



Portfolio Description: DIRECTOR of PUBLIC RELATIONS

Adopted 09.08.08; Revised 03.05.20; 06.15.20; 03.15.21

Role: Promote LWV positions and activities, using multiple communication strategies. As a member of the Board of Directors, understand and support the League policies outlined in the LWVSNM Handbook and Member Directory, including nonpartisanship and justice, equity, diversity and inclusion.

Responsibilities:

1. Publicity:

- a. Coordinate publicity via area news media (newspaper, radio and tv) to promote events, activities or positions;
- b. Maintain a list of media contacts (integrate with members, donors, other lists);
- c. Write or coordinate, distribute and post news releases, public service announcements and/or advisories with approval of the President or designee;
 - i. News releases and other major announcements should be pre-approved by the President and/or the Board.
- d. Promote via the news media, social media and other communications the upcoming meetings, special events, election of officers, and voter service activities;
- e. Create and/or coordinate flyers, posters, voter cards, brochures and other communications that promote LWV activities;
- f. In conjunction with Social Media Coordinator (should that position exist), utilize social media to promote LWV.
 - i. Assist with and/or post on social media information and photos regarding events and activities.
 - ii. Assist in maintaining the League's social media pages (Facebook, Instagram, Twitter) and keeping them current.
 - iii. Ensure social media messages are monitored and convey the League's support of JEDI efforts.

2. The Voter:

- a. Oversee newsletter publication at the beginning of each month, August through May;
- b. Coordinate volunteer writers who will contribute to the publication;
- c. Ensure newsletter is posted online and is sent electronically to all league members by the last day of the month prior to each publication month;
- d. Verify the Voter includes appropriate content in compliance to the bylaws (see Activities Schedule) and promote the League's JEDI philosophy and activities;
- e. Email or distribute to area public officials.

3. LWVSNM Web Site:

- a. Assist with maintaining and updating the LWVSNM web pages;
- b. Post upcoming events, calendar items, The Voter, Who's Who, Voters' Guides, a list of members of the Board, and other member resources throughout the year;
- c. Promote events, activities, positions.

4. Advise members:

- a. Serve as liaison to local media regarding LWV activities;
 - b. Advise the Board on opportunities for publicity;
 - c. Identify strategies for effective public relations with program chairs;
 - d. Ensure the League communications are in compliance with appropriate statutes (registered trademarks, copyrighted materials, FERPA, etc.).
5. Maintain records of publicity activities:
- a. Maintain examples of news releases, PSAs and other disseminated information;
 - b. Submit copies of locally published articles to the Historian and /or League web archives;
 - c. Maintain League's passwords and IDs for social media and other password/ID-protected pages, records, or accounts.

ACTIVITIES SCHEDULE

- MONTHLY:**
- Report on activities to Board;
 - Disseminate news releases and/or other publicity as needed or assigned, including advance information on upcoming meetings.

- MONTHLY VOTER:**
- President's message;
 - Upcoming events and calendar information;
 - Information about upcoming speakers and program;
 - Summary of minutes of previous Board meeting
 - Updates and reports from committees and other special projects;
 - Treasurer's/financial report;
 - Observer reports;
 - Other items of importance from monthly Board Meetings.

- MARCH VOTER:**
- Summary of February's Program Planning Meeting.

- APRIL:**
- The Annual Business Meeting materials sent to all members (whether within *The Voter* or separately) shall include the following:
- Agenda;
 - Minutes of the previous year's Annual Meeting;
 - President's annual report and/or summary of the year's activities;
 - Committees and observers' summary reports;
 - Operating budget;
 - Nomination of officers and directors, terms of office and bios;
 - Changes to bylaws;
 - Program for study & action for upcoming year;
 - Other items as determined by the President.

- MAY:**
- Send news releases and post social media information regarding election of officers;
 - Identify special projects for accomplishment during the year;

- MAY VOTER:**
- Minutes of the April Annual Meeting;
 - Summary of New Officers and Board Members.