

LWV GREATER CLEVELAND COMMUNICATIONS POLICY, 2016 - 2017

This policy is to assure that the League speaks with one voice, in conformity with our principles, positions and values, while at the same time allowing flexibility to maximize chapter and committee work. It covers all public communications in the name of the League, including but not limited to letters to the editor, op-ed pieces, speakers, online blogs, oral testimony, social media, and other media contact.

1. The President shall be the official spokesperson for the LWVGC. Hereinafter, "President" shall also include any other person whom she may designate to speak for the League. On strictly local matters, Chapter Chairs are the designated spokespersons for their chapters.

2. PUBLIC COMMUNICATION OF OPINION

- A. Must conform to LWV principles, positions and values (e.g. civility, tact).
- B. Must be reviewed/approved by the President, if speaking for the LWVGC.
- C. Must be reviewed/approved by the Chapter Chair, if speaking only for one chapter.
- D. Must be communicated to the President, even if chapter statements need no approval.

3. PUBLIC COMMUNICATION OF FACT

- A. May include objective information from LWVGC or Chapter studies, announcements, observer reports, election information, informational speakers, and so forth.
- B. Do not require the President's or Chapter Chairs' approval.
- C. Must be communicated to the President and Board.

4. REQUESTS FOR LEAGUE STATEMENTS

- A. Should be referred to the President or, on purely local matters, to the Chapter Chair

5. AUTHORSHIP AND THE LEAGUE NAME

- A. Leaders who are the public face of the League (President, PR Director, Advocacy Director, Chapter Chair, designated spokespersons) must conform to these policies.
- B. Other leaders and members can speak or write in their own names, but may not use the League name. If there is a question, they should indicate that they are speaking for themselves and not for the League.

6. MISCELLANEOUS COMMUNICATIONS MATTERS

- A. Observers listen, converse or inquire, but do not advocate or speak for the League
- B. Membership lists may not be used for any other purpose.

Approved August 20, 2016