**PUBLICITY PLAN FOR LWVWA CANDIDATE FORUMS**

**OBJECTIVE: Increase membership in LWV by demonstrating that LWV is a vital and worthy organization.**

| **PRIMARY ELECTION 2016** | | | |
| --- | --- | --- | --- |
| Office | **Supt. Of Public Instruction** | **Lt. Governor** | **Commissioner of Public Lands** |
| Location | **Bellingham** |  |  |
| LWV Coordinator | Courianne Willard (360-650-2425); Jancie Keller (360-201-9500**)** |  |  |
| Date/Time | May 25 |  |  |
| Moderator |  |  |  |
| Cosponsor | WWU |  |  |
|  |  |  |  |
| Location | **Everett** |  |  |
| LWV Coordinator | Jody Trautwein  573-579-2311; jdtrautwein@semo.edu |  |  |
| Date/Time | **Thurs., June 2** |  |  |
| Moderator |  |  |  |
| Cosponsor | AcademicLink & others |  |  |
|  |  |  |  |
| Location | **Bremerton**  Norm Dicks Govt. Center |  |  |
| LWV Coordinator | Kim Abel |  |  |
| Date/Time | **June 17; 6:00 p.m.** |  |  |
| Moderator |  |  |  |
| Cosponsor | Several |  |  |
|  |  |  |  |
| Location | **Tacoma**  **Philip Hall, UW Tacoma** | **Seattle**  **Downtown Public Library** | **Olympia** |
| Date/Time | **July 14, 7:00 p.m.** | **July 12 - 11:30 am-1pm** | **July 11** |
| LWV Coordinator | Cynthia Stewart | Julie Anne Kempf | Barb Theiss |
| Moderator | TBD | Marcus Green | TBD |
| Cosponsor | UW Tacoma Education PhD |  |  |
|  |  |  |  |

| **GENERAL ELECTION 2016** | | | | | | |
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| Office | **Supt. Of Public Instruction** | **Lt. Governor** | **Commissioner of Public Lands** | **Supreme Court** | **Secy of State** | **Auditor** |
| Location | **Wenatchee** |  |  | **Spokane,** Gonzaga Law School | **Tri-Cities** | **Olympia** |
| LWV Coordinator |  |  |  |  | Marilyn Perkins | Pat Dickason |
| Date/Time |  |  |  | October 5  5:30 – 8:30 pm | Late Sept/early Oct |  |
| Moderator |  |  |  |  |  |  |
| Cosponsor | STEM.org |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |
| LWV Coordinator |  |  |  |  |  |  |
| Date/Time |  |  |  |  |  |  |
| Moderator |  |  |  |  |  |  |
| Cosponsor |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |
| LWV Coordinator |  |  |  |  |  |  |
| Date/Time |  |  |  |  |  |  |
| Moderator |  |  |  |  |  |  |
| Cosponsor |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |
| Date/Time |  |  |  |  |  |  |
| LWV Coordinator |  |  |  |  |  |  |
| Moderator |  |  |  |  |  |  |
| Cosponsor |  |  |  |  |  |  |
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| **PUBLICITY STRATEGIES** | | |
| **Purpose** | **Method** | **Status** |
| **Preparation** | Discuss shared logos, etc. and who will do what publicity with the with publicity person in each setting | * Bellingham/Whatcom and Snohomish shared fliers; did own publicity * No response from Kitsap, Snohomish or Seattle-King re: their needs * Thurston will want publicity assistance |
| **Publicize to Public – to participate as audience** | * **June 7 -** Pierce/Thurston/Kitsap Area Groups – invitations & announcements for publications & web sites (Tacoma OSPI) * **3 weeks in advance for each** - Local newspaper calendar sections * **June 20 for events the week of July 11** - Local Newspapers – press release; one week earlier if advance tickets are used * **June 20 & 27 for events the week of July 11** - Local Radio – press release * **By June 20 for events the week of July 11** - Fliers for local distribution * **Month preceding event** - Local Voters (June for events the week of July 11) * **Weekly starting one month in advance of each event** - Facebook posts * Library calendar of events (Seattle) – Need info from Julie Anne * Local co-sponsor web sites – As needed |  |
| **Publicize to Public – to Watch on TV** | * Television Ads – specific to this race * Television Ads – re: all of the forums * **Press Release week of June 1** - Newspapers across the state – re: all of the forums * **Suggest in Voter** - Set up viewing parties for each forum * Washington State Debate Coalition will help publicize * **Voter & Press Releases** - Publicize how to watch live on TVW * **Letters** - Send info to NEWS, PTSA & League of Education Voters for OSPI forums | * Probably will do no ads |
| **Promote LWV at event** | * Banner, table signs and table cloth * LWV table w/ membership brochures at events, including pre- and post-forum events * Voter registration table at forum and post-forum student event * Greeters at Forum * Logo & acknowledgement at every opportunity | * Available now * Each local League * Each local League * Each local League |
| **Engage Audience** | * Letters - Identify target audience and promote social events for that group   (e.g., UW alumni before & students after for UW Tacoma OSPI forum) |  |

**How to Watch on TVW:**

TO WATCH THE LIVE WEBCAST, GO TO TVW.ORG, CLICK ON "SCHEDULE" IN THE UPPER RIGHT, THEN CLICK ON "FULL SCHEDULE" -- YOU ARE NOW ON THE SCHEDULE PAGE -- CLICK ON THE APPROPRIATE LINK TO VIEW ONLINE.

BEFORE THE EVENT STARTS THE PLAYER WINDOW WILL SAY "STAND BY," AND WILL ACTIVATE ONCE THE EVENT STARTS. IF YOU HAVE ANY PROBLEMS REFRESH YOUR BROWSER. EMAIL SUPPORT@TVW.ORG FOR ANY WEB PROBLEMS OR QUESTIONS.

Mike Bay, TVW mentioned the listing of OSPI forums/debates on the following blog page: <http://educationvoters.org/category/elections/>. It has a link to: <http://www.tvw.org/elections-2016/>

**Seattle Public Library:**

Please send along any promotional copy and official images or logos about the event that the library can use to help promote this event on the Library’s calendar of events and on our social media channels (Facebook and Twitter).

If the League of Women Voters of Washington Education Fund plans to print any promotional materials showing the Library as a co-sponsor, we will need to have the Library’s Marketing and Online Services department approve it.