
June 22, 2019

LWV COUNCIL 2019

LWVUS Media Relations Support for Leagues

Kayla Vix, Communications Manager



League of Women Voters of the United States
COMMUNICATIONS DEPARTMENT

Today's presentation

Available tools

Types of services

Examples

A note about messaging on lawsuits

Questions

Available tools

The screenshot displays the LWV website's navigation and main content area. At the top, a horizontal menu includes 'League Management', 'Manage Your League', 'Communications', 'Mission Impact Tools', and 'Governance'. A search bar labeled 'Search League Management' is circled in red. Below this is a dark blue header with the LWV logo and navigation links for 'VOTING RIGHTS', 'ELECTIONS', 'OTHER ISSUES', and 'ABOUT US'. A red 'X' is placed over the 'ABOUT US' link. To the right of the header are 'TAKE ACTION' and 'DONATE' buttons. The main content area features a large image of a woman presenting to a group of people in a classroom. Overlaid on this image are two callout boxes: one for 'LWVUS Roster Manager Portal' with a 'LOGIN' button, and another for 'Sign up for the League Update' with a 'CLICK HERE' button. The 'Sign up for the League Update' box is also circled in red. On the far right, there are social media icons for Facebook, Twitter, and Email.

Available tools

The screenshot shows the top navigation bar of the LWV website. The 'Communications' menu item is highlighted with a green box. Below the navigation bar is a dark header with the LWV logo and menu items: VOTING RIGHTS, ELECTIONS, OTHER ISSUES, and ABOUT US. The main content area features a large image of a woman presenting to a group of people in a classroom. Overlaid on this image are two call-to-action boxes: 'LWVUS Roster Manager Portal' with a 'LOGIN' button, and 'Sign up for the League Update' with a 'CLICK HERE' button. To the right of the main content area is a blue sidebar with 'TAKE ACTION' and 'DONATE' buttons, and social media icons for Facebook, Twitter, and Email. A search bar is located in the top right corner of the navigation bar.

League Management Manage Your League **Communications** Mission Impact Tools Governance Search League Management

LWV VOTING RIGHTS ELECTIONS OTHER ISSUES ABOUT US Search

TAKE ACTION **DONATE**

League Management Site

LWVUS Roster Manager Portal **LOGIN**

Sign up for the League Update **CLICK HERE**

Facebook Twitter Email



Our Priorities



Talking Points & Templates

Language and best practices state and local Leagues are encouraged to use for public outreach when working on LWVUS priority issues.

Guides

Resources to assist Leagues in efficiently connecting to an external audience.



Brand Standards

Follow these standards and ensure that the LWV brand is represented correctly, consistently, and professionally whenever it appears in print or online.



Talking Points & Templates In Depth

Business Card Template

Use our Adobe Illustrator template to create business cards for your League.

Talking Points: Talking About Voting Rights

On this page, LWVUS will maintain updated talking points for all Leagues to speak with one voice about voting rights messaging to counter voter suppression.

HR1 For the People Act Letter to the Editor Template

Use this template to write a letter to the editor of your local newspaper to inform citizens about HR1, the For the People Act.

99th Birthday Graphic

Use this graphic on social media to help celebrate our 99th birthday on February 14, 2019!

HR1, the For the People Act: Social Media Materials

Promote the For the People Act (HR1) on social media with the help of these sample posts and graphics.

Talking Points: For the People Act

On this page, LWVUS will maintain updated talking points for all Leagues to speak with one voice about the For the People Act.

GOTV Letter-to-the-Editor Template

Use this outline to post letters in your local newspapers, urging voters to turn out on November 6.

Talking Points: Talking About Voting Rights

On this page, LWVUS will maintain updated talking points for all Leagues to speak with one voice about voting rights and messaging to counter voter suppression.

LEAD WITH VALUES ABOUT VOTING RIGHTS:

- The right to vote is a critical principle of our democracy.
- Our democracy is stronger when every eligible voter can cast a vote and have it count.
- We should encourage every eligible voter to cast a ballot in every election to make their voices heard.
- We want our election system to be free, fair, and accessible to all eligible voters.

