

# LWVCC Communications Activities Final Report

## May 2020 – April 2021

Submitted by Chris Ruys

### **The Observer Newsletter emails**

- LWVCC published 12 issues of *The Observer* newsletter distributed to all Cook County League members (approximately 1,650) and select members of the Cook County Board of Commissioners, Metropolitan Water Reclamation District and Cook County Health and Human Services.
  
- Topics included voting and elections, election results, voting tips, profiles of Cook County agencies and services, activities of the criminal justice interest group to support justice reform, short profiles of LWVCC board and LLR members related to their work as Observers, links to Observer posts and advocacy actions, and other Cook County League events.
  
- In addition to stories about the 2021 Annual Meeting in the monthly newsletter, LWVCC issued the following:
  - three designated emails to promote the 2021 Annual Meeting featuring Cook County Board President Toni Preckwinkle;
  - two designated emails to promote the 2020 Virtual Food for Thought event, featuring Cook County Commissioners Anaya, Degnen and Miller;
  - a special edition in June 2020 about changes in election procedures that included voter registration and vote by mail news.

### **Social media**

LWVCC's **Facebook and Twitter** accounts were populated with posts about voting and elections, LWVCC special events, Cook County government news including COVID-19 vaccination updates, and pertinent information about Illinois and national League activities. We shared an average of 8-12 posts per month on each platform and monitored the sites on a weekly basis.

- A series of informational and **useful tips about voting** in the November 2020 Presidential election were written by Pris Mims and posted on the LWVCC website. Prior to the November 2020 election, a sub-committee wrote and shared voting tips posted weekly (and more frequently closer to election day).

### **LWVCC website**

The League webmaster, **Peggy Kell**, regularly populated the website with posts about voting, voter service activities, election results, the League's positions, actions and testimonies, and the 2021 LWVCC Annual Meeting and 2020 Virtual Food for Thought. More than 50 Observer reports were simultaneously shared on the website Facebook and Twitter. In 2021, Peggy created a newsletter archive on the website and posted past issues of the LWVCC Observer: <https://www.lwvcookcounty.org/archived-newsletters.html>.

**Sincere thanks** to LWVCC newsletter committee members who review each issue of the newsletter, including Cynthia Schilsky and Karin Hribar, and to regular contributors Pris Mims and Diane Edmundson.