Otto Volt  
 Republican

**State Attorney General**  
John Rafferty  
 Democrat  
Josh Shapiro  
 Democrat

**State Auditor General**  
John A. Brown  
 Republican  
Eugene Despasquale  
 Democrat  
Roy A. Minet  
 Libertarian  
John J. Sweeney  
 Green

**Proposed Constitutional Amendment**  
Amending the mandatory judicial retirement age:  
Yes   
No

### TOO CLOSE TO CALL

**2016 Election**  
**Clinton, Trump split key states**

**BY JULE PAGE**  
ASSOCIATED PRESS

WASHINGTON — Donald Trump's unexpected victory over Hillary Clinton on Tuesday night in Florida, Ohio and North Carolina, shows remarkable strength in three of the nation's most closely fought battleground states in an unexpectedly tight race for the presidency.

Clinton carried Nevada, Virginia and Colorado, as well as California, the nation's largest prize. With a handful of other states still undecided as the race heated past midnight, neither candidate had claimed the 270 Electoral College votes needed to win the White House.

Clinton and Trump were neck-and-neck in these crucial swing states on Tuesday, each seeing an important electoral prize after a back-and-forth race that saw voters get plenty of face time

**TRUMP TAKES LEAD**  
**Join the Electoral College**



Supporters of Republican presidential candidate Donald Trump cheer as they watch the election results during Trump's election night rally, Tuesday in New York.

indicated in close contests up and down the country. Amid heavy turnout, Trump's contested presidential race was

**TOOMEY, MCGINTY BATTLE FOR PA.**

**BY JAMES LEVY**  
ASSOCIATED PRESS

The most expensive political race in U.S. state history: Pennsylvania's contest between Republican U.S. Sen. Pat Toomey and Democratic Sen. Katie McGinty, expected to close on Tuesday night, four hours after polls closed.

The race was being watched nationally because it could help decide control of the chamber. But Democrats' chances of retaining the Senate majority were slipping away as independent swing states lay out in Ohio, North Carolina, Indiana and Florida.

A Toomey win in Democratic-leaning Pennsylvania would further bolster the GOP's goal of holding onto its Senate majority — currently 51-49.

In Pennsylvania, voters are mandatory to appear at the polls, and the state is one of the most valuable Senate battlegrounds. He was running for a second term after compiling one of Congress' most conservative voting records and had placed an emphasis on opposing in executive branch and independent voters willing to split their tickets, particularly in Philadelphia's heavily populated suburbs.

At 65, he has never held public office and was trying to become Pennsylvania's first female U.S. senator. She had not lost in 111 years since White House and was recruited by top Washington Democrats to challenge Toomey's 10-year tenure. Toomey will be honored

**Cartwright takes 17th for third term**

**BY DAVE FALDNER**  
STAFF WRITER  
dave.faldner@rh.com

Democrat Matt Cartwright of Lehigh County recently defeated Republican challenger Matt Conroy, Bethlehem Township, Northampton County, to secure a third term in the U.S. House of Representatives.

He triumphed in his room at the Hilton Schuylkill and Conference Center until midnight, making it a record-setting battle to call the race and offer clarity to the election officials.

"Times back and forth good," he said confidently about his chances and keeping the party alive in a 100-year-old building — "that people want to go to sleep."

Trump did not look so good for Democratic presidential nominee Hillary Clinton. Cartwright said that race was necessary to call. Clinton's election as president would yield a new 113-100, Cartwright

said, from what will become a party-by-party congressional contest. He predicted a major episode by reaching out to legislators.

As for the other possible outcome of the evening, a Trump presidency, Cartwright would be the "unopposed" second choice.

As he took the oath, Cartwright thanked his supporters, calling their cooperation "the most important thing when compared to the national race," he said.

"We didn't call each other names or step over the other's head in this process."

Cartwright is a former race car driver and an entrepreneur, a real estate investor, a construction contractor who signed himself with Donald Trump.

The 17th district includes all of Schuylkill County and portions of Carbon, Monroe, Lehigh, and Berks counties.

