

# LEAGUE OF WOMEN VOTERS OF **MAINE**

# The Maine Voter

Volume 28, Number 3 Summer 2011

Contents President's Letter	Page 1
Restore Election Day Registration	2
Letter from the State House	2
Clean Elections Update	3
November Ballot Measures	4
Moving Planet	5
State Convention Speakers	5
State Convention Business	6
National Popular Vote	6
National League Council	6
Join the League	7
Calendar	8

#### LWVME Officers

President:	
Barbara McDade	Bangor
Vice President:	
Jill Ward	S. Portlan
Secretary:	
Colloon Tucker	Portland

Colleen Tucker Treasurer:

Trenton

Ann Luther Directors

Martha Dickinson Ellsworth **Polly Ferguson** S. Portland S. Portland Anne Schink Michelle Small Brunswick Sarah Walton Augusta **Cathie Whittenburg** Portland

Editor: Martha Dickinson

Contributors: Martha Dickinson, Ann Luther, Barbara McDade, Anne Schink, Michelle Small, Colleen Tucker, Jill Ward

The League of Women Voters of Maine, a nonpartisan political organization, encourages informed and active participation in government, works to increase understanding of major political policy issues, and influences public policy through education and advocacy.

League of Women Voters of Maine P. O. Box 863, Augusta, ME 04332-0863

www.lwvme.org

Dear Readers.

It is ironic that the year our State League adopted a study of "Citizens' Initiatives and the People's Veto" we are engaged in carrying out a People's Veto ourselves -- we will learn first-hand how the process works. We have joined a coalition of over 30 other organizations in the state to "veto" that part of LD 1376 which says that voters can no longer register to vote on Election Day and then cast their ballot that same day. This was one of several bills introduced in this year's Legislature that the League opposed that would put unnecessary burdens on voters and go against Maine's tradition of encouraging citizen participation. A bill that would require voters to present photo ID's will be back on the legislature's agenda next year. Since there have been only two cases of voter fraud in Maine in the last 38 years, any fear of wrongdoing seems excessive. We need your help as we work through the People's Veto process and in protecting voters' rights in our state.

The People's Veto is an energetic way to begin our new year, but it isn't our only project. We will again produce an Easy-to-Read Voters Guide statewide. This year we will include a Portland supplement, which will explain the new Instant Run-Off Voting procedure to be used in the Portland mayoral race and will include information on the candidates for the new position of mayor. The League will continue to host and moderate candidate and issue forums around the state and will soon offer a "Forum in a Box" -- a kit to help a local League or other organization set up a local forum on an issue or for local candidates. Let us know if you'd like our help or for us to provide a moderator for a forum.

Other activities include continuing our study of Money in Politics in Maine. An erosion of Maine's Clean Elections tradition, both through legislation and court decisions, unfortunately continues. We will finish the study on Political Action Committees in our state, and continue fighting for public financing of elections – **Clean Elections**. The National League is starting a study on education. We will continue to advocate for our positions, national and state, on which our members have reached consensus, including clean air, campaign finance reform, voting rights, and freedom of information.

To carry out this ambitious agenda, we need help. We need to recruit more members. We aren't the only League to see this need. There will be training on best practices to recruit and retain members for Maine, and for our fellow Quad State Leagues in Vermont, Rhode Island and New Hampshire, the weekend of October 15 in Wells, ME. Cheryl Graeve, LWVUS staff; LWVUS board liaison Judy Davis; and Shur Fellows Eva Rogers (VT and ME) and Lottie Fox (NH and RI) will lead the workshops. State board members, state coaches, local League presidents, and representatives from local Leagues may attend. This year, expenses will be covered by the Shur Fund and the Leaders for Leadership Fund of the LWVUS. With your help, the League can make a difference.

