Vote-by-Mail Request Deadline

Radio PSAs, a video script, and social media posts

Sample County Supervisor of Elections · Sample County Special Election, Tuesday, March 10, 2099

DRAFT FOR APPROVAL. Written only from the approved press release in this folder ("APPROVED press release - Vote-by-mail request deadline.docx"). No facts were added. Every date, time, address, phone number, and link matches the release. The scripts spell them out the way they are said aloud; the key in Part 2 shows each one next to the release wording.

Use until: 5 p.m. Thursday, February 26, 2099, when the request deadline passes.

1. Facts used (from the release, word for word)

These are the only election facts in this document.

Fact	Exactly as the release says it
Who	Sample County Supervisor of Elections Pat Placeholder
What	requests to have a vote-by-mail ballot mailed
Election	Sample County Special Election on Tuesday, March 10, 2099
Deadline	must be received by 5 p.m. on Thursday, February 26, 2099
Online	samplecounty.example/vote
By phone	555-0100
In person	Supervisor of Elections Office, 123 Example St, Sampleton
Headline	Vote-by-mail requests for the March 10 special election are due February 26
Media contact (for stations and reporters only)	Communications Office, 555-0100

2. Radio PSAs

Written for one announcer to read. Run times use 2.5 words a second (150 words a minute), a common pace for radio spots. Read each one aloud with a stopwatch before you send it. Station questions go to the media contact in the release: Communications Office, 555-0100.

How it's said on air

The release says	Say it on air like this
samplecounty.example/vote	sample county dot example slash vote
555-0100	five five five, zero one zero zero (one digit at a time, so listeners can write it down)
123 Example St, Sampleton	one twenty-three Example Street in Sampleton
5 p.m.	five p.m.
Thursday, February 26, 2099	Thursday, February twenty-sixth
Tuesday, March 10, 2099	Tuesday, March tenth

- The 60-second spot also spells out the web address: "sample county, all one word, dot example, slash vote."
- The scripts don't say the year, the same way the release headline doesn't. Everything people read (on-screen text, posts, graphics, and alt text) shows the full date with the year.
- The release gives the phone number without an area code, so the scripts don't add one.

15-second radio PSA

Length: :15 **Stop airing after:** 5 p.m. Thursday, February 26, 2099

> Want your ballot mailed for the Sample County Special Election on Tuesday, March tenth? Your request must be received by five p.m. on Thursday, February twenty-sixth. Go to sample county dot example slash vote.

Word count: 34 **About how long it runs:** 14 seconds

30-second radio PSA

Length: :30 **Stop airing after:** 5 p.m. Thursday, February 26, 2099

Want your ballot mailed for the Sample County Special Election on Tuesday, March tenth? Your request must be received by five p.m. on Thursday, February twenty-sixth. Request it online at sample county dot example slash vote. Or call five five five, zero one zero zero. Or visit the Supervisor of Elections Office, one twenty-three Example Street in Sampleton. A reminder from Sample County Supervisor of Elections Pat Placeholder.

Word count: 68 **About how long it runs:** 27 seconds

60-second radio PSA

Length: :60 **Stop airing after:** 5 p.m. Thursday, February 26, 2099

Planning to vote by mail in the Sample County Special Election? Here's what you need to know.

The special election is Tuesday, March tenth. If you want a ballot mailed to you, your request must be received by five p.m. on Thursday, February twenty-sixth.

You can request your ballot online at sample county dot example slash vote. That's sample county, all one word, dot example, slash vote.

You can also call five five five, zero one zero zero.

Or request it in person at the Supervisor of Elections Office, one twenty-three Example Street in Sampleton.

Once more: your request must be received by five p.m. on Thursday, February twenty-sixth. Go to sample county dot example slash vote, or call five five five, zero one zero zero.

This reminder is from Sample County Supervisor of Elections Pat Placeholder.

Word count: 137 **About how long it runs:** 55 seconds

3. Video script: 15 seconds

Show each block of on-screen text while its audio plays. Keep the background plain and the text large. Add captions of the voice-over too.

Time	Audio (voice-over)	On-screen text
0:00–0:05	Want your ballot mailed for the March tenth special election?	Sample County Special Election Tuesday, March 10, 2099
0:05–0:10	Your request must be received by five p.m. on Thursday, February twenty-sixth.	Vote-by-mail requests due by 5 p.m. Thursday, February 26, 2099
0:10–0:15	Request yours at sample county dot example slash vote.	samplecounty.example/vote or call 555-0100 Sample County Supervisor of Elections

Voice-over word count: 31 **About how long it runs:** 12 seconds of voice-over. Hold the last screen so the video runs the full 15 seconds.