**ELECTION 2016**  
Voters report problems in Schuylkill County. **Page 3**  
California 0th congressional seat: Colorado 0th congressional. **Page 8**  
Making a choice: Voters talk of decision amid of tensions. **Page 14**

**Methods of engaging and educating readers about the candidates and issues:**

- Published signed and anonymous editorials.
- Provided live online or social media coverage of candidate rallies, debates, or events.
- Published a copy of the ballot, and researched and discussed key questions.
- Dedicated a section of our website to election coverage.
- Provided information about where to vote.
- Published candidate profiles.
- Provided candidates with a list of questions, and published their responses.

**Political advertising secured during this election season:**

- Received limited advertising, it was more of a national campaign – there were few local candidates.

**RH The Republican-Herald**  
November 8, 2016

It's Election Day and the polls are open 7am-8pm. For information about getting a ride to the polls call the Schuylkill County political committees. Democratic Party 570-622-3155 and Republican Party 570-622-1540.



# VOTE

Like Comment Share



**The Sentinel** 50 cents  
 3 Sections, 32 pages, Vol. 114 • No. 27 www.lewistownsentinel.com Wednesday, Nov. 9, 2016

**Field hockey 2, Soccer 0**  
 Belleville Mennonite, Greenwood advance in state play; Juniata, East Juniata seasons end  
**SPORTS / B1**

**INSIDE TODAY**  
 Juniata County Library celebrates 50 years

# TRUMPED

*Donald Trump wins White House in astonishing victory*

WASHINGTON (AP) — Donald Trump won Tuesday, an astonishing victory for a celebrity businessman and political novice who capitalized on voters' economic anxieties, took advantage of racial tensions and overcame a string of actual assault allegations on his way to the White House.

His triumph over Hillary Clinton will end eight years of Democratic dominance of the White House and threaten to undo major achievements of President Barack Obama. He's pledged to quickly repeal Obama's landmark health care law, revoke the nuclear agreement with Iran and rewrite important trade deals with other countries, particularly Mexico and Canada.

The Republican slanted through Democratic legislation, forcing carrying Pennsylvania and Wisconsin, states that had's voted for a GOP presidential candidate since the 1950s. He needed to win nearly all of the competitive battleground states, and he did just that, clearing Florida, Ohio, North Carolina and others.

Global stock markets and U.S. stock futures plunged deeply, as trading investors also over what a Trump presidency might mean for the economy and trade.

A New York real estate developer who lives in a sparkling Manhattan high-rise, Trump forged a winning connection with white, working-class Americans who felt left behind in a changing economy and shrinking country. He cast investigations both from Latin America and the Middle East, as the rest of the nation played many Americans and faced into fears of terrorism unfolding at home and abroad.

Trump will face office with Congress expected to be fully under Republican control. GOP Senate candidates fended off Democratic challengers in key states and appeared poised to maintain their majority. Republicans also maintained their grip on the House.

Senate control means Trump will have great leeway in appointing Supreme Court justices, which could mean a major change in the rights that would last for decades.

Trump upended years of political convention in the way he won the White House, leaving hardly personal insults on his rivals, denouncing Mexican

Republican presidential candidate Donald Trump, accompanied by his wife Melania, gives a thumbs-up after casting his ballot at 95-50, Tuesday, in New York.

**U.S. SENATE**  
**Toomey tops Katie McGinty in Senate**

By The Associated Press  
 Republican Pat Toomey has won re-election to a second term in the U.S. Senate in Pennsylvania, beating Democratic Katie McGinty in a down-ballot race that was a key stepping stone in Republicans' drive to maintain control of the Senate.

Toomey, has been one of the most vulnerable Republican senators running for re-election. The affordable care re-elected U.S. Senate campaign finance

**U.S. HOUSE OF REPRESENTATIVES**  
**Marino easily wins 4th term in Congress**

LEWISTOWN — Republican Rep. Tom Marino easily fended off Democratic challenger Michael Molinari in the general election contest for Pennsylvania's 11th Congressional District on Tuesday.

Throughout the district, Marino secured 202,622 votes, while Molinari received 96,353 votes, according to unofficial election results, with 91 precincts still called, according to the Pennsylvania State website. Merkle County voters favored Molinari, 14,155 to 7,546 and Juniata C

**Benninghoff holds off challenger**  
 By KERRIN M. SCHALK  
 Statewide reporter  
 kschalk@lewistownsentinel.com

LEWISTOWN — Republican incumbent Kerry Benninghoff appears to have won re-election with official results giving him 20,888 votes in the 171st District. Democratic challenger Michael Fleck received 10,172 votes.