HR1 For the People Act Letter to the Editor Template

Subject Line: [INSERT LEAGUE NAME] Strongly Supports Comprehensive Democracy Reform

For Immediate Release:
[INSERT DATE]

Contact:
[INSERT NAME, email, phone number]

[INSERT CITY/LOCATION]— The For the People Act, introduced last month in the U.S. House of Representatives, will improve American elections by making our election system more free, fair, and

- The #ForThePeople Act is a sweeping reform package that addresses everything from voting rights, to campaign finance reform, to redistricting. Call your Representative today and ask them to vote Yes for #HR1: 202-224-3121
- Voters sent a clear message in the 2018 elections that they are ready for bold, comprehensive democracy reforms—and #HR1 is the U.S. House's response regarding the path forward. More: <http://bit.ly/2TebHU6>

Graphics



Types of services

Press contact lists

Press releases

Social media

Interview prep

General feedback & advice

Examples: LWV of Wisconsin

Response to Gov. signing lame-duck session bills

LWVWI drafted statement

LWVUS offered proofing and tweaks

LWVWI disseminated & posted statement

LWVUS shared on our social media channels



Because Democracy Is Not A Spectator Sport

- ★ HOME
- ★ ABOUT
- ★ JOIN A LOCAL LEAGUE
- ★ SIGN UP FOR NEWS / ALERTS
- ★ VOTER INFORMATION
- ★ INFORMACIÓN DEL VOTANTE
- ★ BE A WISCONSIN VOTER
- ★ DONATE
- ★ NEWSROOM
- ★ POSITIONS
- ★ MEMBER RESOURCES
- ★ EVENTS CALENDAR
- ★ TAKE ACTION
- ★ CENTENNIAL INFORMATION

Statement on the Governor's Signing of Extraordinary Session Bills

Type: Press Release

SHARE

Date of Release or Mention: Friday, December 14, 2018

FOR IMMEDIATE RELEASE December 14, 2018

Contact: Erin Grunze, Executive Director 608-256-0827; egrunze@lwvwi.org

Statement on the Governor's Signing of Extraordinary Session Bills

MADISON, WI –The League of Women Voters of Wisconsin has long held that the legislature must be responsible to the citizens. Its leaders, committees, and members should represent the state as a whole as well as their own districts. Legislators should not act in their own interest for partisan gains and to retain power.

The sweeping bills Governor Walker signed today were introduced late on a Friday afternoon. The authors of the legislation, Assembly Speaker Robin Vos and Senate Majority Leader Scott Fitzgerald, did not attend the public hearing the following Monday to answer questions about the proposal, which were passed by both houses of the legislature in the wee hours of Wednesday morning that same week.



Examples: LWV of Texas

Press conference on voter suppression bill

LWVTX drafted remarks

LWVUS offered suggestions and tweaks

LWVTX posted remarks

LWVUS shared press conference video on our social media channels



Texas

- ★ VOTING & ELECTIONS
- ★ ADVOCACY & ISSUES
- ★ GET OUT THE VOTE
- ★ FOR EDUCATORS
- ★ EVENTS
- ★ LEAGUE IN THE NEWS
- ★ TAKE THE VOTING SCAVENGER HUNT
- ★ LEAGUES IN TEXAS
- ★ START A LEAGUE
- ★ FOR LEAGUE MEMBERS
- ★ ABOUT
- ★ JOIN US
- ★ GET VOTING REMINDERS!
- ★ LEAGUE INTERN AND STUDENT VOLUNTEERS
- ★ SUPPORT THE LEAGUE

- JOIN US
- SIGN UP HERE FOR ACTION ALERTS

 League of W...
9.3K likes

Like Page

Voting Rights Groups Unite to Stop SB 9 – Press Conference 4.16.19



Type: News

SHARE

Press Conference Statement: Grace Chimene, League of Women Voters Texas President

The League of Women Voters of Texas is disappointed SB 9 - an insidious voter suppression bill - passed the Senate yesterday. This bill is bad for our democracy! It is bad for voters all across Texas. The League of Women Voters of Texas is always working to protect the voting rights of all Texas citizens. SB 9 is not in the best interest of Texas voters.