- Barbara McDade, LWVME President

# Restore Election Day Registration by People's Veto

Voting is fundamental to our democracy and our government. We should make it easier for people to vote, not harder. On Tuesday June 21, Governor LePage signed LD 1376, which says that voters can no longer register to vote on Election Day and then cast their ballot that same day. Barbara McDade, President of LWVME, and four fellow citizens including a WWII veteran, a grandmother, an 18-year old Vassalboro student, and a prosecutor immediately filed the paperwork to begin a People's Veto of that part of LD 1376 that eliminates same-day voter registration. The goal is to ensure that Maine voters can continue to register to vote on Election Day as they have been doing for the past 38 years. The People's Veto applies only to the portion of the law that eliminates same-day, or Election Day, registration. It does not apply to the other elements included in LD 1376.

On July 6, the Secretary of State announced the wording for the ballot to be: "Do you want to reject the section of Chapter 399 of the Public Laws of 2011 that requires new voters to register to vote at least two business days prior to an election?" It's a simple question on a critically important issue that is fundamental to our democracy.

The League is one of a coalition composed of individuals and over 30 organizations committed to raising the 57,277 signatures needed to get the question on the ballot this November. Doing away with same-day registration will dampen voter participation in Maine, a state that typically is a turnout leader during elections. In the last two elections alone, the law has enabled nearly 70,000 people to vote. For more information, see our web page at <a href="http://www.lwvme.org/EDR.html">http://www.lwvme.org/EDR.html</a> and the coalition website at <a href="http://protectmainevotes.com/">http://protectmainevotes.com/</a>

Supporters of LD 1376 say that this change would cut down on Election Day mistakes and relieve stress on municipal election officials. They also say that eliminating same-day registration would cut down on voter fraud. However, the Maine Town & City Clerks Association was not in support of eliminating same-day registration. History also shows that there have only been two reports of voter fraud since 1973, the year Same-Day Registration was instituted in Maine. LD 1376 seems to be trying to solve a problem that does not exist. Although the legislation passed through the House and Senate earlier in June, both votes were narrow and largely along party lines.

We should make it easier to vote, not more difficult. This new law creates unnecessary barriers to voting and threatens to undermine the fundamentals of our representative democracy. We cannot stand by while our right to vote is undermined.

- Barbara McDade, Bangor

#### Letter from the State House

The First Regular Session of the 125th Maine Legislature convened on Wednesday, December 1, 2010, at 10:00 a.m., and adjourned Wednesday, June 29, 2011, at 7:47 p.m. Regular Bills and Resolves passed during the First Regular Session become effective September 28, 2011. The Second Regular Session of the 125th Maine Legislature will convene on Wednesday, January 4, 2012, at 10:00 a.m.

The League Lobby Corps followed dozens of bills in our priority areas and offered testimony on eleven key pieces of legislation. You can read all of our testimony at <a href="http://www.lwvme.org/about\_action.html">http://www.lwvme.org/about\_action.html</a>

Here are some of the **important outcomes this session**. If you are reading this online, click on the LD #'s below to find the text of each bill at www.mainelegislature.org.

### **Campaign Finance**

Several bills were proposed that had potentially damaging or disastrous outcomes for the Maine Clean Election Act.

- LD 120 An Act To End Taxpayer-funded Campaigns for Gubernatorial Candidates will be carried over into the second session. An attempt by the Governor to use the budget process to end funding for gubernatorial campaigns failed.
- <u>LD 659</u> An Act To **Repeal the Maine Clean Election Laws** was **defeated**. Members of the League of Women
  Voters were among more than 50 interested citizens who
  turned out for the public hearing in opposition to this bill.
- LD 856 An Act To Change the Campaign Contribution Limits passed to be enacted and was signed into law by the governor. This sleeper bill started out as an increase in contribution limits for candidates to county and municipal elections, where it was nevertheless opposed by Maine Citizens for Clean Elections. It was then amended in the Senate to increase contribution limits to privately funded gubernatorial candidates from \$750 to \$1500. This doubling, on top of an increase from \$500 to \$750 just two years ago, undoubtedly changes the calculus between privately funded candidates and those considering using the Maine Clean Election Act.

### **Elections & Voting Rights**

Several bills were also proposed that would have damaging or disastrous effects on citizen participation in elections.