It was a landslide.

**Irvin re-elected in 81st District**  
 By KERRIN M. SCHALK  
 Statewide reporter  
 kschalk@lewistownsentinel.com

LEWISTOWN — State Rep. Rich Irvin, R-Harrisburg, will serve another term in the state house for the 81st District, according to unofficial election results.

Irvin secured 18,460 votes, while Democratic challenger Rick Rogers received 10,955 votes.

**Harris retains seat in 82nd District**  
 By LAUREN KERSHNER  
 Statewide reporter  
 lkershner@lewistownsentinel.com

LEWISTOWN — Incumbent Republican Adam Harris won re-election to a seventh term in the state house of Representatives, after, according to unofficial election results released on Tuesday night.

Harris was unopposed for the seat in the 82nd Legislative

**Democrats sw Pa. row off**  
 LEWISTOWN — Despite voters' support for Republicans in the Valley, the Democrats' loss for the three state seats in the Tuesday night, according to voting results.

Democratic Junita Shapiro, office of state attorney general, secured 2,835,147 votes in Berks County, 2,762,374 in Lehigh County and 13,123 votes in York County, and 4,676 votes in Juniata County, and 7,921 votes in York County, and 2,614 votes in York County, and 2,614 votes in York County, and 2,614 votes in York County.

**DEATHS**  
 Covid memorial:  
 R. McCabren  
 Thank you for publishing in the Sentinel:  
 Kevin Michael Givens-Cole  
 Ruth Ann Votary-Holstetter  
 Roy Edward Scumis  
 Joseph G. Korman  
 Dwight R. Lindenberg  
 Randall S. Stahl Jr.

**SKI SWAP SALE**  
 The largest and most discount winter sports sale in Central PA  
 Tussey Mountain  
 5pm-10pm Friday, Nov. 11  
 10am-5pm Saturday, Nov. 12  
 Harrisburg, Pa.  
 www.tusseymountain.com / 814.466.62

### Methods of engaging and educating readers about the candidates and issues:

- Developed our own voters' guide for the primary and general elections.
- Published signed and anonymous editorials.
- Published a copy of the ballot, and researched and discussed key questions.
- Provided information about where to vote.
- Published candidate profiles.
- Provided candidates with a list of questions, and published their responses.

### Most successful initiatives:

- The voters' guide is always a very popular item among our readers. Several people say to us how much they look forward to it each year.

### Marketing efforts to promote your organization as the "go-to" source:

- In several house ads leading up to the election, we routinely positioned ourselves as the leader in local coverage.

**Lewistown Sentinel**  
 November 9, 2016

Want to follow the election? Check out the AP electoral map online at <http://www.lewistownsentinel.com/associated-press-electo/>

**Associated Press Electoral Map | News, Sports, Jobs - The Sentinel**

Associated Press Electoral Map Local News Nov 8, 2016 Check back regularly for updates to this map as the Associated Press makes projections to the electoral.

LEWISTOWNSENTINEL.COM

Like Comment Share

# THE TIMES-TRIBUNE

Scranton



## Methods of engaging and educating readers about the candidates and issues:

- Published a voters' guide for the primary and general elections.
- Published signed editorials.
- Dedicated a section of our website to election coverage.
- Provided information about where to vote.
- Published a copy of the ballot, and researched and discussed key questions.
- Published candidate profiles.
- Provided candidates with a list of questions, and published their responses.
- Provided live online or social media coverage of candidate rallies, debates, or events.
- Used dedicated blogs.

