

by **Chastaine, Danielle** on **Thu, 19 Oct at 10:54 AM** via **Email**

Updated election guidance for school districts

External Email

Hello,

As the Communications Coordinator for the Peninsula School District, I would like to formally submit this email as a public comment on the PDC's potential updates to election guidance for school districts.

In today's communication field, comms professionals have multiple roles both in-person and in the digital realm. We are photographers, videographers, story tellers, crisis managers, website designers, social media managers, brand ambassadors, election managers, and so much more.

Information flows faster than ever before, which can lead to good, factual information being buried under misinformation and distracting clickbait. Because of this, it's important for school communicators to continually push out information about ballots and elections during election season using many channels, especially social media. We have to stand as a clear voice among detractors to encourage people to vote in elections and have a voice in our public education system. This can look like regularly posting about upcoming ballot measures, videos about levies and bonds, information about the inner-workings of school funding, stories from students affected by levies and bonds, and more.

I encourage the PDC to consider this when creating the parameters for their election guidance. There is a chance to balance honest, effective communication during election season.

Thank you,

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"Be about ten times more magnanimous than you believe yourself capable of. Your life will be a hundred times better for it." - Cheryl Strayed