• LD 199 An Act To Strengthen Maine's Election Laws by Requiring Photograph Identification for the Purpose of Voting. Passed the House but was narrowly defeated in the Senate. This bill was ultimately referred back to committee and carried over into the second session. This bill would require a photo ID from every voter each time they vote. Studies indicate that approximately 11% of the population does not have a qualified ID. The League worked hard in coalition with other citizen

groups to defeat this bill, and we will be back at it next vear.

• LD 1376 An Act To Preserve the Integrity of the Voter Registration and Election Process. Passed to be enacted and signed into law. This law will end same-day registration in Maine, a practice we have used successfully for almost 40 years. Same-day registration is credited with improving voter participation between 5 and 15%. At this writing, a People's Veto application is pending. Barbara McDade, representing the League of Women Voters, was the lead applicant, and the League will be part of a broad coalition working for repeal of this anti-voter measure.

#### Also of interest:

• LD 179 An Act To **Prohibit the Issuance of a 2nd Absentee Ballot** under Certain Circumstances passed to be enacted and was **signed into law**. This bill disallows voters from getting a second absentee ballot once their ballot has been submitted to election officials. With the dramatic increase of early voting using absentee ballots, this became an issue in the last gubernatorial election. As election dynamics shifted close to Election Day, some early voters wanted to change their votes, which they were allowed to do under previous law.

#### **Election Methods**

Several bills advocating for election of the Governor by majority vote and/or by ranked-choice voting were **defeated**. Using our new position on ranked-choice voting, the League submitted testimony on each of these bills.

- <u>LD 503</u> Resolve, Directing the Secretary of State To Examine the Issue of a Run-off Election for Governor.
- <u>LD 607</u> RESOLUTION, Proposing an Amendment to the Constitution of Maine To Require the Governor To Be Elected by a Majority Vote.
- LD 1126 An Act To Require That the Governor Be Elected by the Ranked-choice Voting Method.

### Redistricting

Maine and Montana are currently the only states in the nation scheduled to redraw their electoral districts in 2013. The other 48 states are all doing redistricting in 2011. A federal district court ruled early this year that Maine must redraw its Congressional districts in time for the 2012 election – that the current districts are unconstitutional. At the same time the legislature passed the following resolution:

• LD 494 RESOLUTION, Proposing an Amendment to the Constitution of Maine To Change the Schedule for Redistricting. This would apply to Congressional districts, legislative districts, and county commissioner districts, and would take effect AFTER the 2013 redistricting. This resolution finally passed and does not require signature by the Governor. As a Constitutional amendment, it does require ratification by the voters on the **November 2011 ballot**.

- Ann Luther, Trenton

# Update from Maine Citizens for Clean Elections

Maine Citizens for Clean Elections (MCCE), of which the League is an organizational member, has been very busy in 2011. Most of MCCE's activity has been around the first session of the 125th Legislature and efforts to defend the Maine Clean Election Act. Fortunately, the law largely withstood attacks, both direct and indirect, throughout the six and a half month long session.

The Joint Standing Committee on Veterans and Legal Affairs heard several dozen campaign finance bills during the session, and Maine Citizens for Clean Elections was at the front lines helping the committee sort out the good ideas from the bad. The bad bills ranged from full repeal of Clean Elections to smaller policy changes that weaken the law. The good ideas included PAC reform, better disclosure and higher penalties for violations, and a preemptive move to address the June 27 Supreme Court decision that ruled against the matching funds aspect of Arizona's Clean Elections Law (see *McComish v Bennett*, below).

The legislature listened to the more than **80% of Mainers** who say they **support Clean Elections** and rejected LD 659, a full repeal of Maine's landmark law. A small but determined minority of legislators pushed hard for repeal, but in the end they could only muster 33 votes in the House. The Senate killed the bill. That was a good outcome, but the 33 votes in favor of repeal show that opponents are not going to give up, and there will be more work to do come January.

LD 120, a bill to repeal the Clean Elections option for gubernatorial candidates, was carried over, so it will likely come up again in the Second Regular Session. Unfortunately, this bill appears to have significant support in the committee and in the legislature as a whole, and it was supported by Governor LePage. It is clear that gubernatorial repeal is a continuing and looming threat. Critics will raise the issue of the cost of the program and the fact that Maine has yet to elect a Clean Election winner in that race as reasons to repeal it. Maine people came out in force at the hearing to oppose LD 120, but that effort must be sustained.

