

## **PUTTING PUBLICATIONS TO WORK**

Coordination, production, promotion and distribution of League publications are a responsibility of each portfolio.

### **BOARD MEMBER RESPONSIBILITIES:**

1. Be familiar with publications produced by the state and national Leagues in your area of responsibility.
2. Be sure that you have copies of the publications related to you portfolio including those from your local League as well as state and national League publications.
3. Be aware of the status and timeliness of all current local League publications related to your portfolio. Initiate reprinting of revisions as needed including the development and implementation of a marketing plan for the publication.
4. Market League publications should include members, schools, libraries, businesses and the public. Promote League publications to members through bulletin articles and displays at meetings.
5. Keep accurate records of money spent and collected. Observe tax requirements.

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League publications, including both printed and audio-visual materials are indispensable tools for informing members and the community about important issues, for encouraging citizen involvement in the political process and for persuading citizens and government officials to support League positions. Published materials can also be an excellent source of income.

Optimal use of publications - local, county, state or national - is a responsibility of every board member. The publications director has the important job of facilitating and coordinating the board's plans for the use of the publications in every League effort and activity.

### **SPECIAL WAYS TO REACH MEMBERS WHO COME TO MEETINGS**

**Plan ahead** so that materials are available before the meeting.

- Identify which materials to include.
- Be sure that the materials are available or order or print enough copies well in advance. Charge them to the proper budget lines.
- Use the bulletin to promote sales in advance of the meeting.
- Use other League meetings to promote sales - e.g., publications relating to April meetings should be available at all February and March meetings.

### **At the meetings**

- Display League wares imaginatively. A kit made of two boards hinged together, a suitcase, pegboard, cork board - all have been used successfully as attractive display space. It should be lightweight and easily portable. Provide room for copies to be sold on the spot. - Give a two or three minute review of recent publications. (Be sure to ask in advance for time!) A little enthusiasm can sell a lot of copies.
- Have change! Nothing is more frustrating than losing a sale because the customer has a \$20 bill.

### **REACHING THE PUBLIC**

- **Arrange a display** in the library, a school or a bank, or at any important public meeting or community event.
- **Schools, colleges and libraries are good customers** - e.g., approach chairs of high school social studies departments in the spring with a packet of materials. Every League should have a Publications Kit.
- **Other organizations should be informed** of timely publications. Be sure that League members who are speaking to other organizations have some League publications and catalogs with them.

- **Additional markets** for distribution and sale include book stores, Chambers of Commerce, Welcome Wagon, town, village, and city halls, real estate agencies.
- **New releases and spot announcements** on cable and radio stations are excellent ways to reach out to the public, as are blurbs in local newspapers. (Be sure to include name and address for easy contact.)

### **MAKING MONEY SELLING PUBLICATIONS**

Both the national and state Leagues discount bulk orders of publications to local Leagues so that they can be sold for a profit. See the publications catalogs for information. Whenever a new publication is published, information will be sent with it explaining the pricing policy. Be alert for special offers which will allow your League to make money.

### **USING TAX-DEDUCTIBLE MONEY TO PURCHASE CITIZEN EDUCATION PUBLICATIONS**

The LWVNYS Education Foundation is affiliated with the state League and may receive tax deductible contributions solicited by local Leagues as a part of a finance drive or as a specific project. Money deposited with LWVNYSEF may be used to purchase citizen education publications. For example, you might consider asking a local business to provide funds to distribute a particular publication to all schools in your district. Further information is included in the "Raising and Managing Money" section of this publication.

### **REACHING FINANCE CONTRIBUTORS CAN REALLY PAY OFF**

Servicing present contributors and wooing future ones with publications has proven most helpful in many League finance drives. Whether publications should be given or sold to contributors and prospects is worth serious consideration by your board. Some leagues offer a subscription service to those who have made a substantial contribution to the finance drive.

### **PRODUCTION OF LOCAL PUBLICATIONS**

- **Copyright** local publications so they cannot be reprinted by someone else without permission. Contact the Registrar of Copyrights, Library of Congress, Washington DC 20559, for information.
- **Always include membership information** in local publications.
- **Share copies** of substantive publications with the state and national Leagues as follows: send one copy each to your liaison and to the state office; and send three copies to the national office.

### **PUBLICATIONS CATALOGS**

The national League produces two publications catalogs - one for the public and one for League leaders. Both are available free upon request. The state League also produces publications information on its website.

### **RESOURCES**

- *League Basics (In League)* (LWVUS): An essential tool for League leaders. <http://www.lwv.org/AM/Template.cfm>
- *Welcome to the League* (LWVNYS): Contains general information about the League. <http://www.lwvny.org/localLeague/Welcome>
- .Publications Catalogs (LWVUS )
- State League website ([www.lwvny.org](http://www.lwvny.org)) for publications information
- *In League in New York State* (LWVNYS): Contains job descriptions and policies for local League boards. See especially the section on local League use of tax-deductible funds. <http://www.lwvny.org/LLresources.html>