## Other initiatives:

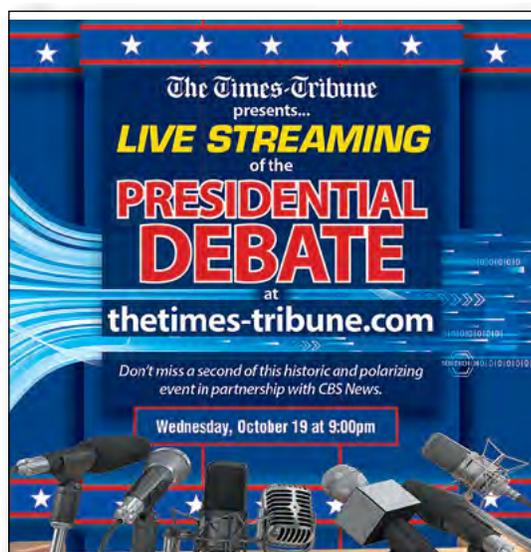
- Contracted with e.thePeople to develop an online voters' guide.
- Invited all candidates for state and local offices in to meet with our editorial board, and endorsed in races from the President of the United States down to the state house representatives.
- Took the AP's Why It Matters feature and used it as a 30-part series. Once complete, we boiled down the series into a simple grid page that showed readers where Hillary Clinton and Donald Trump stood on the issues. This appeared the Sunday before Election Day.
- All newspapers cover politics to some degree. Political and election coverage has been fundamental through the history of the Scranton Times, now The Times-Tribune/The Sunday Times.
- Have a three-person editorial department, including an editorial cartoonist, and devote two pages each day to opinion, letters and op-ed.
- Have a local politics column which has published each Saturday for more than 100 years. Coverage here remains robust and readers expect and sometimes demand that coverage.

## Resources to complement political coverage:

- Have used [e.thePeople](#) for several years. The consistency of having this online resource is a benefit to our readers.

## Marketing efforts to promote your organization as the "go-to" source:

- Ran daily teasers to the 30-part Why It Matters series.
- Carried web teasers, and created a landing page for all election-related coverage.
- Partnered with CBS to carry all of the presidential debates live on our websites.



# THE TRIBUNE-DEMOCRAT

Johnstown

## Methods of engaging and educating readers about the candidates and issues:

- Published signed editorials.
- Provided live online or social media coverage of candidate rallies, debates, or events.
- Used dedicated blogs.
- Published a copy of the ballot, and researched and discussed key questions.
- Dedicated a section of our website to election coverage.
- Provided information about where to vote.
- Provided contact information to reach candidates.
- Published candidate profiles.

## Most successful initiatives:

- Our coverage of candidate events showed strong readership and engagement analytics.

## Social media efforts:

- Pushed election coverage out across Twitter and Facebook.
- Asked online and social media poll questions about issues and candidates.
- Cross-published social media comments about election issues.
- Shared the social media accounts of candidates.

## Marketing efforts to promote your organization as the “go-to” source:

- Included an Election logo in print and online.
- Linked web stories on related election topics and candidates.

## Political advertising secured during this election season:

- Had advertising from local candidates for state legislative offices.

## Lessons learned:

- Candidate forums are effective, if you can limit involvement by groups that might attempt to influence the environment or the setting. The key is a balanced approach - committing yourself to strict rules (time of responses, number of questions, audience participation, etc.) that do not favor one candidate or viewpoint over another.



# YORK DAILY RECORD/SUNDAY NEWS

**HISTORIC WIN FOR HILL-EVANS**  
Carol Hill-Evans becomes the first African-American woman to be a state representative from York County, Page 12

**YORK DAILY RECORD**  
WEDNESDAY, NOVEMBER 9, 2016 // PART OF THE USA TODAY NETWORK

**AMERICA WAITS**  
KEY STATES: WINS IN FLORIDA, OHIO PAVE POTENTIAL PATH TO A TRUMP WIN  
LATE RESULTS: CLINTON HOPES HINGED ON SEVERAL SWING STATES

HILLARY CLINTON 209  
DONALD TRUMP 244

**ELECTORAL COLLEGE** 279 needed to win

Republican presidential hopeful Donald Trump was the projected winner in the crucial battleground states of Florida, North Carolina and Ohio on Tuesday, widening an incredible path to potential victory for the billionaire real estate mogul and reality TV star. Democratic Hillary Clinton's tally included swing states Colorado and Virginia, as the election of the nation's 45th president essentially finalized conclusion. In Pennsylvania, another key state, Clinton and Trump were neck and neck late into the night.

**MORE COVERAGE INSIDE:**  
THE PRESIDENTS: How far between Trump, Clinton heat nation-wide. PA  
US, UK: ALSO WATCH: Senate race set up for drama, GOP opposed heated toward holding office. PA  
PENNSYLVANIA: Polling shows no advantage apparent ahead of the state's major problem. PA  
LEGISLATION: Catch up on results of connected cases in York County. PA

**The heart of communication**  
Learn helpful tips on how to communicate with a relative or a friend who has received a diagnosis of dementia. Reduce frustration, impatience... and gain Redwoven closeness.