Citizens who care about Clean Elections must let their legislators know that getting the big money out of the governor's race and separating our highest elected state official from private campaign money is critically important. MCCE, with the League and its other coalition partners, will continue to push back on this proposal. The polling that shows overwhelming support for Clean Elections also shows deep support for sustaining the system for gubernatorial candidates. You can see all the recent poll results on MCCE's website at <a href="http://www.mainecleanelections.org/polling.html">http://www.mainecleanelections.org/polling.html</a>.

Although no bill was introduced that would increase the contribution limit to privately funded gubernatorial candidates, Governor LePage proposed this change in his

budget package. While it was withdrawn from the budget, it came back in the form of a floor amendment on an unrelated bill (LD 856) at the very end of the session. Despite an outcry from Maine people, editorial writers and Democratic legislators over the fact that the eleventh hour bill did not get a public hearing, the amendment carried, the bill passed, and contribution limits are now double, up from \$1500 in the 2010 gubernatorial election to \$3000.

Finally, the legislature passed a bill decreasing Clean Election distributions to qualified candidates. We understand the desire to save money in all government programs, but if this trend continues, the viability of the program will suffer.

Throughout the legislative session, MCCE and its partners worked hard to maintain a strong presence at the State House and keep Clean Election supporters informed. A hastily called press conference in May called attention to a sneak attack on Clean Elections in the budget process, resulting in the Governor's withdrawal of damaging provisions. More than 100 Maine people weighed in – in writing and in person – at important hearings, conveying the continuing importance of this citizen-initiated law to Maine people. Nearly 1,000 Mainers signed an Open Letter to the 125th Maine Legislature in support of our law, and the publication of that letter got the attention of every legislator. MCCE will continue to collect the names of supporters throughout the year in preparation for the next legislative session. If you haven't seen the letter, you can sign on at

http://www.mainecleanelections.org/144.html.

## <u>McComish v Bennett</u> and its Impact on Maine's Clean Elections law

On June 27, 2011, by a vote of 5-4, the U.S. Supreme Court rejected the matching fund portion of Arizona's Clean Elections law. The decision is disappointing, but not unexpected. The Roberts Court - the court that brought us the infamous *Citizens United* decision - is continuing its aggressive reshaping of campaign finance laws. However, the Court did affirm the basic constitutionality of public financing of elections. The ruling only affects the matching fund schemes that use spending by candidates or independent expenditures to trigger additional funding to participating candidates.

Anticipating that the Court would issue an opinion in the Arizona case in late June, the Maine Legislature passed LD 848, a resolve supported by the League and MCCE, which provides a public process and a timeline to study the impact of the ruling and adjust our system before the 2012 elections. Thanks to the resolve, MCCE and other interested parties will be able to work on policy alternatives that comply with the decision and work for Maine people before the next round of elections. Learn more about the impact of the case at MCCE's website at <a href="https://www.mainecleanelections.org">www.mainecleanelections.org</a>. To read the high court's opinion, see:

# http://www.supremecourt.gov/opinions/10pdf/10-238.pdf

#### MCCE announces new Executive Director

Andrew Bossie has accepted the position of MCCE's first full-time Executive Director. Andy comes to MCCE from the Maine AIDS Alliance where he has served as Executive Director since 2007. A Caribou native, Andy graduated from the University of Southern Maine with a degree in Political Science. The Portland Phoenix named Andy one of the "Most Influential" people in 2010, and this year Equality Maine honored him with the Cameron Duncan Award. Today Andy serves on the Board of Directors of MaineShare. MCCE is thrilled to have him on board.

- Jill Ward, S. Portland

# **November Ballot Questions**

Now, in early July, it looks like there will be three or four questions on Maine's November ballot: a constitutional amendment, possibly a people's veto, and two citizen-initiated referenda.

