

COMMUNICATIONS COMMITTEE REPORT 2021-22

Members: Kathy Aanerud, Chair; Patricia Kennedy; Gretchen Sabel; Paul Sitz, Webmaster

Following is a summary of partnerships, outreach, and publicity to create community awareness of LWV ABC programs, forums, advocacy, and to promote civic engagement.

Activity	Summary/Notes
Print Media Contacts	<p>Community Newspapers: Submissions on school board candidate forum, legislative interviews, national voter registration day, and Letters to Editor submissions were published by local papers below.</p> <ul style="list-style-type: none">• Anoka County Union Herald• Life (Blaine, Spring Lake Park, Columbia Heights, Fridley)• Champlin Dayton Press• Northeaster (Serving Columbia Heights) <p>Online News: <i>Fridley Patch</i></p>
Social Media	<p>Instagram: Pat Kennedy established a presence for us in 2020-21 and utilized it this year to promote voter registration, our legislative interviews, redistricting, as well as promoting other civic engagement activities. Facebook: Gretchen Sabel kept up our presence with relevant posts.</p>
Our Blog New!	<p>The LWV ABC Blog started in August 2020. Posts give a quick update on key topics each month; and each is highlighted in the LWV Newsletter email. Members are encouraged to also review the full newsletter as the blog just gives the high points of the month for LWV ABC. Link to the blog at: https://www.lwvumrr.org/lwv-abc-blog</p>
Our YouTube Channel	<p>Pat Kennedy created the LWV Anoka, Blaine, Coon Rapids YouTube channel in 2020-21. Legislative Interviews, candidate forum and program meeting videos are posted and actively viewed.</p>
Newsletter (The Voter)	<p>This monthly publication is produced by Gretchen Sabel and Kathy Aanerud. It's emailed to members and friends (or by postal mail if requested); and it's posted it to our website. Members are encouraged to submit news items to lwvabc@gmail.com</p>
Website for LWV ABC	<p>Pat Kennedy continues to enhance our website (www.lwvabcmn.org) Our webmaster, Paul Sitz, continues to provide technical assistance</p>

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Community Television	<p>Community Programs: QCTV recorded nine monthly programs for on-air on-demand viewing on their website and on our website and YouTube.</p> <p>Candidate Forum for Anoka-Hennepin School Board: -QCTV and Anoka-Hennepin staff partnered to video record our school board forum</p>
Photos/Dropbox	Photos of programs and events are stored in our Dropbox folders, with identifying notes, for use in promotional activities. New activity has been quite minimal during the pandemic, but this provides a historical resource for us.
Friend of League	<p><i>Friend of League</i> is our annual award to an individual or organization in the community who has made a significant impact on LWV ABC through cooperation and support. Member and artist, Mary Jo Truchon, creates a watercolor artwork certificate</p> <p>In 2021 we honored Paul Linnell and the Anoka County Elections staff for "outstanding accomplishments and service to the electorate of Anoka County, ensuring safe and accessible elections for voters. We appreciate your work with educating the public, promptly answering questions and partnering with local organizations to promote voting. Your work has been transparent and encourages the trust critical to our democracy."</p>
Member Handbook	<p>If you aren't already using it, check out the interactive online version of our Handbook on our website, created by Pat Kennedy last year. The handbook contains information about our organization, current leaders, committees, activities and more.</p> <p>https://my.lwv.org/minnesota/anoka-blaine-coon-rapids-area/member-handbook</p>

