

REUTERS®
THE SOURCE

US PRESIDENTIAL ELECTION 2024

Road to the White House: How Reuters is approaching the election coverage in a divided country



Rigorous, Engaging and Underpinned by Data

The stakes of the 2024 U.S. Presidential Election could not be higher. The battle will be fought amid intense political and economic uncertainty and with wide-ranging global and national implications.

A Trump-Biden rematch appears likely, but it is by no means inevitable. The world will, however, be watching. Reuters business partners can expect rigorous, engaging and data-driven journalism and insights as the story unfolds.

To learn more about Reuters coverage on the 2024 U.S. Presidential Election and exclusive content and data packages, please contact newsagency@thomsonreuters.com or visit our website via the button below.

LEARN MORE



THROUGH THE EDITORIAL LENS

Behind the scenes Reuters editors are gearing up for what is expected to be a divisive and unpredictable year. Their commitment to delivering the highest standards of accuracy and impartiality expected of a global news organization remains steadfast. At the same time, however, changing patterns of media consumption, and waning popularity of traditional media, call for new approaches to storytelling. Reuters editors share views from their beat on the year ahead.

Global relevance



KIERAN MURRAY

News Editor, U.S. and Canada,
Washington Bureau Chief, **Reuters**

It's impossible to overstate the global relevance of this election or how much is at stake - for voters, businesses at home, and allies and foes abroad. Democrats and Republicans have radically different positions on almost every issue - from NATO and the Ukraine war to the Federal Reserve and policies on the economy, trade and taxes, climate change, the border, voting rights and abortion rights. There is some common ground on the Israel-Palestine conflict but even there we can expect it to be a divisive campaign issue.

As things stand, it looks like Biden versus Trump 2.0. It seems likely too that the result will be decided by a few battleground states. And extremely negative campaigning from both sides both candidates focusing on the other's weaknesses rather than their own strengths - is almost certain.

WE WILL PROVIDE DETAILED BREAKDOWNS AND ANALYSIS ON THE MAIN POLICY ISSUES AND HAVE EXTENSIVE REPORTING FROM AROUND THE COUNTRY TO HIGHLIGHT HOW THOSE POLICY DIFFERENCES MIGHT PLAY OUT.

Possible wild cards range from the health and fitness of the two old men currently expected to fight it out, Trump's legal woes or whether a third-party candidate like Robert F. Kennedy Jr might gain traction.

A close election poses a real threat to democratic stability. The system held up after the 2020 election, even when Trump supporters stormed the U.S. Congress on Jan 6, 2021, but that is by no means a given this year, especially if it's a tight race.



An anti-abortion protester waves a U.S. flag in front of newly installed fencing outside the U.S. Supreme Court, following the leaked opinion suggesting the possibility of overturning the Roe v. Wade abortion rights decision, in Washington, U.S., May 5, 2022. REUTERS/Evelyn Hockstein

Nuance, objectivity and a local focus

“What are the issues that will drive voting decisions in the battleground states? Expect Reuters to objectively break down shifts in voting patterns and nuances on the ground.”



COLLEEN JENKINS
National Affairs Editor, **Reuters**

Trump is the clear leader of the Republican primary race, which we’ll be covering in depth in early 2024. We’ll be looking to explain the reasons behind his continued support and also what might stop him, not least his legal battles.

The emphasis will be on explanatory journalism and analysis, and we’ll be out in the field gathering voter views. Areas of interest include Trump’s policies on immigration, foreign affairs, healthcare, climate, criminal justice, and taxes. We’ll be looking at shifting partisan allegiances and how they play out in key battleground states. And of course, we will start to answer the question of what a second Trump administration could look like.

There are yawning social divisions in the U.S., abortion being one. This will be the first presidential election since the Supreme Court overturned *Roe v. Wade* and reversed the constitutional right to an abortion. Education is another area of focus, as myriad cultural divides play out in schools on everything from gender issues to books to the teaching of race.

THROUGH POLLING-BASED DATA AND ON-THE-GROUND INTERVIEWS, WE’LL BRING NUANCE AND OBJECTIVITY TO OUR REPORTING TO UNDERSTAND HOW THESE COMMUNITY-BASED ISSUES MIGHT IMPACT VOTES.



