



2020 Election Style Guide: Providing Accurate, Engaging Content in a High-Stakes Environment

 Posted by Poston Communications  On March 3, 2020

 AP style, communications, content, elections, media training

Share This...   

Today on Super Tuesday, voters in 14 states across the country are casting their ballots in presidential primaries. With election season heating up, we put together a quick guide for law firms.

ELECTION STYLE GUIDE UPDATES

[AP Stylebook](#) recently released updates to its [Elections Topical Guide](#), which gives guidance for best practices in writing accurate, engaging content with a business journalism focus. These updates include:

- Entries on political parties and philosophies, as readers find a description of specific political views more informative than a generic label like “liberal” or “conservative,”
- Information on how to use results of public opinion surveys and avoid exaggerating the meaning to give readers a better view of the numbers, and
- Political idioms that become commonplace during the election frenzy – from dark horse candidates to swing states and kingmakers who can change the course of elections.

THRIVE IN HIGH-STAKES MEDIA COVERAGE

When law firms are engaged in public policy, election law and government regulations, they can turn to us for strengths in Poston Communications' [content services](#) and [media training](#), as election season equals high-stakes media coverage. Our team is well-versed in helping law firms and their marketers draft client alerts, practice descriptions and thought

leadership, including bylined articles, blog posts and social media posts to keep target audiences in the know of the latest impacts of the 2020 presidential, House and Senate elections.

Poston Communications' PR media training programs offer an in-depth overview of the media landscape as well as key messages and strategies to maximize your external communications efforts. We simulate high-stress interview situations, including ambush, broadcast and editorial board interviews to ensure our clients are fully prepared when it matters most.

Armed with our experience, your law firm's legal savvy and election season objectives, we will team up to bring your content and PR efforts to life. From Super Tuesday, there are 245 days until election day. Every day counts to be in front of your clients and prospects, bringing them the information they need to make sense of election season.

Search...



RECENT POSTS

5 Crisis Management Strategies For Health Care Attorneys



Engagement Leads to #LMA20 Success



Dave Poston Named PRSA Public Relations Professional of the Year



Setting Yourself up for Virtual Litigation / Hearing Success



How HR Leaders Can Take Charge of Crisis Management

