America Amplified Election 2024 is a CPB-funded initiative supporting public media newsrooms to better engage with and inform their local communities in the lead up to the 2024 general election. Our mission is to help newsrooms organize engagement efforts by giving them tools, training, and the critical time they need to map an effective strategy for serving new and current audiences.

For the 2022 midterm elections we collaborated with 30 stations across the country to help them gather questions about the election, and answer them on multiple platforms. Our Election 2024 initiative will expand to include stations from all over the country and will begin much earlier in the election season to foster deeper engagement and build relationships of trust.

What we’re offering:
- Intensive 6-part training on engaged journalism.
- Ongoing mentoring one-on-one and in a cohort of like-minded/like-sized stations.
- Access to a customized Hearken embed for web and social.
- Funds for engagement activities such as translations, printing materials, live events, etc.
- Social media assets to help get out the message.
- Customized Impact tracking system.
- Access to an online portal with election information for each state.

What you’d need to bring to the table:
- Two staff members’ regular involvement.
- Impact tracking and metrics reporting.

Timeline for stations:
- Fall 2023:
  - Submit source diversity audit or report
  - Attend 6-session training (virtual/in-person) 2 staff members (reporter/manager)
  - Define mission and strategy and determine target community
- Jan. — Nov. 2024:
  - Attend monthly or biweekly meetings with assigned America Amplified trainer
  - Attend monthly cohort meetings
  - Carry out engagement strategy with targeted community
  - Post Hearken question prompt and collaborate with America Amplified staff to answer questions
  - Produce engagement-sourced and fueled stories for multiple platforms
  - Submit monthly metrics reports

How to Get Involved:
To learn more about the America Amplified Election 2024 initiative and how your station can participate, visit our website and kindly fill out this form, and our team will promptly get back to you.