



Wisconsin Elections Commission

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DATE: October 23, 2019

TO: Wisconsin Municipal Clerks
City of Milwaukee Election Commission
Wisconsin County Clerks
Milwaukee County Election Commission

FROM: Reid Magney, Public Information Officer

SUBJECT: Election Security Communications Webinar and In-Person Training Opportunities

In 2020, County and Municipal Clerks can expect to get more questions from the public and the media about election security. They also need to know best practices for communicating in the event of an election security crisis. To help prepare clerks for these communications challenges, the WEC is offering several training opportunities and is developing an elections security communications toolkit for clerks. The first training opportunity is an online webinar, followed by in-person training events held around the state.

Election Security Communications Webinar For County and Municipal Clerks

Monday, November 4, 2019: 10:00 a.m. – 11:00 a.m.

Registration Link: <https://attendee.gotowebinar.com/register/7794855046589169164>

In this webinar, participants will learn about election security communications and be introduced to a toolkit that can help in gaining or polishing crisis communication skills. WEC has partnered with crisis communications experts to develop easy-to-use communications tools for every participant to utilize in this training and beyond. Each participant will receive a communications toolkit that will provide them with a variety of resources for handling the unexpected and building a strong foundational knowledge of election security communications. After the webinar, participants will have the opportunity to apply their newfound knowledge of crisis communications in real life scenarios or at one of our in-person training sessions. From understanding the media context surrounding Wisconsin election security communications to identifying a communications crisis and how to properly manage it, the desired outcome for this training is to provide election officials with the resources to manage any communications crisis they might encounter and feel prepared in doing so.

The webcast will be posted within a couple of days of the broadcast and the recorded session on the WEC Learning Center website for clerks to review at their convenience: <https://electiontraining.wi.gov/>. Participation in the webinar (live or recorded) does **not** satisfy the in-person election security training requirement for recipients of the Election Security Subgrant. However, participating in the live webinar or listening to recorded webinar will better prepare participants for the in-person training opportunity.

Wisconsin Elections Commissioners

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Live Webinar Requirements

You must be able to view videos on your computer, using a media application such as Windows Media Player. You will be connected to audio using your computer’s speakers. If you are unable to access the audio over your computer speakers, you may select “Use Telephone” after joining the webinar. Using the telephone for audio is a **toll charge**. If you have questions about the technical aspects of the webinar, please contact the Elections Help Desk at elections@wi.gov or (608) 261-2028.

The webinar has a maximum of 500 participants. In response to input from clerks, phones will be muted to reduce ambient noise. Questions may be typed in and will be answered by WEC staff for the benefit of the participants as time allows.

Election Security Communications In-Person Training Events

For County and Municipal Clerks

Attendance at these events is limited to 50 participants. You must register in advance to attend.

When	Where	Registration Link
<p>Monday, November 11, 2019 10:00 a.m. – 12:00 p.m.</p>	<p>Milwaukee</p> <p>1901 S. Kinnickinnic Avenue Milwaukee, WI 53204</p> <p>Note: Building located between Tender Care Auto and Country Maid. Enter from Kinnickinnic and travel along the roadway leading to the rear of the building. Park in the rear lot and enter through the doors at the top of the accessibility ramp. Do NOT park in the front lot or attempt to enter through the front door.</p>	<p>https://elections.wi.gov/clerks/education-training/schedule</p>
<p>Tuesday, November 12, 2019 1:00 – 3:00 p.m.</p>	<p>La Crosse</p> <p>Administrative Center 212 6th Street N Basement Auditorium Room 0430 La Crosse, WI 54601</p>	<p>https://elections.wi.gov/clerks/education-training/schedule</p>
<p>Friday, December 6, 2019 10:00 a.m. – 12:00 p.m.</p>	<p>Madison</p> <p>Lussier Family Heritage Center 3101 Lake Farm Road Madison, WI 53711</p>	<p>https://elections.wi.gov/clerks/education-training/schedule</p>

In these hands-on training sessions, participants will have the opportunity to apply what they have learned in the webinar training and navigate a crisis communication scenario through an interactive, in-person exercise. Participants will be assigned to small groups and given a real-world communications crisis to manage using the toolkit resources. With a focus on problem-solving through teamwork and utilization of the toolkit, participants will be able to test their knowledge of crisis communications management through this guided simulation. When the exercise wraps up, all participants will come together and share their experiences with the larger group. At this point in the training we will evaluate similarities and differences between the simulations, as well as address post-crisis best practices. Our overarching takeaway from this training is to help empower election officials to feel confident in their ability to successfully navigate a communications crisis of any scale.

Attendance at the in-person communications training session will satisfy the requirement for in-person training for recipients of the Election Security Subgrant.

Additional In-Person Communications Training Events

WEC is planning additional in-person events in the Green Bay and Wausau areas in the next few months. Please check the Recent Clerk Communication Page for new postings. Additional training events may be scheduled throughout 2020, depending on interest.

We look forward to you joining us for these training opportunities. If you have any questions, please contact Michelle R. Hawley at michelle.hawley@wi.gov or (608) 261-2004. Thank you.