The constitutional resolution would **amend the Constitution of Maine to change the years of redistricting the Legislature** after 2013 from 2023 and every 10th year thereafter to 2021 and every 10th year thereafter. Fortyeight states are scheduled to redistrict this year. Only Maine and Montana, which has only one congressional district, were scheduled to redistrict in 2013. Maine had a history of redistricting the year after the Census and, in fact, redistricted in 1971. However, there was a constitutional amendment passed in 1975 that shifted redistricting from 1981 to 1983. Redistricting also took place in 1993 and 2003.

This resolution would deal with the issue raised in *DeSena v. State of Maine*, where Maine's Federal District Court ruled that the state's congressional districts must be drawn in time for the 2012 elections because the population of the 1<sup>st</sup> District is 8,667 greater than the population of the 2<sup>nd</sup> District. Maine's Constitution does not deal directly with congressional redistricting. However, congressional and legislative redistricting have traditionally been done simultaneously.

By a vote of 18 to 17, the Senate **eliminated same-day voter registration** and moved the deadline for registering back to the third business day prior to Election Day. The vote in the House of Representatives was 74 to 70. The

Governor signed LD 1376 into law on June 21, 2011. On the same day, Barbara McDade, president of the League of Women Voters of Maine, and five other applicants filed paperwork with the Secretary of State to put a people's veto on the ballot. Proponents need to gather 57,277 valid signatures by August 8 to put the issue on the November ballot.

There will be two citizen-initiated referenda on the ballot. One deals with the development of **racinos** in Biddeford and Washington County. The other deals with a **slot machine facility** in Lewiston. The two referenda will appear on the ballot in random order.

The Legislature passed **no bond issues** during this session.

- Michelle Small, Brunswick

MC's office as part of your walking party.

- Sponsor a children's poster contest illustrating their vision of a future free of fossil fuels. Display the posters and announce the winners on September 24.
- Organize a bike fair featuring such activities as a free bike tune-up, a bike ride around-and-through downtown, and/or a kids' bike parade.
- Get people moving with a community dance in a downtown plaza. Arrange for a dance lesson for the crowd. Invite your elected officials and ask them to speak about their plans to address climate change. Distribute lists of 10 things people can do to reduce their carbon footprint.

More ideas and resources are available at <a href="www.moving-planet.org">www.moving-planet.org</a>. Gain visibility and recruit volunteers by registering your event with Moving Planet. Make your action newsworthy and visual, and invite the media to cover it

- Martha Dickinson, Ellsworth

# Moving Planet -- A Day to Move Beyond Fossil Fuels

The League of Women Voters encourages us to join with others in demanding solutions to the climate crisis in a one-day event called *Moving Planet*. "On September 24, 2011, people in thousands of communities across the globe will be on the move, calling attention to the need to get off of fossil fuels and move towards a sustainable, renewably-powered future. With mass marches, bike rides, and community rallies, they will demonstrate their commitment to protecting the planet and send a message to policymakers everywhere that it's time to get moving on the climate crisis. This worldwide demonstration is being coordinated by 350.org, the lead sponsor of last year's international day of action, the 10/10/10 campaign." To start or to join an event, go to <a href="https://www.moving-planet.org">www.moving-planet.org</a>. For the full statement from LWV, see

http://participate.lwv.org/c/9217/p/salsa/web/common/public/content?content item KEY=8761

LWV suggests the following ideas for a Moving Planet Event:

- Organize a march, walking party, or bike ride to a strategically chosen destination, e.g., a local park or nature preserve. Conclude with a community picnic, group photo, games, speeches, and presentations about things people can do to live more sustainably.
- Team up with your local public health community to sponsor a fossil-fuel-free "ramble" emphasizing the link between promoting public health and protecting the planet. Finish with a rally that celebrates good health and calls on your Members of Congress to support the EPA and the Clean Air Act.
- Collect signatures on a petition calling on your Member(s) of Congress to pledge to enact strong energy and climate legislation -- no delay and no excuses. Decorate a giant box (a good visual) to hold the petitions and deliver it to your

# **State Convention Speakers**

The Maine League of Women Voters held its 2011 State Convention in June at the Glickman Library in Portland. Charles Summers, Maine's Secretary of State, and Ron Schmidt, Professor of Political Science at USM, spoke in separate sessions about Maine's referendum system for Citizen Initiative and People's Veto.

