

LWVSFC 2024-2025 PR and Communications Annual Report

Submitted by Stephanie Schlanger

This past year, PR and Communications accomplished a number of tasks, including preparing a Voter Guide for the 2024 General Election, upgrading our website, and expanding our social media outreach and number of platforms. We have welcomed a new member to the team, Judy Gibbs Robinson, a professional journalist who has taken responsibility for our social media program and our newsletter, and is acting as our liaison with local media.

The VOTER Newsletter: We have successfully transitioned to an online newsletter through Constant Contact, publishing four to six times a year as needed. Judy has done a terrific job keeping our members up to date with this publication.

Opinion Pieces and Press Releases: Judy has written two opinion pieces promoting events held by the LWVSFC that have been published in the *Santa Fe New Mexican*: a “My View” promoting a panel presentation on IPRA (Inspection of Public Records Act) called “Why We Need IPRA” held in March, and another “My View” promoting the free showing of a documentary about disinformation, conspiracy theories and “fake news” in the 2024 presidential election, #UNTRUTH, at the Violet Crown theater on May 8. She has also written press releases for the showing of the documentary.

The Website: We have transitioned to a new, locally managed website administrator, Studio X. The website has an appealing new look and is very reader friendly. Several of us undertook training on using the platform WordPress, and Stephanie currently manages the site, updating as needed. We contracted with Studio X to create the registration and information page for the 2025 State Convention.

Social Media: Working with Henry Lopez of Integrated Technologies, we expanded and consolidated our social media platforms for maximum reach and efficiency. We now have accounts on FaceBook, X, Instagram, BlueSky, YouTube and TikTok. We are using the program FollowrAI to manage posts on these accounts. Judy has been posting regularly on FaceBook, X, Instagram and BlueSky to grow these accounts and keep them active. Stephanie Schlanger is posting on YouTube and TikTok, mostly sharing posts from like-minded organizations. We hope to actually develop some of our YouTube and TikTok videos to post in the future. Right now, all our recorded presentations are posted on the website and YouTube.

Our focus in the coming year will be on educating the public on mis- and dis-information through informational posts. We will also be running a messaging campaign to urge women to run for office in the November Local Election.

Constant Contact Messaging: We continue to keep our membership informed with announcements on Constant Contact.

Election Voter Guides: PR Comms has responsibility for producing the digital and print voter guides for each election. The printed guides are published in the *Santa Fe New Mexican*, and digital voter guide is published on VOTE411. Stephanie works with the state and local leagues to produce the voter guide for Santa Fe County. In the fall of 2024, we produced the guide for the General Election.

High School Civic Education Program: Stephanie works with VP of Voter Services, Kelly Davis, to bring voter education and registration to local high schools. For this past election, we prepared a Power Point to educate students on mis- and disinformation and presented it in a number of high school history classes.

Events: PR Comms supported the promotion of candidate forums and other election-related events, and took the lead in organizing the free public showing of the documentary #UNTRUTH.