



Multi-Media Subcommittee Updates

December 3, 2019

Multi-Media, Education, and Engagement Subcommittee Mission: To cultivate concepts and ideas for education about the 100th anniversary of the 19th Amendment. To identify target audiences and corresponding opportunities to engage them in education and commemorative activities. To originate ideas for web content and social platforms.

Women's Suffrage Centennial Commission Duties: 1) to encourage, plan, develop, and execute programs, projects, and activities to commemorate the centennial of the passage and ratification of the 19th Amendment; 2) to encourage private organizations and state and local governments to organize and participate in activities commemorating the centennial of the passage and ratification of the 19th Amendment; 3) to facilitate and coordinate activities throughout the United States related to the centennial and passage of the 19th Amendment; 4) to serve as a clearinghouse for the collection and dissemination of information about events and plans for the centennial of the passage and ratification of the 19th Amendment; 5) to develop recommendations for Congress and the President for commemorating the centennial of the passage and ratification of the 19th Amendment.

I. Edelman

The WSCC has finalized a contract and Statement of Work with Edelman for media and communications support from November 1, 2019-September 30, 2020. Chairwoman Susan Combs, Vice Chairwoman Colleen Shogan, and the WSCC staff met with the team from Edelman in October 2019 to discuss expectations and deliverables, the WSCC staff held a kick-off meeting with Edelman on November 8, and the Multi-Media Subcommittee talked with the Edelman team on November 28. Highlights of Edelman's work for the WSCC include:

- a. Developing the WSCC 2020 Communication's Strategy
- b. Identifying key audiences and creating tailored messaging across the US
- c. Providing the WSCC team with a social media strategy and guidelines for best practices
- d. Identifying placements for local, state, and national op-eds, podcasts, blog posts, and features for online and print news media outlets
- e. Conducting a state-by-state media analysis to better inform the 2020 Comms Plan
- f. Drafting "Tough Q&A" document to provide guidance to Commissioners and WSCC staff
- g. Promoting stories and securing interviews for WSCC Commissioners and historians on relevant podcasts/radio, news shows, and in print media

II. Social Media

The WSCC staff, led by Kelsey Millay, Director of State Programs and Media, has taken the WSCC social media "in house" and is working to grow our following and to make our content

more relatable, shareable, and robust. Edelman is providing the WSCC with social media tips, best practices, and suggestions in December 2020.

III. **Podcasting Projects**

We are in the final stages of formalizing a partnership with the National Park Service for both our children's history podcast and adult history podcast. In addition, we expect to select a podcasting company to produce the podcasts by early December 2020.

IV. **Historian Blog Post Series**

In October, the Multi-Media Subcommittee reallocated \$10,000 of its budget to support a suffrage history blog series for the WSCC website featuring original articles by the country's leading suffrage historians. We plan to publish one article on our website per month from February-September 2020.

V. **One Woman, One Vote Screening**

We are working with PBS and One Woman, One Vote to host free screenings of the One Woman, One Vote documentary in 20 cities across the US in May 2020. We are in the final stages of confirming AMC as our theater partner for the program. Our goal is to tie the nationwide screenings of the film to our Women's Suffrage Week plans, May 10-17, 2020.

VI. **Library Donation Program**

The WSCC team is in the final stages of establishing a partnership with the American Library Association/Public Library Association for our library donation program. The National Foundation of Women Legislators is partnering with the WSCC on this initiative, as well, as we are working on a formal MOU with their organization. We are in the final stages of selecting the books that will be donated and expect to include an elementary reader, middle ready, and young adult/high school reader book.

VII. **Book Club Partnership**

With the help of Commissioner Jennifer Siebel Newsom, the WSCC team sent an official partnership request to the four major women centered book clubs in the US (Emma Watson's Our Shared Shelf, Jenna Bush Hager's Read With Jenna, Reese Witherspoon's Hello Sunshine, and Oprah's Book Club) in November 2019.

VIII. **Facebook Partnership**

Thanks to Commissioner Nicola Miner, the WSCC is working with Facebook on a possible partnership for August 26, 2020.

IX. **Smithsonian Magazine Partnership**

In October 2020, the WSCC published its first article with the Smithsonian Magazine in our new article series dedicated to telling the untold stories of the suffrage movement. The article has been read by over 20,000 unique readers. Our next article (on the history of the connection between Native American women and the early suffragists) will be published in late November 2019.

X. **Webstore**

The WSCC webstore contract was finalized in October 2019, and the WSCC team then worked closely with the contractor, Chip Forbes, to design the store's merchandise and build the store's website. The store will launch on November 29, 2019 (Black Friday). The WSCC team has worked with Edelman to create a comprehensive marketing plan to bring attention to the store's launch, and is working on a marketing plan with Members of Congress and social media influencers as a special initiative for Women's History Month 2020.

XI. **WSCC Google Folder**

WSCC staff created a shared google folder for WSCC Commissioners that includes all subcommittee documents, the WSCC chartering legislation, finalized contracts, WSCC press releases, important dates for your calendars, and more.

XII. **WSCC Website Updates**

The WSCC team made a number of substantial updates to the WSCC website in November 2019, including the addition of 1) a "News" section that features suffrage centennial news from the around the US, WSCC press releases, and a commemorative suffrage legislation tracker; 2) the WSCC webstore; and 3) a "Kids' Corner" in the WSCC Learning Center that features resources for children from the WSCC and our partners. We also made substantial revisions to our "Partners" page to reflect the incredible progress made in WSCC outreach this fall.