

## Public Relations Coordination

Approved April 15, 2009.

1. Public visibility enhances the effectiveness of the League's work. Since visibility depends upon wider media contact than any one person can manage alone, the board appoints a public relations coordinator. The coordinator reports to the president.
2. The coordinator writes and facilitates distribution of press releases, letters and other information either at the president's request or as a help to LWVIN committees. If requested, the coordinator helps the president write editorials and other public statements.
3. As a representative of the president, the coordinator works within the parameters of the policy on "Written Communications within or on Behalf of LWVIN."
4. The coordinator checks facts independently or confirms them with the originator(s) of material. Questions about appropriateness of content or tone are addressed to the president.
5. The coordinator submits copies of all releases, and informs the president of expected absences of more than a couple of days from electronic contact.
6. The coordinator creates and maintains recipient lists for routine distribution of LWVIN news releases within Indiana, such as
  - major newspapers that are published in an area served by a local League;
  - newspapers of any size that appear in areas served by local Leagues;
  - magazines accepting public service announcements (PSAs) or featuring stories on political topics;
  - radio and television stations accepting PSAs or with active Statehouse reporters.
7. Local Leagues should submit releases for statewide distribution at least two weeks in advance.
8. Unless specific arrangements are made in advance, originators should expect that the material may be edited and that the statement will be released to the media, with a copy to the originators.
9. The coordinator works to establish good relations with key reporters and media offices.
10. The coordinator explores ways to enhance the League's visibility through emerging media.
11. The coordinator maintains a contact list of local League PR representatives. They receive selected releases for area coverage.
12. The coordinator sends updates to the Indiana page of the LWVUS website.