

LWVSFC PR/Communications

Annual Report to the Board May 11, 2022

Submitted by Stephanie Schlanger

Publications: We transitioned from a formal newsletter to as-needed (about monthly) communications via Constant Contact. These brief notices direct members to the website for more details. This change is part of a larger effort toward utilizing our website as “information central” for our members. This change also allowed us to drop our subscription to the desktop publishing software “Publisher”, which was expensive and difficult for our volunteers to use.

Website: We maintained the website, regularly posting announcements, managing the calendar and uploading videos from events. (Note: Officers are responsible for updating their own pages or sending me updates to post).

Social Media: General voter information all events open to the public are promoted on Facebook, Twitter and Instagram. We have a subscription to Canva, which allows us to create and post messages to these platforms.

We have started a campaign to get all our members to use Outreach Circle, which is an app used by the national and other state leagues to notify members of actions they can take and enlist their friend groups to also take. This will be especially key to mobilizing our membership during election seasons.

Public Relations/Advertising: We promoted voting in the 2021 Regular Local Election with information pieces (in coordination with Voter Services) for voter registration tables and the website, and for publication in the *Santa Fe New Mexican*. We also created a Voter Guide, which was published in the *Santa Fe New Mexican* and a series of digital ads that ran on their website.

We are doing the same for the 2022 Primary Election on June 7 and will be doing the same for the 2022 General Election in November.

We are now managing the Santa Fe County section of VOTE411 in coordination with the state and other local leagues for all elections. We will also be assisting with the preparation of all future voter guides for publication in the *New Mexican*.

Student Interns: Once again, we were privileged to have a student intern from New Mexico Highlands University, LeAnne Rodriguez. She and the student intern working with Voter Services, Chanelle Delgado, have teamed up with PR/Comms and Voter Services to create a Youth Advocacy Program. (For details on this exciting new program, see the Voter Services report.) We expect to have one or two more interns from HMHU next year to help with implementing this program.