Secretary Summers said that the People's Veto has been used in Maine eleven times since 1910. Over twenty other states have similar processes. Once an application for a People's Veto is made to the Secretary of State, the Secretary of State's office must review the application, accept or reject it, and provide the ballot question to the applicant(s). Only then may the applicant(s) begin to circulate petitions.

The number of signatures required for a petition drive is determined by a percentage of the number of votes cast in the previous Governor's election. For this coming election cycle, that number is approximately 57,000 signatures. For a People's Veto, the signatures must be gathered within 90 days of adjournment of the legislative session at which the Act was passed. The law allows sponsors and campaigns to pay people to gather signatures. The Secretary of State's Office conducts a rigorous verification process for the signatures on all the petitions received. State employees must do the verification by hand.

In the afternoon, **Professor Schmidt** told how the origins of the referendum process grew out of the Progressive Movement early in the 20<sup>th</sup> century. He talked about the unintended consequences of such a noble experiment. He noted that the movement for a referendum process arose in reaction to the abuses of corporate influences that were dominating politics at the turn of the century. Teddy Roosevelt referred to these corporate interests as "malefactors of great wealth." The movement began in California where the proposition/referendum, recall, veto, and the direct primary models were all adopted. While the

original goal was to open the process to citizens against the power of Southern Pacific Railroad and other wealthy organizations, the unintended consequences were the creation of 'super-lobbyists'—firms that focused on issues. They served to weaken the power of the political parties. In 1908, California citizens created the initiative process and the people's veto, both designed to limit the power of special corporate interests. In 1911 they created party elections, designed to weaken the power of the political party elite. In Maine, the first people's veto was for the legislature to regulate alcohol consumption.

Today, national lobbyists are paying a lot of attention to individual states. The Progressive Movement may have spawned the people's veto, but its use and impact have been used by well-funded out-of-state interest groups in recent campaigns with which we are very familiar in Maine.

These two speakers provided a valuable backdrop for the LWVME's newly adopted study of People's Veto and Citizen Initiative with a clear reminder of the law of unintended consequences and the burden on government staff to implement such campaigns.

- Anne Schink, South Portland

#### **State Convention Business**

The LWVME met for Convention in June and, in addition to hearing excellent speakers and sharing camaraderie, conducted the following business. The nominated slate of Officers and Directors for the 2011-2013 was presented and elected. Treasurer Ann Luther reviewed the annual budget and explained the necessity to raise dues. A discussion about fundraising ensued. The budget was approved. The bylaws change was approved.

Ann Luther described the LWVME **PAC Study** process, and we agreed to culminate the study and use the results to inform our support and advocacy for LWVUS positions on campaign finance reform.

President Barbara McDade described the proposed People's Veto/Citizens' Initiative Study and the fact that the Board would need to fundraise to support the study. It was anticipated that the study would take two years and that a combination of volunteer and paid staff would be required. This new study and associated fundraising were approved.

- Colleen Tucker, Portland

# **National Popular Vote Update**

The League of Women Voters, at Convention 2010, revised its position on the Selection of the President of the United States. This revised position enables the League to advocate for the election of the President by national popular vote. The League's position now includes,

"We support the use of the National Popular Vote Compact as one acceptable way to achieve the goal of the direct popular vote for election of the president until the abolition of the Electoral College is accomplished."

The U. S. Constitution gives to each state the power to allocate its electoral votes as it sees fit. A state may change its state laws concerning the awarding of its electoral votes at any time. Under the National Popular Vote Compact, all of a state's electoral votes would be awarded to the presidential candidate who receives the most popular votes in all 50 states and the District of Columbia. The compact would take effect only when enacted, in identical form, by states possessing a majority of the electoral votes—that is, enough electoral votes to elect a President.

Although legislation on the National Popular Vote is not on the agenda right now in Maine, it is slowly gaining strength across the country. In April of 2011, Vermont became the 7<sup>th</sup> state to adopt the NPV compact. The other states are Massachusetts, Maryland, Washington, Illinois, New Jersey, and Hawaii. Washington, DC has also adopted the NPV compact. In June of 2011, the NPV compact was passed by the Senates of Rhode Island and New York and the Delaware House. California's legislature has twice approved NPV only to have it vetoed by Governor Schwarzenegger. With a new governor in office, the NPV legislation is once again working its way through the California legislature.