A voter casts his ballot for midterm elections at a polling station in Marietta, Georgia, U.S., November 8, 2022. REUTERS/Bob Strong/File Photo

Visual storytelling in the frame

“The 2024 election will be anything but business as usual. There will be any number of split screen moments.”



MARIE FRAIL

North America Editor, TV, **Reuters**

As January begins, we will dive straight into election coverage with the primaries and caucuses, as well as debates, rallies, and the main conventions – the Republican National Convention in July in Milwaukee, and the Democrat National Convention in Chicago in August. The political coverage will be juxtaposed by at least three civil trials and four criminal trials involving Donald Trump.

In the past two years, we’ve built on our team of 40+ journalists, transformed video coverage, and made recruitment, training, and skills development a top priority. We’ve grown our video journalists and stringer networks and provided video skills development opportunities for photographer colleagues. Our goal is to offer as much restriction free content to clients and our own digital platforms, and limit reliance on restricted content.

We expect our growing user-generated content (UGC) team to play a pivotal role in monitoring and clearing footage of the unscripted moments on the campaign trail. Personal storytelling will also be at the fore of our coverage to help give a face to the issues that will dominate this race and highlight what is at stake in 2024.



24-hour election coverage

“No longer viewed as ‘election day’ but ‘election year’, the campaign is already underway and it’s an increasingly protracted process. With round-the-clock coverage will deliver world-class content in real-time.”



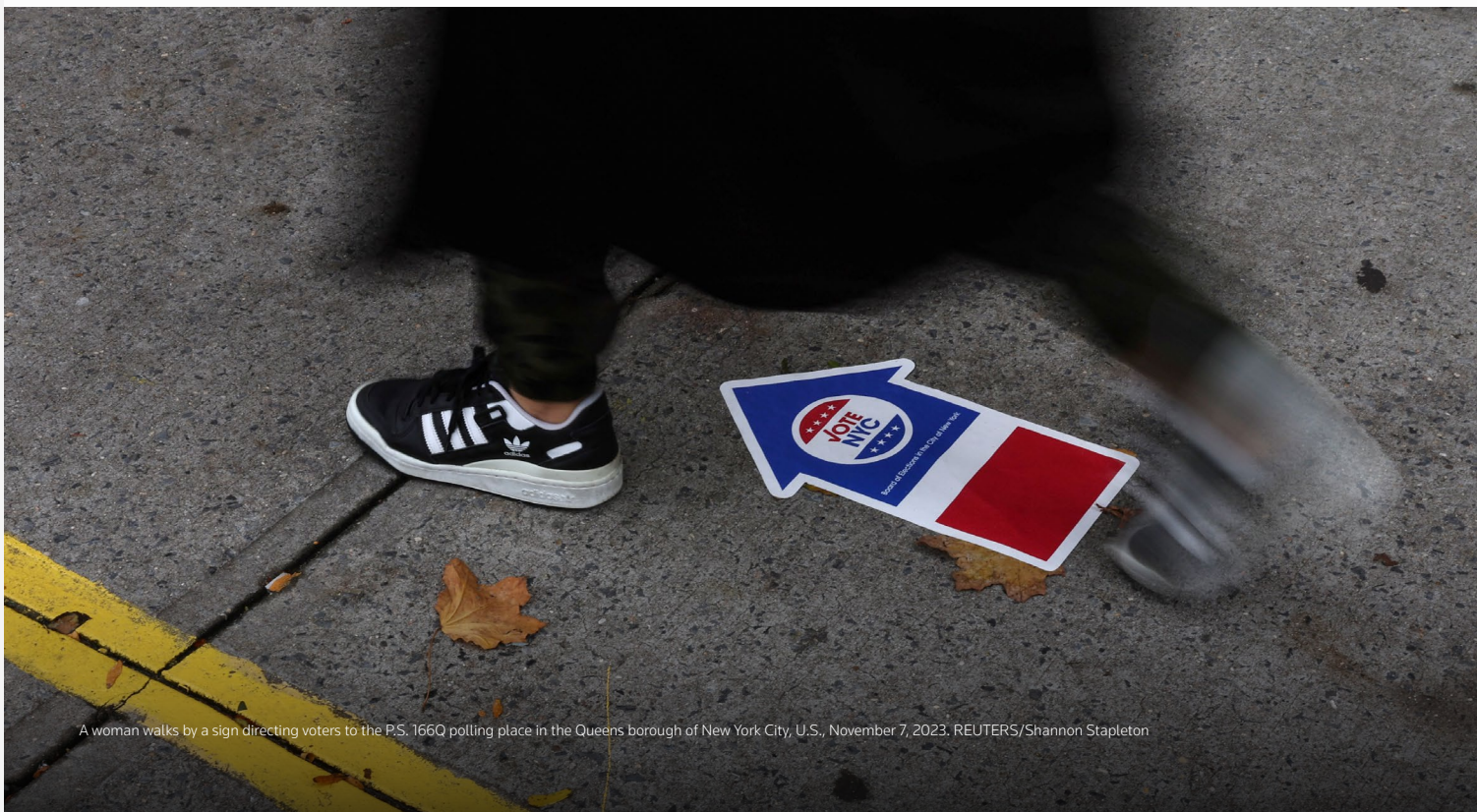
SCOTT MALONE
Politics Editor, **Reuters**