## Methods of engaging and educating readers about the candidates and issues:

- A political reporter toured areas in Pennsylvania where President Trump did well during the primary election to talk with people to see what resonated with them – this was particularly interesting since several traditionally Democratic areas voted Republican for the first time in a long time.
- Two reporters took a road trip from Philadelphia to Pittsburgh stopping at colleges, diners, and local businesses, to talk with voters along the way, and shared audio of their findings on WITF public radio – in addition to broadcasting their interactions on Facebook Live.
- Sponsored a Teen Takeover debate for the 95th State House in which 10 high school students asked the candidates questions.
- Covered Donald Trump's visit to Gettysburg where he did his own "Gettysburg Address."
- Hosted an Election Night Watch Party at a local bar. Community members shared their thoughts about the returns as they were being announced.

## Social media efforts:

- We used Facebook Live extensively throughout the election season and promoted our involvement through our website and on our Facebook page. Some specific examples of our Facebook Live initiatives include:
  - ▶ Members of our staff (reporter, editor, photographer) spoke with people from our community to better understand the issues that were of most importance to them, and learn more about the candidates they were favoring.
  - ▶ We talked with students at York College to identify the issues that were important to them, and learn more about the overall voter sentiment on campus.

**Election Night Watch Party**  
Tuesday, Nov. 8th  
7-11 PM  
at the Holy Hound Taproom  
ydr.com

Public · Meetup · Hosted by York Daily Record/Sunday News

Tuesday, November 8, 2016 at 7 PM - 11 PM  
about 3 months ago

Holy Hound Taproom  
61 W. Walnut St., York, Pennsylvania 17401

**About** Discussion

Write Post Add Photo/Video Create Poll

Write something...

**Details**

Join the York Daily Record staff for a nonpartisan election night watch party. Both Clinton and Trump supporters are welcomed! Come by for food and drinks and some friendly political discussion as elections results are announced.

We will be in the back room at the Holy Hound Taproom in York beginning at 7 PM. Refreshments will be provided, and a full menu is available.

**Related Events** See More

York Storytellers Project  
Thu Mar 10 at Central Market Yo...  
12 guests  
Interested Going

International Women's Day Co...  
Wed Mar 8 at Union Lutheran C...  
10 guests  
Interested Going

MSC presents Dover Quartet  
Sunday at Temple Over Shalom  
6 guests  
Interested Going

19th Annual HYP Home Tour  
Sat May 13 at Bellevue Park  
50 guests  
Interested Going

**95th Pa. House Race Debate**  
Thursday, October 6, 2016 at 6:30 PM  
about 4 months ago

Public · Hosted by Scott Fisher

YorkZone Hotel  
York, Pennsylvania 17408

Created for Filing York PA

**About** Discussion

Write Post Add Photo/Video Create Poll

Write something...

**Details**

Democrat Carol Hill-Evans vs. Republican Joel Sears

The 50th District includes: York City, West York, Spring Garden Township and parts of West Manchester Township

**Related Events** See More

Junior League of York's March...  
Thu Mar 7 at Junior League of Y...  
14 guests  
Interested Going

International Women's Day Co...  
Wed Mar 8 at Union Lutheran C...  
10 guests  
Interested Going

Meet The Filmmakers: Dimeo  
Tomorrow at The Parliament Ar...  
4 guests  
Interested Going

Toomey's Office  
Wednesday at 200 Chestnut St...  
448 guests  
Interested Going

# POLITICAL RESOURCES FOR PNA MEMBERS



## CUSTOMIZABLE MARKETING FLYERS

To help our members capture valuable advertising dollars from candidates, political action committees and special interest groups, the PNA developed a series of customizable political marketing flyers, targeted to decision makers who represent local, state, and national candidates, and other related organizations, that demonstrate the strength of local newspapers. They are further defined by political party affiliation – Republicans, Democrats, and Independents. These flyers are available on the [Why Newspapers](#) section of the PNA website under “political”.

To customize, simply select the flyer that’s best targeted to your intended audience (local, state, or national election), drop in your newspaper’s logo in the upper right corner, and contact information at the bottom of the page – print it, and share it with your client.

## VOTEPOP QUIZ

**VotePop** is an interactive quiz designed to educate and increase engagement among the voting population of Pennsylvania. Our hope is that VotePop will drive education and interest, and ultimately lead to increased voter registration and participation. Be sure to add it to your website and social media pages.