Examples: LWV of Minnesota

Push for legislature to accept election security funding

LWVMN had already done some messaging

LWVUS suggested messaging for social media

LWVUS created graphics for LWVMN's social media channels

LWVMN posted to their social media

LWVUS shared LWVMN social media posts



LWV Minnesota
@LWVMinnesota

Following

#mnleg has 5 days left to stop blocking \$6.6M in federal money to #SecureOurElections. Every other state in the country is already planning upgrades to modernize their state elections. Tell your MN state Senators: Don't leave Minnesotans behind! congressweb.com/LWVMN/46



9:08 AM - 15 May 2019

Examples: LWV of Tennessee

Response to burdensome voter
registration bill

LWVTN drafted statement

LWVUS made suggestions and
tweaks

LWVUS provided press contacts
to supplement **LWVTN**'s existing
list

LWVTN disseminated statement

LWVUS helped with planning
next steps



April 25, 2019

FOR IMMEDIATE RELEASE

Contact: Marian Ott, President

Debby Gould, Vice-President

president@lwvtn.org

[629-777-5677](tel:629-777-5677)

The League of Women Voters of Tennessee is disappointed today that the Senate has passed SB971 to regulate voter registration activities. These regulations will have a chilling effect on voter outreach in all areas of the state.

Voter registration drives play an important role in registering and engaging Tennessee citizens in the voting process. Despite numerous amendments that purport to exempt organizations that use only unpaid volunteers in their registration drives, this legislation still has the potential to seriously impact the work of civic groups like the League of Women Voters. The vague language of the regulations still exposes organizations like the League and its volunteers to civil and criminal penalties, in addition to burdensome administrative steps and required disclosures on communications to voters. As such, if signed by the Governor, these regulations would negatively impact and discourage both in-person voter registration drives as well as online efforts to promote voter registration and general voter engagement by well-established civic organizations such as the League.



Examples: LWV of Tennessee

Statement on lawsuit against voter registration law

LWVUS drafted statement and quote from LWVTN

LWVUS coordinated with partner groups

LWVUS sent to national and local TN press contacts



LWV and Democracy Groups Challenge New Tennessee Law That Undermines Voter Registration

5/9/2019

NASHVILLE - The League of Women Voters of Tennessee, along with American Muslim Advisory Council, Mid-South Peace & Justice Center, Rock the Vote, and Spread the Vote, filed a federal lawsuit today challenging a new Tennessee law that imposes substantial penalties on groups that foster political participation via voter registration efforts.

The American Civil Liberties Union, ACLU of Tennessee, Campaign Legal Center, and Fair Elections Center represent the League and other partners in this case.

Tennessee ranks 44th in voter registration, but during the 2018 midterm election the state saw a surge in registrations. Instead of providing greater resources to help election offices process the influx, the Tennessee General Assembly passed a measure that creates criminal and civil penalties against those who fail to comply with onerous requirements and turn in "incomplete" applications. The governor signed the bill into law last week.

The complaint charges the new law violates freedom of speech, freedom of association, due process, and the fundamental right to vote under the First and Fourteenth Amendments. Along with the lawsuit, the groups filed a notice letter to the state citing violations of the National Voter Registration Act.

The following comments are from:

Marian Ott, president, League of Women Voters of Tennessee: "Making sure that voters are properly registered and have the information they need to cast their ballot has been a priority of our organization for nearly 100 years. Voter registration surges like what Tennessee saw in 2018 should be celebrated, not penalized. We see this law as a threat to democracy and a direct violation of our Constitution."

Sophia Lakin, staff attorney, ACLU's Voting Rights Project: "Tennessee politicians are punishing civic organizations that advocate for people's right to participate in the political process and assist Tennesseans in registering to vote. With its dismal voter registration rates, Tennessee needs these groups on the ground. What politicians should be doing is making sure that local election officials have the adequate resources to do their jobs. Silencing civic groups' voices is not the solution."

Hedy Weinberg, executive director, ACLU of Tennessee: "The right to vote is the bedrock of our democracy and voter registration drives are a precursor for many to exercise that right. Voter registration drives have long been a way for communities that are historically disenfranchised – including students, people of color, immigrants, and senior citizens – to empower individuals and gain access to the ballot box. The ACLU filed this lawsuit because we are committed to ensuring political participation for all eligible voters."

Paul Smith, vice president, Campaign Legal Center: "Tennessee's law has created the country's most aggressive penalties for voter registration drives. If the court does not intervene, the state will unlawfully chill the efforts of organizations working to get people registered. Voter registration drives for years have been a way for historically marginalized groups to empower their communities and gain access to the ballot box. We are taking Tennessee to court to protect that tradition against government threats of fines and jail time."

