



Local League Awards

LWVNJ Convention 2019

COMMUNICATIONS AWARD

Criteria:

1. Entries should include materials from one or more of the categories listed below, which were published, distributed, or disseminated between May 2017 and the present.
2. Each item submitted, except the bulletin/newsletter, will be judged on how wide its audience was, how well it succeeded in serving its purpose (e.g. if it was aimed at getting new members, how many did it deliver), and how it served the League's mission.

Categories:

1. Bulletin/newsletter. How many people get it and by what means? (email, snailmail)
2. Letter to the Editor or Op-Ed. Estimate the circulation numbers of the newspaper.
3. Newspaper articles, either by a reporter about a League project or submitted by a League member.
4. Radio or TV program or interview: Send a script or a summary of the show.
5. Video filmed at a League activity and made available to the public: Send a copy/link.
6. Your website or placement of your material on another site like YouTube. Submit website URL. (A blog would fit here too.)
7. Social media presence
8. Flyers, brochures, other printed material
9. Public service announcement
10. Other communications material (please indicate) _____

Local League LWV Township of Ocean

Contact Person Marie Curtis

Email dandmcurt@optonline.net Phone (732) 222-8675

Return this form with supporting material by February 4, 2019 to Pat Thompson at thompson@lwnj.org.

BACKGROUND: In keeping with our League of Women Voters objective to educate the public on matters of community interest and public policy, the League of Women Voters of the Township of Ocean has attempted to utilize any and all means of communication to reach our members and the public. When cable TV first came to our town, we saw the requirement for public access as an avenue for us to reach out and educate. Dallas Grove began a regular program, called Facts & Issues, at that time. The program was aired on Cablevision on a weekly basis.

Dallas was so successful in her efforts that Cablevision hired her to do a regular interview show on their network. Lois Kiely briefly took over, and then I became the host. Roughly a decade or so back, the idea of Cablevision/Optimum providing the technology to do such a show was discontinued. At that point, we contacted our local township people about doing the program “in house” and the idea was accepted. The program is not filmed as frequently as in the past as we must rely on the availability of a part-time cameraman now. We do have our own League IT expert, Ted Dellinger, who edits and produces the final product.

Facts & Issues is seen locally on Channel 77 in the Township of Ocean daily at 4 p.m. Archived programs are intermixed with the latest shows. We can also be viewed on FIOS throughout Monmouth County on a semi-regular basis.

FACTS & ISSUES: The show is now a part of League in our town. Over the last few years, I have tried to educate our citizens about their local government agencies. We also look at current policy issues affecting our area and other local happenings of general interest.

This past year, for instance, we have interviewed the school superintendent and a fire district commissioner to acquaint residents with the duties of those offices. We discussed off-shore drilling with Cindy Zipf of Clean Ocean Action and the opioid epidemic with the township police. We also discussed school security with the police, and Dallas did a segment with our high school students on that same topic. We interviewed Senator Vin Gopal shortly after he took office. Our League Executive Director Jesse Burns was a guest on one show. We also interview Peg

Dellinger, League president and local museum exhibit director, regularly to keep people current on our township museum activities. This year we did a program with our president on the changes in registration and the confusion caused by the new law.

In recent years we have also done programs with the mayor, the township manager, the planning and zoning board clerk, the head of the DPW, and others in our efforts to educate on local government. We have had the county clerk come to speak about voter registration and the county surrogate to speak about her office. Even the sheriff has appeared with us.

Of general interest, shows concerning our chamber of commerce, the county conservation foundation, friends of the library and other local organizations have been aired. We also do periodic programs on the League itself.

GOALS: Our objective has been, and continues to be, to inform and educate the people in our community. We do have some who look for our new programs to come on, but we continue to look for ways to publicize this service to the general public. With roughly three decades of experience, we believe this has been a service worthy of recognition.

VIEW: To see any of these programs, go to lvvto.org and click on Facts & Issues along the left margin. All of the past years' shows are archived here and available to the public 24/7.