



# CAMPAIGN

 2020

**WISEYE.ORG**

## MEDIA TOOLKIT

*A guide - and friendly request from us - to using WisconsinEye to enhance your coverage of government & politics in Wisconsin*

If you have any questions about this toolkit, please contact:

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## ABOUT WISCONSINEYE CAMPAIGN 2020

The 2020 fall general election is  
Tuesday, November 3rd.

Viewers are able to watch live and on-demand  
interviews and events featuring both federal and state  
electoral candidates - absolutely free - at WisconsinEye.

WisconsinEye is committed to providing citizens  
with the information they need to be informed and  
engaged voters. This video platform is one more tool to  
provide neutral campaign coverage to all.

[WisEye.org/Campaign2020](http://WisEye.org/Campaign2020)

## CAMPAIGN 2020 CONTENT:

- PRIMARY & GENERAL ELECTION  
INTERVIEWS WITH CANDIDATES  
ACROSS THE STATE
- CANDIDATE FORUMS & DEBATES
- NEWS CONFERENCES
- CONVENTION COVERAGE

## WHO WE ARE

WisconsinEye Public Affairs Network is a 501c3 nonprofit organization funded by charitable contributions. The network is the nation's first and only independent non-government-funded State Capitol broadcast organization, operating much like C-SPAN at the national level. WisconsinEye began broadcasting in May 2007. Since inception, WisconsinEye has produced more than 14,000 hours of State Capitol and related civic programming, including:

- Senate & Assembly floor sessions
- Legislative committee hearings
- Wisconsin DHS Media Briefing on COVID-19
- Supreme Court oral arguments & rules hearings
- Governmental board & commission meetings
- News conferences & briefings
- Community forums & events
- Enterprise Newsmaker and Civil Dialogue interviews
- Weekly Rewind: Your Week in Review episodes

## WHERE TO FIND US

### WEBSITE

Visit [WisEye.org](http://WisEye.org) for the WisconsinEye livestream  
& 24/7 on-demand programming archive

### PODCASTS

WisconsinEye has 2 podcast series available on Apple Podcasts,  
Spotify and Pocket Casts  
More at [WisEye.org/Podcasts](http://WisEye.org/Podcasts)

### CABLE

**Spectrum**

channels 995 & 363





# ACCESS RESOURCES FOR YOUR COVERAGE

## WHERE TO SHARE



- ARTICLES & STORIES
- NEWSLETTERS
- SOCIAL MEDIA
- WEBSITE

## HOW TO SHARE

- **CREATE CLIPS** using the clipping tool to excerpt pieces of content to share online
- **EMBED** the program directly into a story or website
- **DIRECT LINK** to the full program or [WisconsinEye Campaign 2020 website](#)

More information on these tools is available at [WisEye.org/HowToShare](#)

## ALL WE ASK IS...

We appreciate any mentions of WisconsinEye or attributions back to our content that would fit your coverage. As a resource, not a competitor, WisconsinEye coverage is available to the media and public with unfettered access.

Please tag us in your social media posts!

Facebook



@WisconsinEye

Twitter



@WisconsinEye

Instagram



@Wisconsin.Eye

YouTube



@WisconsinEyeNetwork

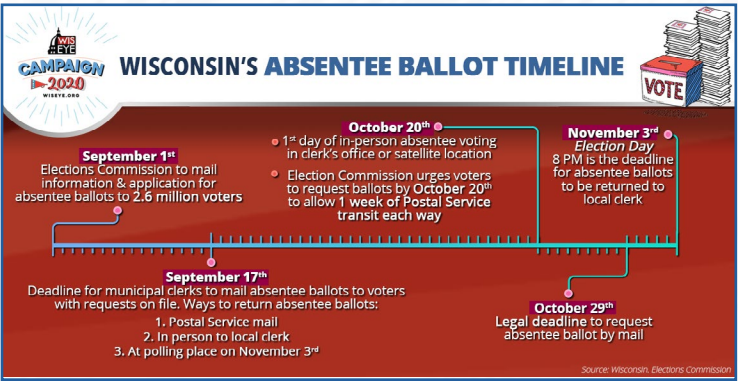
# GRAPHICS

Download graphics for your posts & website

## SOCIAL MEDIA



Download 1200x1200 graphic



Download 1200x627 graphic



Download 1200x627 graphic

## WEBSITE BANNERS



Download 300x600 graphic



Download 300x250 graphic



Download 728x90 graphic



# PRESS RELEASE

[Download press release](#)

## WisconsinEye Announces *Campaign 2020* Programming, Five Champion Sponsors

Citing the value of accurate, timely and balanced voter information, the leaders of five well-known Wisconsin organizations have stepped forward as the sponsors of WisconsinEye's comprehensive *Campaign 2020* election programming.

"Our sponsors are influential organizations that represent thousands of members and employees living and working in communities all across Wisconsin and we are incredibly grateful for their participation," said WisconsinEye president Jon Henkes in announcing the support of:

CELEBRATING 1920 - 2020



At the core of *Campaign 2020*, WisconsinEye will once again present content-rich, unedited interviews with candidates for the Wisconsin Legislature and Congress in both the primary and general elections. All qualified candidates are invited to participate.

