



## Media Relations Update

April 3, 2020

As the world faces a changing political, economic, and social landscape, ALZA Strategies is committed to keeping you in the loop on the most significant updates as it relates to COVID-19 and how this crisis is impacting public affairs. We are here for you and send you well wishes and safety during these trying times.

### Virtual Campaigns & Mail-In Ballots: Politics in the age of the coronavirus



Given recent shelter and stay orders across the United States, political campaigns are forced to come up with creative ways to interact with voters on digital platforms and garner support through technological outreach. Social media live-streams, Skype interviews on television, and podcast usage are just some of the ways in which politicians are reaching their constituency, according to National Public Radio reports (NPR). Experts expect varying responses from voters as a result of virtual campaigning tactics. Matt Compton, director of advocacy and engagement at the Democratic digital strategy firm Blue State says “You’re not talking to people who are living their normal lives. You’re talking to voters who are going to be anxious.”

Elections and other government procedures like the 2020 Census also raise concerns over operation in the midst of a pandemic. With at least 15 Democratic primaries delayed in the U.S., states are forced to identify other means of voting like mail-in ballots since voting cannot take place on digital platforms like so many other sectors can, due to hacking threats. On the other hand, the 2020 Census is able reconfigure its methods, shifting away from in-person counting methods to mail-in, telephone, and online counting. As the COVID-19 crisis evolves, the political arena will likely be forced to evolve along with it and rely heavily on media and technology to communicate changing procedures and then enact those procedures.



**Roger Salazar, President**  
(916) 284-1255 | [rsalazar@alzamedia.com](mailto:rsalazar@alzamedia.com)

**Hilary McLean, Partner**  
(916)203-7274 | [hilary@alzamedia.com](mailto:hilary@alzamedia.com)