



## Portfolio Description: DIRECTOR of PUBLIC RELATIONS

Adopted 09.08.08; Revised 03.05.20; 06.15.20; 03.15.21; 06.19.23

**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. The Director will be aware of the prominent activities associated with Public Relations:
  - a) Publicity & Social Media, b) *The Voter* newsletter, and c) the League website.
2. The Director may be directly responsible for one or more of the three main components, while the remaining responsibilities will be coordinated by other League members appointed by the Board.
3. In Board meetings, the Director shall represent those assigned to the following PR components:

#### A. Publicity & Social Media

Coordinator will:

1. coordinate publicity via area news media (newspaper, radio and tv) to promote events, activities or positions;
2. advise the Board and Committees on opportunities for publicity;
3. ensure the League communications are in compliance with appropriate statutes (registered trademarks, copyrighted materials, etc.).
4. maintain a list of media contacts;
5. write or coordinate, distribute and post news releases, public service announcements and/or advisories with approval of the President or designee;
  - a. News releases and other major announcements should be pre-approved by the President and/or the Board.
6. create and/or coordinate flyers, posters, voter cards, brochures and other communications that promote LWV activities.
7. promote LWV via social media.
  - a. Post on social media information and photos regarding events and activities.
  - b. Maintain the League's social media pages (Facebook, Instagram, Twitter) and keeping them current.
  - c. Ensure social media messages convey the League's support of JEDI efforts.

#### B. The Voter

Coordinator will:

1. oversee newsletter publication at the beginning of each month, August through May;
1. coordinate volunteer writers who will contribute to the publication;
2. 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;

3. verify the Voter includes appropriate content in compliance to the bylaws (see Activities Schedule) and promote the League's JEDI philosophy and activities;
4. email or distribute to area public officials.

**C. LWVSNM Web Site**

Coordinator will:

1. assist with maintaining and updating the LWVSNM web pages;
  2. 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;
  3. promote events, activities, positions.
4. 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 VOTER:**

- list of Nominating Slate for the upcoming Annual Meeting

**APRIL:**

- In cooperation with the President, the Annual Business Meeting materials sent to all members (whether within *The Voter* or separately) shall include the following:
  - i. Agenda;
  - ii. Approved minutes of the previous year's Annual Meeting;
  - iii. President's annual report and/or summary of the year's activities;
  - iv. Committees and observers' summary reports;
  - v. Operating budget;
  - vi. Nomination of officers and directors, terms of office and bios;
  - vii. Changes to bylaws, policies and procedures;
  - viii. Program for study & action for upcoming year;
  - ix. Other items as determined by the President.

**MAY VOTER:**

- Summary of New Officers and Board Members.

**MAY:**

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

**JUNE/AUG VOTER:**

- Minutes of the April Annual Meeting