Examples: LWV of North Carolina

Messaging on NC 9th district investigation

LWVNC drafted statement

LWVUS reworked statement with more context

LWVUS sent to national and local press contacts on behalf of LWVNC

North Carolina LWV Demands District 9 Election Integrity

12/7/2018

Chapel Hill, NC - The League of Women Voters of North Carolina is committed to fair elections and strongly supports the Board of Elections' decision to delay certification of the results of the 9th Congressional District election until a thorough investigation has been conducted. The integrity of our election process must be ensured, and those responsible for undermining our democracy should be held accountable.

The reports to date provide alarming evidence of an ongoing effort to illegally harvest ballots, buy votes, dispose of ballots, and alter voters' intended choices. North Carolina state law authorizes the Board of Elections to order a new general election if the nature of these offenses "taint[s] the results of the entire election and cast[s] doubt on its fairness."

"Elections that are both fair and represent the will of all voters are essential to retaining our state's democratic process," said **Janet Hoy, president of the League of Women Voters of North Carolina**. "The state has the responsibility to ensure the integrity of our elections. The League of Women Voters of North Carolina calls upon state officials to complete a thorough investigation to ensure voter confidence in our elections."

As the investigation continues, the League will remain watchful and fully prepared to take whatever steps are necessary to protect the voices of North Carolina voters.

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Contact: Janet Hoy | LWVNC President | janetahoy@gmail.com



Examples: LWV of Texas

Response to settlement in voter purge case

LWVUS & LWVTX drafted separate, complementary statements

LWVTX lent quote to LWVUS statement

LWVUS & LWVTX sent to their respective press lists



LWV Celebrates Settlement to Reverse Discriminatory Voter Purge

4/26/2019

NATURALIZED TEXAS VOTERS NO LONGER AFFECTED BY UNJUST PURGE

SAN ANTONIO, TX—The League of Women Voters of Texas and other civil rights groups reached a settlement with Texas state officials today to end the discriminatory purging of the state's voter rolls. The settled lawsuit was raised in opposition to a purge effort in January that was based on a flawed list of possible non-U.S. citizens. The purge included thousands of naturalized citizens who were eligible to vote.

"The League regrets that it took a lawsuit to remind our state officials that naturalized citizens have a right to vote and to fully participate in our democracy," said Grace Chimene, president of the League of Women Voters of Texas. "We are hopeful that new procedures will prevent naturalized citizens from being treated as second-class citizens. We will continue to work with the Secretary of State, as the chief election officer for Texas, to protect all citizens' right to vote."

With today's settlement, the state will no longer instruct the Department of Public Safety (DPS) to question the citizenship of individual voters before following a list of procedures before initiating any purge of individual based on DPS citizenship data.

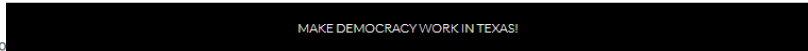
"Voter role purges that disenfranchise eligible voters are a threat to our democracy," said Chris Carson, president of the League of Women Voters of Texas. "We are grateful for the settlement to reverse the purging of the rights of these Texas voters."

Contact: Kayla Vix | 202-809-9668 | kvix@lwv.org



Empowering Voters. Defending Democracy.

DONATE



- Texas
- ★ VOTING & ELECTIONS
- ★ ADVOCACY & ISSUES
- ★ GET OUT THE VOTE
- ★ FOR EDUCATORS
- ★ EVENTS
- ★ LEAGUE IN THE NEWS
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- ★ LEAGUE INTERN AND STUDENT VOLUNTEERS
- ★ SUPPORT THE LEAGUE

League of Women Voters of Texas Celebrates a Victory for Voting Rights



Type: Press Release

SHARE

Date of Release or Mention: Friday, April 26, 2019
Austin – The League of Women Voters of Texas and other nonprofit groups and civil rights organizations have reached an agreement with Texas state officials to settle the lawsuit filed after the Secretary of State's office attempted an inaccurate and discriminatory voter purge. This agreement is a victory for voting rights. It successfully prevents the state of Texas from disenfranchising thousands of eligible voters and intimidating countless more.