# POLITICAL-FOCUSED QUESTIONS AND ANSWERS

*from the PNA Legal Hotline*

One of the PNA's most popular services to our members is the Legal Hotline. PNA members may call the hotline at 717-703-3080 with any legal questions.

PNA attorneys routinely provide members with advice on many topics, including political advertising. Here are some common questions that we've answered.

## POLITICAL ADVERTISING

**Q: We're getting a number of local political ads leading up to Election Day. What are some of the issues we need to consider with regard to political advertising?**

A: Financing, required disclosures, timing, rates and defamation issues arise in the context of political advertising, and newspapers should carefully review the content of political ads before publication.

*\*Note: this response relates to state and local political advertising.*

### Financing Advertising

Pennsylvania law governs who can finance political expenditures like political advertising. Although corporations may not make political contributions in Pennsylvania, the U.S. Supreme Court Decision in **Citizens United v. FEC, 130 S.Ct. 876** (U.S. 2010), has resulted in additional guidance from the Pennsylvania Department of State regarding "independent expenditures" by corporations and unincorporated associations. Citizens United was a First Amendment case involving the federal law that prohibited corporations and labor unions from making "independent expenditures," including financing political advertising. The United States Supreme Court found that prohibition in federal law to be unconstitutional. As a result of Citizens United, the Pennsylvania Department of State views some provisions of Pennsylvania's law governing financing political advertising to be unenforceable, while others it deems to remain in full force and effect.

In light of the *Citizens United* decision, the Department takes the position that **section 1633 (a) of the Election Code** prohibiting "independent expenditures" by domestic corporations and unincorporated associations is unconstitutional and cannot be enforced. An "independent expenditure" is an expenditure "made for the purpose of influencing an election without cooperation or consultation with any candidate or any political committee authorized by that candidate, and which is not made in concert with or at the request or suggestion of any candidate or political committee or agent [of a candidate or political committee]." **25 PS. § 3241(e)**. Please note that the prohibitions in section 1633 (a) prohibiting expenditures other than "independent expenditures" by domestic corporations and unincorporated associations remain in full force and effect; this includes the prohibition against corporations making political contributions.

You can read the Department's guidance on the *Citizens United* holding [here](#).

### Disclosures

Certain disclosures must be included in every political advertisement, and the *Citizens United* decision has no effect on this aspect of Pennsylvania law. The required disclosures depend upon who is paying for the advertisement and whether the ad is authorized by the political candidate.

All advertisements must include an indication of who financed the advertisement.

- If the candidate/authorized political committee pays for the advertisement:

If the advertisement was authorized by a candidate, his authorized political committee or their agents, there must be a clear and conspicuous statement that the advertisement has been authorized. The advertisement should state "authorized and paid for by..."

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# POLITICAL QUESTIONS & ANSWERS (CONT.)

- Unauthorized advertisements:

If the ad was not authorized by a candidate, his authorized political committee, or their agents, there must be a clear and conspicuous statement of the name of the person or committee who made or financed the advertisement.

- If political committees pay for the advertisement:

In the case of a political committee financing the advertisement, the disclosure must include the name of any affiliated or connected organization.

Additionally, the Pennsylvania Election Code, **25 P.S. §3258**, requires disclaimers to appear “clearly and conspicuously.” Pennsylvania law does not further define “clearly and conspicuously,” but newspapers should make certain that disclaimers in state and local election ads are plainly visible and in a font size that is easy to read.

## Timing of Advertisements

**Pennsylvania’s Election Code (section 1638(b))** contains a provision restricting the placement of certain political advertisements in the last days of an election and requiring notice to the opposing party. The provision, as written, makes it a criminal offense to violate the statute. In **Commonwealth v. Wadzinski, 492 Pa. 35, 422 A.2d 124 (1980)**, the Pennsylvania Supreme Court declared a former version of this section to be unconstitutional. Based on the Wadzinski decision, the Office of the Secretary of the Commonwealth takes the position that Section 1638 (b) is unenforceable.

## Political Advertising Rates

Corporations are prohibited from making political contributions to candidates. “Contribution” is defined to include, among other things: 1) the granting or discounts or rebates not available to the general public; and 2) the granting of discounts or rebates by television and radio stations and newspapers not extended on an equal basis to all candidates for the same office. Under this definition, it is clear that any “discount or rebate” offered by a newspaper to one candidate must be extended on an equal basis to all candidates. Even then, however, there is a question about whether that discount or rebate must also be made available to the general public.