An up-to-date source of information on the status of NPV is <a href="https://www.nationalpopularvote.org">www.nationalpopularvote.org</a>. Supporters of the NPV compact include Common Cause and fairvote.org as well as the League of Women Voters. See the Arizona League's webpage at <a href="http://www.lwvnet.org/az/state/NPV.html">http://www.lwvnet.org/az/state/NPV.html</a> for FAQs about NPV.

- Martha Dickinson, Ellsworth

### **LWV Council 2011**

Maine League members Colleen Tucker and Anne Schink attended the National Council of the League of Women Voters United States at the National Conference Center in Loudon County, Virginia in June. As a result of National Convention action last year that allowed for the presentation and vote on a biennial budget in coming convention cycles, National Council was transformed into a combination of regular business (passing the one year budget) and training.

The first night, national president, Elisabeth McNamara, led an open conversation with delegates about the hard-hitting television ads that had been placed in Boston and Missouri concerning Senators Brown and McCaskill's votes on the Clean Air Act. It was an impassioned and productive demonstration of the kind of civic dialogue that the LWV is proud to demonstrate in its work on challenging issues. The outcomes were a strong voice that LWV continues to hold elected officials accountable for their waffling on issues, and a request that LWVUS develop a communications plan that alerted the local and state Leagues most likely to feel the heat when these media events happen.

Celinda Lake, President of Lake Research, and Tammy Gordon, Director of Social Communications at AARP, both talked about the current political environment and the importance of shaping the messages you intend to send.

Because many of the Leagues were participating in the Membership Recruitment Initiative (MRI), a considerable amount of time was spent developing work plans based on identified strategies. With the help of small groups and coaching from experts and national staff, we developed a

work plan that focuses on reviving the Portland League. Workshops on leadership, membership, fundraising, and new media all added to the richness of the experience of being there with our fellow League leaders from other states.

- Anne Schink. South Portland

#### LOOK FOR US ON FACEBOOK - SEARCH FOR LEAGUE OF WOMEN VOTERS OF MAINE

Stay in Touch with LWVME -- Make sure you receive our timely communications about important action alerts and current issues. If you are not receiving our e-mail messages, make sure we have your current email address. Send a message to us at lwvme@gwi.net.

# Join the League!

If you are not yet a member of the League, we need your help now in carrying out our mission of reform. You may become a member of the League of Women Voters of Maine and the United States by mailing us your contact information with a check for \$55 for one membership, or \$82.50 for two members at the same household. Our Mailing Address is: League of Women Voters of Maine, PO Box 863, Augusta, ME 04332-0863. Please provide us with the following information. Thank you very much!

# **Membership Application Form**

Name				
Name(s) of additional member(s) in household				
Address				
City				
Phone (home)	Phone (work/d	day)		
Cell phone (optional)	Email address_	· · · · · · · · · · · · · · · · · · ·		
Amount enclosed \$				
(\$55one member. \$82.50 two members same household.)				

Please make the check out to: League of Women Voters of Maine.

Dues are not tax deductible.

Comments (e.g. interests, how you heard about the League):

League of Women Voters of Maine P.O. Box 863 Augusta, ME 04332-0863

# ADDRESS SERVICE REQUESTED

Non-Profit U.S. Postage Paid Portland, Maine Permit 117

# Calendar for 2011

LWV-DE Luncheon Meeting, Ellsworth Sat, July 9, noon – 2 pm

Topic: Election Day Voter Registration

LWVME Board Retreat, Searsport

Mon, July 18, 10am-2pm

LWV-DE Luncheon Meeting, Ellsworth Sat, Aug 6, noon - 2pm

People's Veto Petitions Due in Mon, Aug 8, 5 pm

Secretary of State's Office

Leadership Development Conference, Wells

Sat, Oct 15 – Sun, Oct 16

Election Day Tuesday, Nov 8