

# Newsworthy Content Ideas for the 2016 Election Season



When the U.S. presidential election comes around this November, every voter will have a decision to make. Who the candidates are will influence each person's vote to varying degrees, but so will the issues and topics that matter to constituents.

Organizations whose work and missions align with this election's key topics have an opportunity to join the national conversation before, on and after Election Day.

However, it can be challenging to navigate the topics making headlines. Here are a few newsworthy content themes and press release examples to help you become an all-star contributor when [distributing election-related content](#) to voting blocs, political media and policy makers.

## **The Economy**

Among the most pressing challenges of the new millennium are wage and benefit reform, as regular conversations about minimum wage, equal pay, paid leave and care-giving have gripped the nation.

These resolutions are crucial to employment and the development of our country's economy. Up-to-date, reliably sourced information from organizations that are experts on these topics can help citizens create a roadmap from entrepreneurship all the way through to retirement and social security.

## **Energy and Environment**

Hand in hand with monetary policy are key platform items focused on energy independence, agriculture and clean energy jobs in coal, oil and natural gas.

New technologies and scientific research continue to tackle the environmental challenges that we face as both individuals and a country, such as the management of our public lands and waters, protections for our farmers and the health of our families.

Environmental and energy efforts offer a lot of content potential for organizations. One of my favorite campaigns is [the American Eagle Foundation's DC Eagle Cam](#) featuring "Mr. President" and "The First Lady," a pair of Bald Eagles nesting in the U.S. National Arboretum in Washington, D.C.

Thanks in part to the press releases the foundation distributed, the hatching of two baby bald eaglets named "Freedom" and "Liberty" received thousands of daily viewers and boosted awareness for wildlife conservation.

Is your content reaching the right channels?  
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