

Democracy Day advisory board meeting

April 5, 2023

DEMOCRACY
DAY 2023
[USDEMOCRACYDAY.ORG](https://usdemocracyday.org)

AGENDA

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Icebreaker

- Name + pronouns
- What do you do and what excites you about this collaboration?
- If you could wave a magic wand and change one thing about political reporting, what would it be?

Overview



THE PROBLEM

Democracy in the U.S. is under threat.

THE GOAL

Draw attention to this crisis, provide the public with the context and information they need, and bring all types of media together to sound the alarm collectively.

THE PLAN

Provide clear explanations of what's happening (and what could happen), give practical information on what members of the public can do.



The work so far

Launch

The collaborative got its start ahead of the midterms in 2022.

It launched as an effort to encourage news organizations across the country to report more and better information about the crisis facing democracy here.

Participation

Partner orgs: 395

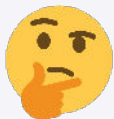
Partner stories: 236

Zip codes: 247+

Funding

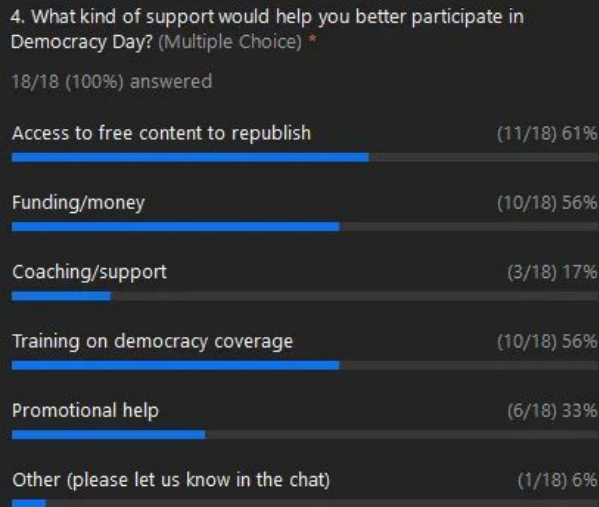
At the end of 2022, the collaboration received \$125,000 in funding from Democracy Fund to continue the work into 2023 and 2024.

Part of that money was used to bring on an advisory board and project coordinator.



What we learned

- Better/more efficient partner communication strategies
- Need more involvement from large news orgs
- Partners want more coverage guidance/coaching (content menu)
- Need to improve content-sharing efforts and project infrastructure (in progress)
- More targeted/paid social and marketing promo

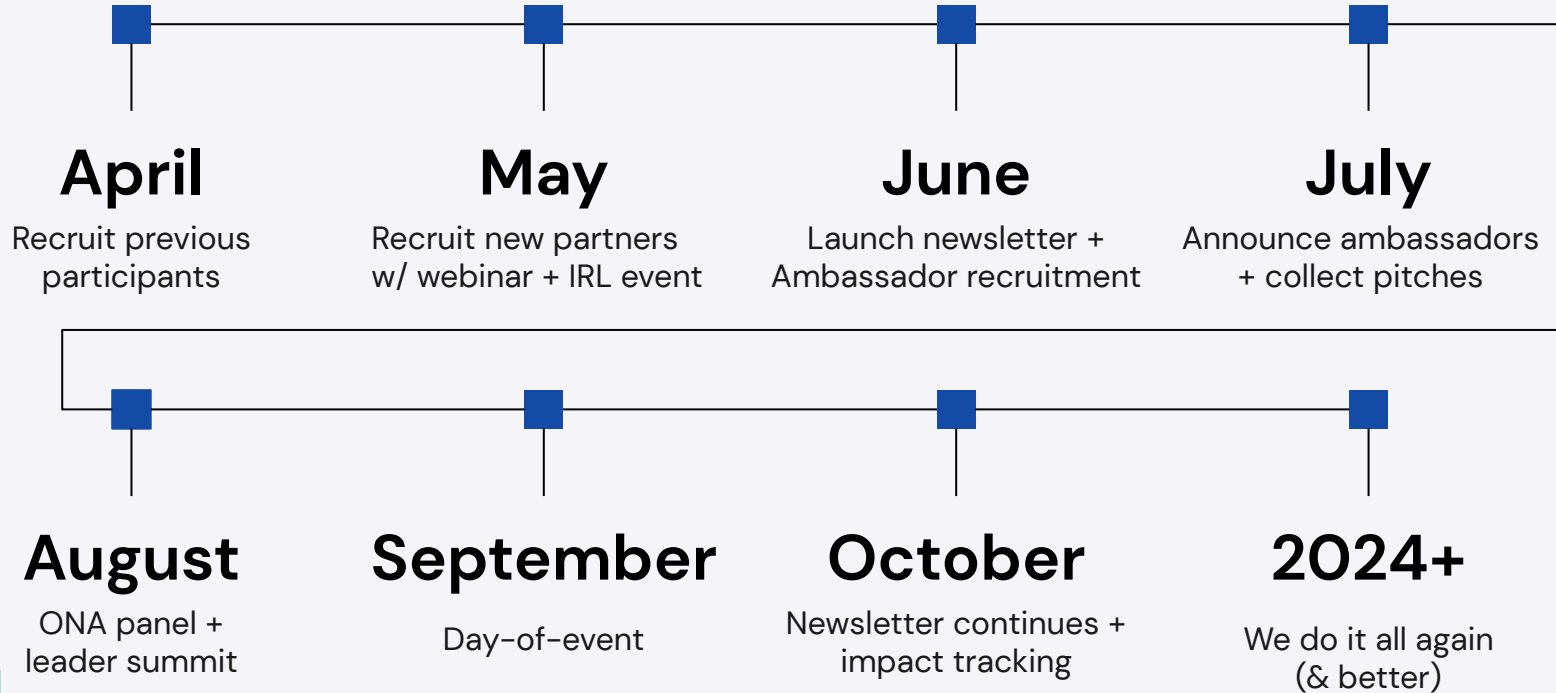




Our goals + plans

1. **Build training into the collaborative:** Establish a newsletter on pro-democracy reporting, webinars on election + accountability reporting, and potential IRL events.
2. **Diversify our newsroom partners:** We're looking to engage more bilingual outlets and broadcast stations alongside national partners
3. **Court civic partners:** Build out an Ambassador program that will incentivize voting rights and good gov't influencers / organizations to post about DemoDay.
4. **Track impact w/ meaning:** Creating infrastructure to better separate knowledge of DemoDay with knowledge of how democracy works, leading to a public-facing impact report.

Project roadmap



What's next?

Our next meeting

- Date and time
- Regular check-ins?
- Slack team?

Bigger picture

- How will we track impact?
- How/what should partners track their impact?
- How should we present our impact report?

Action items

- Which partners do we want to recruit for 2023?
- What kind of partners? What special skills do we need?
- Additional staff or volunteers?

Looking to 2024

- What kind of participation do we want from the public?
- Are there concrete steps they can take?
- What about partners?

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