



## **Communications Committee Annual Report 2023-2024**

### **Purpose**

The LWVMT Communications Committee meets monthly with the goal of developing communications strategy and maintaining a consistent brand image in all communications.

### **Chair**

Kassie McClung

### **Committee Members**

Lollie Moore, Nate Morris, Elsa Velasco Paul, Tommy Yap, Shailaja Marion

### **Meeting Schedule**

Monthly on the third Tuesday at 6 p.m.

### **Successes**

- Created online Voter Guides
- Maintained consistent brand presence on the league's social media accounts
- We started the process to grow brand awareness with branded merchandise, such as banners, table clothes, and sandwich boards. We surveyed board members to prioritize which assets were most needed and are currently in the process of retrieving quotes.
- We created a process for sourcing photos of events from the board via SurveyMonkey
- Created a process for submitting content requests
- Share press releases for days such as National Voter Registration Day
- Helped create a campaign for the League's 100th Anniversary that featured important women in Oklahoma's history

### **Challenges**

- Taking ownership of projects, initiatives, and events – I struggled to find tasks that the communications committee could spearhead
- Speakers' Bureau – We started the process to create this last year, but struggled to get full participation and create the necessary presentations.
- Finding the right moments and communication methods to plug into other committees to provide communications support

### General Recommendations for Incoming Committee

- Recruit people for the committee who have communications backgrounds
- Improve process for collecting communications needs from other committees and board as a whole
  - Drive more engagement with the content request form + SurveyMonkey to submit event photos
- Create a more proactive process for sending out press releases and coordinating efforts to gain more media coverage
  - Create a standard practice for press releases for events that drive media coverage
- Identify initiatives and strategies that the Communications Committee can spearhead
  - Proactively identify opportunities to create campaigns that strategically support the League’s mission, and draw awareness to events and other milestones.
  - Additionally, we should create campaigns that spur the opportunity for the Comms Committee to pitch events that support those campaigns.
  
- Create consistently branded presentations for speaking engagements (Speakers Bureau)

**For your committee, you might consider including: Deadlines to produce specific materials, anticipated press releases, social media campaigns, blog topics, etc.**

### Recommended Schedule of Events for 2024-2025 Committee

<b>August 2024</b>	Start putting together the Voter Guides Video questionnaires/reels with mayoral candidates to share on social media (allow people to submit questions)  Support Madam President Communication needs
<b>September 2024</b>	<b>Sept. 6 National Voter Registration Day:</b> Share press release with information on LWV’s events, voter registration education + offer interviews  Create campaign to support + promote Vote Guides
<b>October 2024</b>	Launch campaign to support and promote Voter Guides
<b>November 2024</b>	Campaign to educate/grow awareness around Oklahoma Citizenship Requirement for voting

<b>December 2024</b>	
<b>January 2025</b>	Support Board of Education Comms Possible refresher on federal government, checks and balances, how state govts work
<b>February 2025</b>	
<b>March 2025</b>	
<b>April 2025</b>	
<b>May 2025</b>	
<b>June 2025</b>	

**Potential**

- Madam President
- Mayoral Election: Candidate forum + GE in August, runoff in November
- County Clerk: November, primaries in June
- County Commissioner: November, primaries in June
- National Voter Registration Day: September
  
- **November 2024**
  - Congressional Elections: Districts 1 & 3
  - House of Reps
  - Oklahoma Citizenship Requirement for Voting