



# Oklahoma PLAC

## 2020 Primary Election Framework

### Candidate Forums

We encourage each PLAC to host or sponsor some type of forum to vet legislative candidates on education issues. Given the time constraints and the health guidance against large, in-person events, OKPLAC has created a list of sample questions for primary candidates. PLACs can localize these questions and then gather responses from candidates. The answers can be posted online in a comparative format. Deer Creek PLAC called this approach “Candidately Speaking” in the 2018 elections. Feel free to use whatever format works for your local groups. Work with your local district and Chamber of Commerce to share the candidate information to other outlets. Please remember that PLACs may not endorse any candidates. If there is any question on this, please err on the side of caution.

Suggested Time Frame if using OKPLAC Questions:

- Weeks of May 4 and 11 – Finalize format and revise questions for any local issues.
- Week of May 18 – Submit questions to legislators with response requested by June 1.
- Week of June 1 - Follow up to obtain letters if not received; start working on graphics.
- Week of June 8 – Start publishing responses in side by side comparison (2 per week).
- Week of June 22 – Post all questions in comparative format.

### Voter Outreach

Turnout is critical in all elections, especially for voters ages 50 and under. Your PLAC can help drive voter participation in several ways! Giving your members informative posts about candidates, voting options, and polling dates that they can like and share is a great way to inform and engage the broader community.

As soon as possible, contact your Superintendent to send out an election reminder to all parents and school staff **both** on the eve of early voting **and** the night before the election. Ask your local school to do the same.

From now until June 19, try to run 1 - 3 posts per week about the election, the need to vote and the option of absentee voting. Possible posts include:

- Link to the [okvoterportal.okelections.us](http://okvoterportal.okelections.us) where you can request an absentee ballot, look at your ballot, check your polling place and change your address.
- Info on absentee voting and how it works and how to save time and stay healthy on election day.
- Info on how to register to vote.
- Info on the June 5<sup>th</sup> deadline to be registered if you want to vote in the June 30 primary.

- Reminders to get high school Seniors who have recently turned 18 registered and to the polls.
- Stats on the number of important primary elections and a state question that will be on the ballot. Importance of voting in all elections for our kids.
- Deadline to request an absentee ballot is 5:00 on Wednesday, June 24<sup>th</sup>. Don't wait until the last minute in case there is an issue!
- Candidate information on local races.
- Info on early voting (typically the Thursday, Friday and Saturday prior to Election Day).
- Advertise your forum or candidate questions.

GOTV (Get Out the Vote) starts on June 20<sup>th</sup>

- Increase election reminder posts to daily.
- Encourage members to post pics of mailing absentee ballots.
- Blast your page with candidate info from your forum, questionnaire or local news coverage.
- Work with your school to make sure all teachers, support staff and administrators are voting.

### **Finally, a few reminders of things best not to do:**

Don't share campaign posts from a local candidate on the PLAC page

Don't endorse candidates publicly as a PLAC

Don't treat candidates unfairly. We need to offer all candidates the same opportunities to reach members/voters.