

## LWVSFC 2022-2023 PR and Communications Annual Report

Submitted by Stephanie Schlanger

PR and Communications has had a busy year, with most of our efforts devoted to the primary and midterm elections. We have also increased our social media presence and expanded our website capabilities. In addition, we have mentored a student intern from New Mexico Highlands University.

**The Voter Newsletter:** Midyear, we agreed to publish *The Voter* as a Constant Contact email on an as-needed basis and use the website to publish more detailed information. This change seems to have been effective—at least, there have been no complaints and one email from a reader in support.

**The Website:** We activated the SEO (Search Engine Optimization) function on the website. We also created a slideshow for the Home Page with clickable links. We have archived and published all the videos of events on the Home Page as well.

**Social Media:** We continue to use Facebook (860 followers), Twitter (395 followers) and Instagram (215 followers) to advertise our activities and grow our presence in the community. We are following and being followed by more and more local and state organizations; this year, our intern made a connection with Equality New Mexico to promote LGBTQ rights. We were particularly active on social media during the primary and general elections, promoting voting and voter information, including VOTE 411.

**Vote411:** With Voter Guide Chair Sally Sabo, managed the VOTE411 database for the primary and midterm elections.

**Election Support:** Managed the publication of voter guides and voter information inserts in *The Santa Fe New Mexican* for the primary and midterms elections.

**Student Internship:** Mentored Julius Frank, a bachelor's degree student from New Mexico Highlands University. Julius researched LGBTQ rights in New Mexico and made a presentation to the LWVSFC Board; created posts in CANVA for our social media promoting awareness of LGBTQ issues; under the guidance of Hannah Burling, advocated at the Legislature for HB7 Reproductive and Gender Affirming Care; under the guidance of Kelly Davis, assisted at League Day at the Legislature; and made connections with gender justice organizations such as

Equality New Mexico for the League. He introduced us to Dr. Bencomo at NMHU who will be working with the League and a group of NMHU students to get out the vote for the fall election, including working with local high schools, and to train as advocates at the 2024 Legislature.

**Other:** Assisted with several Candidate Forums and voter registration events. Made presentations on VOTE411 to high school students at Santa Fe Prep and Capital High School. Created an informational brochure about the Santa Fe County League for Voter Services. Will be attending the 2023 State Convention in Los Alamos as a LWVSFC delegate.