There are no Pennsylvania court rulings on this issue, but newspapers may certainly offer political candidates discounts that are the same as those offered to other similarly situated advertising accounts. For example, tiered pricing based upon the size or the duration of the advertisement is legal. Any such discount must, of course, be available to all candidates.

Newspapers should contact their legal counsel or the PNA’s legal hotline at (717) 703-3080 if they have any questions or concerns regarding political ad rates.

## Defamation Concerns

Finally, all advertising should be reviewed for defamation concerns. Although political ads generally refer to public officials/public figures (requiring a plaintiff to prove actual malice before the newspaper would be held liable), these actions are expensive to defend and there are never any guarantees.



### Q: Are there laws that govern the appearance of disclaimers required in political ads?

A: Yes, state and federal laws govern the appearance of disclaimers in political ads.

State and local election ads are governed by the Pennsylvania Election Code. **25 P.S. §3258** requires disclaimers to appear “clearly and conspicuously.” Pennsylvania law does not further define “clearly and conspicuously” but newspapers should make certain that disclaimers in state and local election ads are plainly visible and in a font size that is easy to read.

Federal election ads are governed by a number of federal laws and regulations including the Federal Election Campaign Act and Federal Election Commission (FEC) regulations and advisory opinions. Federal law also requires disclaimers to appear in a “clear and conspicuous manner.” Disclaimers will not be considered “clear and conspicuous” if they are difficult to read or placed where they can be easily overlooked. Federal law also requires disclaimers in printed matter to appear within a printed box set apart from the other contents of the ad. The disclaimer must be “clearly readable” and contain a “reasonable degree of color contrast” between the background and the printed statement. The FEC has determined that 12-point font in newspapers will be considered “clearly readable.” Likewise, the FEC has also determined that a “reasonable degree of color contrast” is met when the disclaimer is black on a white background or when disclaimer text is the same color as the largest text in the ad. To learn more about disclaimers required in federal election ads and to see examples click here: <http://www.fec.gov/pages/brochures/notices.shtml>

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# POLITICAL QUESTIONS & ANSWERS (CONT.)

**Q: An advertiser wants to place a political ad for the presidential election but does not want to include any disclaimer other than “not authorized by the candidate.” Can Do that?**

A: No. Federal election law requires ads to include a disclaimer that identifies the party placing the ad, and additional content of the disclaimer will differ depending on whether or not the ad is authorized by the candidate or candidate’s committee.

*NOTE: Please be aware that the rules are different for state and federal elections. These rules govern federal election campaigns.*

Under federal law, candidates and their committees must include a clear and conspicuous disclaimer on all “public communications” (e.g., TV and radio ads, newspaper, magazine or outdoor advertising). Public communications financed by individuals or other organizations must include a disclaimer if the communication expressly advocates a candidate’s election or defeat, or solicits funds. The necessary disclaimer varies, depending upon who places the ad. The general rules are as follows:

**Messages authorized and financed by a candidate:**

On public communications that are authorized and paid for by a candidate or his/her campaign committee, or an agent of either of the foregoing, the disclaimer notice must identify who paid for the message. Example “Paid for by the Smith for Congress Committee.”

**Messages authorized but not financed by a candidate:**

On public communications that are authorized by a candidate or his/her campaign committee, but paid for by another person, or an agent of either of the foregoing, the disclaimer notice must identify who paid for the ad and state that the candidate authorized committee, or agent authorized the message. Example: “Paid for by ABC State Party Committee and authorized by the Smith for Congress Committee.”

**Messages not authorized by a candidate:**

On public communications that are not authorized by a candidate or his/her campaign committee, the disclaimer notice must identify who paid for the message, state that it was not authorized by any candidate or candidate’s committee, and list the permanent street address, telephone number or internet address of the person who paid for the communication. Example: “Paid for by the ABC Committee (www.ABCcommittee.org) and not authorized by any candidate or candidate’s committee.”

**Placement, Size Requirements for Disclaimers:**

The disclaimer notice must be “clear and conspicuous” on the ad. It must appear within a printed box set apart from the other contents in the ad. The print must be of a sufficient type-size to be clearly readable by the reader, and the print must have a reasonable degree of color contrast between the background and the printed statement.

