

Vote

'24

2024 Election Crisis Communications Look Back & Lessons Learned

Pennsylvania Secretary of the Commonwealth Al Schmidt

Top Takeaways

Build relationships

- Visited all 67 county election offices and met 1-on-1 with local news outlets
- Held regular stakeholder meetings/interaction
- Engaged other state agencies
- Maintained regular contact with federal, state, local law enforcement partners

Monitor social; engage wisely

- Track social closely but don't directly engage.
- Establish helpful webpages and share frequently:
 - Fact-check webpage
 - Covering PA Elections 101 webpage
- Provide daily virtual updates prior to Election Day

Top Takeaways (cont.)

Build statement frameworks



PA Department of State @PAStateDept

The Department of State is in contact with county officials in Cambria County. Voters are continuing to vote by paper ballot, in accordance with normal operations, while the county resolves the issue with in-precinct scanning. We are working with the County to resolve this technical matter and remain committed to ensuring a free, fair, safe, and secure election.

Last edited 9:45 AM · Nov 5, 2024 · 53K Views

Maximize accessibility



Harrisburg, PA
8:48 PM ET

NEW DEVELOPMENTS

TRUMP: "WE SHOULD HAVE ONE DAY VOTING AND PAPER BALLOTS"

Al Schmidt | Pennsylvania Secretary of the Commonwealth

0:13 is voting using a voter-verified paper ballot.

CNN
5:43 PM PT

Lessons Learned

A sticky situation

- **Don't rush.** Accuracy and clarity are of the utmost importance.
- **Don't overreach.** Stick to what you know for sure.



PA Department of State

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Due to the humidity much of PA is currently experiencing, some voters are finding that their mail-in ballots have the return envelope already sealed. If you receive a sealed secrecy or return envelope, please contact your county election office for their recommended next steps. Find your county contact info: vote.pa.gov/County.

12:54 PM · Oct 1, 2024 · 380K Views

Lessons Learned (cont.)

PENNSYLVANIA POLITICS

Bomb threats called into some Pennsylvania polling places

by: [Jared Weaver](#), [Kaylee Lindenmuth](#)
Posted: Nov 5, 2024 / 08:50 PM EST
Updated: Nov 5, 2024 / 10:58 PM EST



An Amish man votes at a polling Pennsylvania, on Election Day.
[Read More](#)

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(WHTM) — Election Day in Pennsylvania saw a huge voter turnout, though bomb threats were called into some polling places.

Numerous polling sites across the state received bomb threats throughout the day, prompting officials to call law enforcement to investigate.

Pennsylvania Governor Josh Shapiro and Secretary of the Commonwealth Al Schmidt said in a Tuesday night press briefing that the threats were NOT credible.

Adapt as needed

- **Every situation is unique.** Advance planning is crucial, but don't simply react; take time to think critically about how to respond to each specific situation.
- **Know your role.** Let your partners run crisis comms when it's their job to do so.

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