

The background features a large, faint, circular seal of the State of Minnesota. The seal contains the text "SEAL OF THE STATE OF MINNESOTA" around the perimeter and "MNI SÓTA MAKOCE" in the center. In the center of the seal is a figure holding a bow and arrow, with a star above its head.

NASS Winter Conference 2025 Election Crisis Communications

Secretary of State Steve Simon

CRISIS IS INEVITABLE

- ***Establishing robust, trustworthy communication channels***
- ***Making positive outcomes possible***

NEWS MEDIA

- ***Cultivating substantive relationships***
- ***Making the whole office's knowledge available***
- ***Depending on the media to get the story right***

ELECTIONS ADMINISTRATION

- *Standardizing policy and communications*
- *Addressing issues before they become widespread*

ELECTIONS SECURITY

- ***Supporting local officials***
- ***Forming connections between local government, law enforcement, federal agencies***

2024 Moments

- ***Ballot printing errors***
- ***White powder attacks***
- ***Ballot reporting errors***



Thank you