In 2018 the participation rate exceeded 85% with more than 200 interviews of candidates representing all parties and viewpoints. "There is no better opportunity to explore the diversity of candidates, their qualifications, and their ideas for Wisconsin's future," Henkes said. Candidates are encouraged to share their interviews with supporters and potential voters. WisconsinEye makes the interviews available to all media outlets statewide as a way to further expand citizen access to not only a candidate's position on issues, but also the thinking behind their position.

*Campaign 2020* programming will also include special coverage of the state Democratic and Republican party conventions, presidential candidate visits to Wisconsin, the Democratic National Convention's Wisconsin delegation, news conferences, rallies, debates, and more – all in complete, beginning-to-end format.

The COVID-19 pandemic is likely to require different approaches to event coverage at a time when interest in state policy is extremely high. "Now more than ever, connecting voters with access to the thinking of current and future decision-makers is vital to Wisconsin's future planning and direction," Henkes said. "WisconsinEye is prepared to deliver the quantity and quality of coverage viewers expect."

All *Campaign 2020* programming will be available at [wiseye.org/campaign2020](http://wiseye.org/campaign2020)

Campaign 2020 sponsors are motivated to invest in this bipartisan, journalism initiative for a variety of reasons. They explain in their own words:



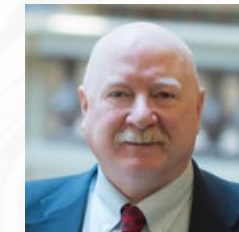
"Access to high quality and affordable health care consistently ranks as one of the top issues citizens consider before heading into the voting booth. As a strong advocate for public policy that supports Wisconsin's nation-leading health care system, WHA knows that voters take elections seriously and want straightforward, unbiased information about their candidates. WisconsinEye provides in-depth interviews allowing us to hear candidates discuss the philosophies and ideas they would bring to Madison. That's why WHA is proud to once again sponsor WisconsinEye's election year coverage – those elected in November will make important decisions about health care policy that will affect us all. We thank WisconsinEye for this quality programming, and all of the candidates for their commitment to public service."

-Eric Borgerding, President & CEO, Wisconsin Hospital Association



"Kwik Trip, Inc. is a proud supporter of WisconsinEye, and we are eagerly looking forward to our partnership together as the 2020 campaign year begins. Now more than ever before, we understand the necessity of well-balanced, nonpartisan political coverage and education for the great state of Wisconsin. Our company's 28,000 employees are by far our best and most valuable asset. If we provide them with the tools to be educated voters and feel confident in expressing their own experiences and concerns, this is where we can make the greatest impact. We encourage our employees to exercise their right to vote and take a stand on legislative matters of importance. A number of years ago, I was walking through our bakery facility and stopped to talk with one of our coworkers. He was very excited to tell me he had just passed his exam to become an American citizen. I asked him why that was so important to him, and what he said really hit home to me. He answered, "Because I know my vote counts". I always felt that being able to vote was one of our greatest constitutional rights, and this coworker's response was a perfect example of the meaning and importance behind what WisconsinEye represents. On behalf of our coworkers and their families, Kwik Trip would like to thank WisconsinEye for their commitment to making a difference for Wisconsin's outstanding people."

-Steve Loehr, Vice President, Kwik Trip **KWIK TRIP**



The Wisconsin Counties Association believes strongly in the importance of an informed and educated electorate. It is our pleasure once again to partner with our friends at WisconsinEye for their Campaign 2020 Coverage. We are proud to stand alongside them as they provide critical, transparent and non-partisan campaign coverage during the 2020 campaign cycle. Wisconsin counties are vital partners with the state as we provide services to our citizens that keep our state moving forward and thriving. We tirelessly work to ensure sensible public policies are put in place that positively impact the lives of Wisconsin citizens. This relationship is critical and a powerful reminder of the importance of informed decision making. We are grateful to those Wisconsinites who step forward to serve, whether on their local county board or in the Wisconsin Legislature. Their involvement and dedication to leading our state is appreciated and we look forward to working with these officials and learning more about them during WisconsinEye's Campaign 2020 Coverage.

-Mark, O'Connell, Executive Director, Wisconsin Counties Association



"The WisEye candidate interviews are an indispensable part of every election cycle in Wisconsin politics. No other source provides such comprehensive and insightful information on all the candidates running for office every two years. These interviews promote informed decision-making, government transparency, and a unbiased source of information you typically can't find in our modern media world. The WRA is proud to sponsor Campaign 2020 coverage. We thank all the candidates who participate in this process and Wisconsin Eye for making it possible."

- Mike Theo, President & CEO, Wisconsin Realtors Association



"The Operating Engineers Local 139, along with their Labor Management partners at Construction Business Group, is pleased to support WisconsinEye as a Campaign 2020 sponsor because we believe that informed, engaged citizens and a transparent government are essential to positive outcomes. Local 139 is known for telling it like it is. We speak our minds and let there be no doubt where we stand on issues important to our workers and their families. Likewise, WisconsinEye's candidate interviews ask those seeking election or re-election to tell it like it is; straight talk about where they stand on the issues driving Wisconsin's forward progress in the economy, education, health care, environment, and public safety. We represent more than 10,000 heavy equipment operators in the construction industry throughout our state. We're proud of the work we do because we are building much more than bridges, roads and buildings. We're helping to build vibrant communities and strengthen Wisconsin's envied quality of life. We see that same commitment with WisconsinEye's comprehensive approach to covering our State Capitol and those who seek to serve."

-Terry McGowan, President, Operating Engineers Local 139