The Federal Election Commission (FEC) regulations contain a “safe harbor” that establishes a fixed, 12-point type size as a sufficient type size for disclaimer text in newspapers and other printed communications that are no larger than common poster size (24” x 36”). Disclaimers for larger communications are judged on a case-by-case basis.

For more information, please see <http://www.fec.gov/pages/brochures/notices.shtml>



**Q: Isn’t there a rule in Pennsylvania or federal law that restricts last-minute political ads?**

A: There is no federal law or regulation that prohibits last-minute political ads in newspapers, and the provision of the Pennsylvania Election Code dealing with last-minute political ads was declared unconstitutional and is unenforceable.

**Pennsylvania’s Election Code (section 1638(b))** contains a provision restricting the placement of certain political advertisements in the last days of an election and requiring notice to the opposing party, but this provision of the law was declared unconstitutional in 1980.

The provision, as written, makes it a criminal offense to violate the statute. However, in **Commonwealth v. Wadzinski**, 492 Pa. 35, 422 A.2d 124 (1980), the Pennsylvania Supreme Court declared a former version of this section to be unconstitutional. Based on the Wadzinski decision, the Office of the Secretary of the Commonwealth takes the position that Section 1638 (b) is unenforceable.

Newspapers can - and some have - implemented policies that restrict or regulate last minute political ads, but they are not required to do so by law.

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## POLITICAL ACCESS

### Q: What are the rules regarding public access to election returns?

A: The Pennsylvania Elections Code makes it clear that returns are public records.

In counties that use electronic voting systems, public access to returns is governed by a specific section of the Pennsylvania Elections Code, **25 P.S. § 3031.14(c)** which states:

“The return printed by the central automatic tabulating equipment, to which have been added write-in votes as recorded on the district reporting form and absentee votes, shall, when certified by the county board of elections, constitute the official return of each election district. Upon completion of the count, the official returns shall be open to the public.”

The Elections Code also contains a general provision regarding public access to returns. **25 P.S. § 3152** (a) states:

“The general returns from the various districts which have been returned unsealed shall be open to public inspection at the office of the county board as soon as they are received from the judges of election. None of the envelopes sealed by election officers and entrusted to the judge of election for delivery to the county board shall be opened by any person, except by the order of the return board, or of the court of common pleas.”



### Q: What are the rules on access to polling places?

A: The Pennsylvania Elections Code, 25 P.S. 3060, provides, among other things, as follows:

(a) Until the polls are closed, no person shall be allowed in the polling place outside of the enclosed space at any primary or election, except the watchers; voters not exceeding ten at any one time who are awaiting their turn to vote; and peace officers, when necessary for the preservation of the peace....

(d) All persons, except election officers, clerks, machine inspectors, overseers, watchers, persons in the course of voting, persons lawfully giving assistance to voters, and peace and police officers, when permitted by the provisions of this act, must remain at least ten (10) feet distant from the polling place during the progress of the vote.

In 2013, the Third Circuit Court of Appeals held that the 10-foot barrier was not an unconstitutional barrier on the press’ ability to monitor elections. You can read the decision in PG Publishing Co. v. Aichele [here](#).

Some media representatives in Pennsylvania have acted as “watchers,” which enables access to polling places in accordance with the statute. Others are granted access by election officials for the purpose of gathering news.

For more information on the Election Code, please refer to PNA’s [Newspaper Handbook](#).



### Q: What kinds of voter registration records are public in Pennsylvania?

A: The Pennsylvania Election Code requires election officials to create and provide access to several types of voter registration records.

**Section 1403** of the Election Code requires election officials to create street lists for each election district, no later than the 15th day prior to an election. The street list must include the names and addresses of all registered electors. **The law** makes street lists public records available for public inspection and copying to officials concerned with the conduct of elections, political parties and political bodies and candidates, for free, and to organized bodies of citizens for a reasonable fee.

**Section 1404** of the Election Code requires election officials to create and maintain electronic and paper copies of public information lists, which must include the name, address, date of birth and voting history for all registered electors. Copies of the lists are **public records** subject to public inspection and copying. The law requires requestors to provide identification and certify in writing that the information in the public lists will not be used for purposes unrelated to elections, political activities or law enforcement.





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