For the first time, the Republicans and Democrats are on different schedules so there will be something of a split timeline. Throughout, we’ll have 24-hour coverage of results, movements, and any developments such as court challenges. Each significant campaign day will be treated as an election day, which can drag on longer than the official day, especially when the state is called late.

By mid-year we’re into national convention season, the Republicans’ holding theirs from July 15- 19, the Democrats’ from August 19 to 22. Presidential voting starts in September. Previously there have been challenges to voting practices, and even court fights over them. This very real possibility will be monitored as things develop.

The official general election date is November 5th but history shows delays can be expected. Voting starts weeks earlier in some states and it can take time for results to be called.

- Jan. 15: Iowa Republican caucus
- Jan. 23: New Hampshire primary
- Feb. 3: South Carolina Democratic primary
- Feb. 6: Nevada Democratic primary
- Feb. 8: Nevada Republican caucus
- Feb. 24: Republican South Carolina primary
- March 5: Super Tuesday
- July 15-19: Republican National Convention
- Aug. 19-22: Democratic National Convention
- Nov. 5: General Presidential election



A woman walks by a sign directing voters to the P.S. 166Q polling place in the Queens borough of New York City, U.S., November 7, 2023. REUTERS/Shannon Stapleton

HOW DATA AND SPEED DRIVE RESULTS

“A recent survey from the Reuters Institute reveals that only four in ten respondents trust the news most of the time. Given the growing threat of misinformation and disinformation, coverage of what is expected to be a divisive election will depend on fast, accurate real-time election night calls.”



ROB SCHACK

Director of Emerging Products and Special Events, **Reuters**

Reuters has an exclusive partnership with the National Election Pool (NEP), the gold standard for vote count and opinion polls. A consortium of major U.S. news networks, including ABC, CBS, NBC and CNN, along with Edison Research work to collect the right data, the first time, in real time, for all 50 states.

Our NEP coverage includes Edison’s exit polls shared by the networks which can be licensed exclusively from Reuters. Not only does this apply to the general election night but to all competitive primaries, starting in January. For Reuters partners, it’s as simple as plugging into an API to access the content.

As always, Reuters is responding to the fast-evolving media landscape. Plans are afoot to maximize how NEP results as well as our own coverage – in pictures, text, video, and graphics – can be accessed.

In addition, since 2020, Reuters has been building on its library of audio content produced by video and TV teams. Also new since 2020, is our fact-checking operation, which is used by the largest social media platforms to call out misinformation. We’ve created a dedicated U.S. election feed to verify and cross check facts widely used in media that are associated with US Politics, which can be accessed as a subscription or add-on service.

HOW REUTERS PARTNERS CAN ACCESS CONTENT

1. The whole dataset

All data, all the election night results, all 50 primaries, all of those exit polls, and raw data access. This package is delivered through a secure and widely used json API.

2. Graphics

The election night maps or a calendar of events, for example. The map has an embed code and can be used on your website to show individual races, etc. The map will look like it’s yours on your site but it uses the same data that comes from NEP at the same speed the networks receive it, with work by Reuters graphics team to give your site a professional and custom looking presentation.

3. Reuters Wire Subscription

Subscribe to Reuters multimedia wire. You’ll be able to take all the US Elections content in any mix and match formats including video, live video, text, or explainers.

To learn more about Reuters coverage on the 2024 U.S. Presidential Election and exclusive content and data packages, please contact newsagency@thomsonreuters.com or visit our website via the button below.

LEARN MORE