"The League regrets that it took a lawsuit to remind our state officials that naturalized citizens have a right to vote and to fully participate in our democracy. We are hopeful that new procedures will prevent naturalized citizens from being treated as second class citizens," said Grace Chimene, president of the League of Women Voters of Texas. "We will continue to work with the Secretary of State, as the chief election officer for Texas, to protect all citizens' right to vote."

SEARCH

JOIN US

Examples: LWV of Ohio

Statement on redistricting win in federal court

LWVOH was busy with state convention

LWVUS drafted statement and quote for LWVOH

LWVUS & LWVOH sent to their respective press lists

LWV Ohio Wins Fair Maps Lawsuit

5/3/2019

Ohio Election Maps Declared Unconstitutional Partisan Gerrymander, to Be Redrawn in Time for 2020

COLUMBUS - Today a three-judge panel from the District Court for the Southern District of Ohio ruled in favor of the League of Women Voters of Ohio in its redistricting case, *Ohio A. Philip Randolph Institute v. Larry Householder*.

"Today's victory ensures that voters' voices will be restored," said **Jen Miller**, Executive Director of the League of Women Voters of Ohio. "Ohio voters have been without fair congressional district maps since 2011, and the panel's decision today means that they will be fairly represented in future elections."



Examples: LWV of DC

Statement on amicus brief in DC voting rights case

LWVUS and LWVDC both joined to strengthen the case

LWVUS drafted statement on behalf of both Leagues

LWVUS drafted quote for LWVDC

LWVUS sent to local and national press contacts



LWV Joins D.C. Voting Rights Case

6/10/2019

D.C. RESIDENTS ARE TAX-PAYING CITIZENS WHO DESERVE TO BE FULLY ENFRANCHISED

WASHINGTON, D.C.—The League of Women Voters of the United States and the League of Women Voters of the District of Columbia today filed an amicus brief along with partner civil rights groups in the D.C. voting rights case *Castanon v. United States*. The case, filed in federal district court in D.C., is a complaint by D.C. residents that they have been denied the full voting rights and political equity guaranteed to them by the Constitution.

"Since 1801, the residents of the District of Columbia have had no representation in Congress and no freedom to govern themselves without interference from Congress," said **Kathy Chiron, president of the League of Women Voters of the District of Columbia**. "D.C. citizens deserve the same rights and freedoms as citizens living in the 50 states—they are only fighting for what is fair."

This case aims to safeguard the rights of D.C. residents who argue that there is a fundamental right under the U.S. Constitution to vote for congressional representation. Currently, D.C. elects a non-voting delegate in the U.S. House but has no representation in the U.S. Senate.

"As an organization dedicated to voting rights for all eligible citizens, the League of Women Voters has long advocated for full congressional representation for D.C. residents," said **Chris Carson, president of the League of Women Voters of the United States**. "Taxation without representation is still a very real phenomenon in the United States today. It's time for the more than 650,000 residents of our nation's capital to be fully enfranchised."

LWVUS and LWVDC are represented by Arent Fox, LLP and joined by ACLU of D.C., Neighbors United for D.C. Statehood, and the Washington Lawyers' Committee for Civil Rights and Urban Affairs.

"Voting for congressional representation is a critical feature of our representative government," said **Celina Stewart, Director of Advocacy and Litigation at the League of Women Voters**. "No other jurisdiction in the country suffers this level of disenfranchisement that is expressly guaranteed under the Constitution, and, absent a remedy, D.C. voters suffer a constitutional injury in both principle and practice."

Castanon v. United States is expected to be heard later this month. [The amicus brief from LWV and partners can be found here.](#)

Contact: Kayla Vix | 202-809-9668 | kvix@lww.org

A note about messaging on lawsuits

It is important to work closely with LWWUS in all aspects of litigation matters, because we can help make sure **you get credit for your work.**

From drafting the first contract with legal partners to sending out statements on results, LWWUS is here to help make sure your League gets the proper credit!



Takeaways

Lean on your national organizer, Jess or Alicia

Use the federal action form on LMS

We can help with a variety of services

Press releases, press contact lists, social media, interview prep, general strategy, advice

Not all League messaging needs support from LWVUS

Use your discretion – high-profile or priority issues

We can work with you to determine the appropriate level of support

There's no “one size fits all” situation



QUESTIONS?

Kayla Vix, LWVUS Communications Manager

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