

# Texas Metro News

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To the Judges:

In order to encourage voter participation, members of the Texas Metro News team went out into the neighboring communities to gather encouraging words through our Of Course Get Out the Vote Campaign. Every day for 30 days prior to the General Election 2024, we featured an influencer from all walks of life promoting voting. On the last day, which was election day, a special tape of all our “Messengers” was played continuously. We ran the promo on social media, talked about it on our podcast, featured in our three newspapers.

Our goal was to keep voting on the minds of citizens. They were definitely engaged, as we included first-time voters, elected officials, community organizers and regular citizens who we talked to about the importance of voting.

We also attended community events, signing up people as subscribers to our newsletter and social media pages.

We received a lot of praise for the diversity of “Messengers.”

Thanks for your consideration.