

# League of Women Voters of Orange-Durham-Chatham

## Publicizing Our Activities

Our mission to encourage informed and active participation in government relies on our ability to effectively communicate with League members, our community and policy makers.

The communications team is a resource to help elevate the League's visibility. Our goals include promoting attendance at meetings and activities, encouraging community participation in our programs, enhancing the visibility of the organization, and broadly publicizing League positions.

We have several mechanisms available to help bring visibility to our activities and positions. These news outlets can be utilized singularly or together to target specific audiences and ensure an effective distribution of our messages. Below is a list of our news platforms and the individuals responsible for managing them. Please submit materials directly to the appropriate individual via email. For assistance with developing a communications strategy, please contact Jennifer Rubin, Communications Team Leader.

News Releases - Terry Landers	terrylanders@nc.rr.com
Newsletter - Nancy Ratan	nratan@att.net
Social Media - Kayla Vix	kalyvix@gmail.com
Website - Cynthia Wertz	cwertz43@gmail.com
Strategy - Jennifer Rubin	jennifer@jmcmillaninc.com

Prior to publication, materials will be reviewed by members of the communications team to ensure that they are **nonpartisan, consistent with stated positions and written in news style.**

**News releases and other materials that are designed for public dissemination will undergo additional review by the President.**

### Examples of LWVODC Communications

- Meeting notices
- Position statements
- Letters to the editor
- Calls to action
- Event notices and coverage
- Editorials

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## **Communications team members:**

Carole Breckinridge (breck395@gmail.com)

GiGi Fein (gigifein@yahoo.com)

Terry Landers – News Releases (terrylanders@nc.rr.com)

Nancy Ratan – Member newsletter (nratan@att.net)

Eva Rogers (ebrog43@aol.com)

Jennifer McMillan Rubin – Communications Team Leader (Jennifer@jmcmillaninc.com)

Kayla Vix – Social Media (kaylavix@gmail.com)

Cynthia Wertz – Website Management (cwertz43@gmail.com)