4. Social media posts

Option 1 opens with a question. Option 2 states the deadline. Each post comes with a simple graphic and its alt text (a short description that screen readers read aloud for people who can't see the image). Paste the alt text into the platform's alt text box when you upload the graphic. The alt text repeats the words on the graphic, so if you change the graphic, change the alt text to match. Instagram alt text is kept under 100 characters to be safe.

Facebook

Facebook, option 1

Post	Want your ballot mailed for the Sample County Special Election on Tuesday, March 10, 2099? Your vote-by-mail request must be received by 5 p.m. on Thursday, February 26, 2099. Request yours: Online: samplecounty.example/vote By phone: 555-0100 In person: Supervisor of Elections Office, 123 Example St, Sampleton
Graphic	Mailbox icon on a plain background, with these words: **Sample County Special Election** **Tuesday, March 10, 2099** **Vote-by-mail requests due by 5 p.m. Thursday, February 26, 2099**
Alt text	Sample County Special Election, Tuesday, March 10, 2099. Vote-by-mail requests due by 5 p.m. Thursday, February 26, 2099. 121 characters

Facebook, option 2

Post	A reminder from Sample County Supervisor of Elections Pat Placeholder: The Sample County Special Election is Tuesday, March 10, 2099. Requests to have a vote-by-mail ballot mailed must be received by 5 p.m. on Thursday, February 26, 2099. Request one at samplecounty.example/vote or call 555-0100.
Graphic	Three simple icons (a computer, a phone, and a building) on a plain background, with these words: **Vote-by-mail requests due by 5 p.m. Thursday, February 26, 2099** **Online: samplecounty.example/vote** **Phone: 555-0100** **In person: Supervisor of Elections Office, 123 Example St, Sampleton**

Alt text	Vote-by-mail requests due by 5 p.m. Thursday, February 26, 2099. Online: samplecounty.example/vote. Phone: 555-0100. In person: Supervisor of Elections Office, 123 Example St, Sampleton. 186 characters

Instagram

Instagram, option 1

Post	Voting by mail in the Sample County Special Election on Tuesday, March 10, 2099? If you want your ballot mailed to you, your request must be received by 5 p.m. on Thursday, February 26, 2099. Request online at samplecounty.example/vote, call 555-0100, or visit the Supervisor of Elections Office, 123 Example St, Sampleton.
Graphic	Envelope icon on a plain background, with these words: **Want your ballot mailed?** **Requests must be received by 5 p.m. Thursday, February 26, 2099**
Alt text	Want your ballot mailed? Requests must be received by 5 p.m. Thursday, February 26, 2099. 89 characters

Instagram, option 2

Post	Mark your calendar: vote-by-mail requests for the Sample County Special Election must be received by 5 p.m. on Thursday, February 26, 2099. Request a ballot at samplecounty.example/vote or call 555-0100.
Graphic	Calendar icon on a plain background, with these words: **Vote-by-mail requests due by** **5 p.m. Thursday, February 26, 2099** **samplecounty.example/vote**
Alt text	Vote-by-mail requests due by 5 p.m. Thursday, February 26, 2099. samplecounty.example/vote 90 characters

X

X, option 1

Post	Want your ballot mailed for the Sample County Special Election on Tuesday, March 10, 2099? Your request must be received by 5 p.m. on Thursday, February 26, 2099. Request one at samplecounty.example/vote or call 555-0100.
Graphic	Calendar icon on a plain background, with these words: **Vote-by-mail requests due by** **5 p.m. Thursday, February 26, 2099** **samplecounty.example/vote**
Alt text	Vote-by-mail requests due by 5 p.m. Thursday, February 26, 2099. samplecounty.example/vote 90 characters
Length	221 characters (X allows 280)

X, option 2

Post	Deadline reminder: vote-by-mail requests for the March 10 special election must be received by 5 p.m. on Thursday, February 26, 2099. Request a ballot at samplecounty.example/vote or call 555-0100.
Graphic	Mailbox icon on a plain background, with these words: **Sample County Special Election** **Tuesday, March 10, 2099** **Vote-by-mail requests due by 5 p.m. Thursday, February 26, 2099**
Alt text	Sample County Special Election, Tuesday, March 10, 2099. Vote-by-mail requests due by 5 p.m. Thursday, February 26, 2099. 121 characters
Length	197 characters (X allows 280)

5. Notes for the reviewer

- No area code, hashtags, or emojis were added, because the release doesn't have them. Add your usual hashtags if you use them.

- The media contact line (Communications Office, 555-0100) is for stations and reporters, so it isn't in the public scripts or posts.
- Instagram: the caption spells out samplecounty.example/vote. If that link is in your Instagram bio, you can add "Link in bio."
- Open samplecounty.example/vote once before posting to make sure it goes to the request page.
- Schedule the last posts, and tell stations to stop airing the spots, before 5 p.m. Thursday, February 26, 2099.