



LEAGUE OF WOMEN VOTERS OF GREATER LAS CRUCES

Portfolio Description: PUBLIC RELATIONS DIRECTOR (Adopted September 8, 2008)

Role: Maintain contact with media to promote LWV activities and positions

Responsibilities:

1. Handle publicity for newspapers and electronic media,
 - Maintain a list of media contacts (integrate with members, donors, other lists)
 - Review press releases with president
 - Submit announcements for public meetings sponsored by LWV/GLC
 - Announce results of elections of officers
 - Provide information about voter services activities
2. Advise members authorized by board or present to represent LWV/GLC on specific issues
 - Encourage presentations that are of a nonpartisan character or for political education purposes
3. Serve as an advisor to local media interested in LWV/GLC activities
4. Advise the Board on opportunities for publicity
5. Maintain records of publicity activities
 - Maintain examples of news releases
 - Submit copies of locally published articles regarding the LWV/GLC to the Historian and League archives

ACTIVITIES SCHEDULE

MONTHLY: Report on activities to Board

MONTHLY AS ASSIGNED: Send press releases for meetings or other events

MAY: Send press release regarding election of officers
Identify special projects for accomplishment during the year
Identify strategies for effective public relations with program chairs