

Session 4: Crafting the RCV Message

Session Panelists



As staff writer for FairVote, Nancy Lavin crafts and edits a variety of written content to advance electoral reform, from tweets and blog posts to press releases and op-eds. Lavin comes to FairVote with five years of journalism experience at daily newspapers, first in her native Rhode Island and then in Frederick, Maryland.



Bryce McNabb is a three-time Emmy Award-winning corporate filmmaker, storyteller, and creative consultant. For the past decade, he has helped organizations and businesses clarify their message through the power of video. His mission is to translate business goals into stories that inspire action. He currently serves as the Video Producer for EasyCare. His presentation today is a recorded video about how The Lego Company communicates complex instructions in an engaging way for all audiences.



Kristen Schulze Muszynski works as the communications director for Maine Secretary of State Matthew Dunlap. She is a Maine native, and previously worked for 10 years as a journalist at a small daily newspaper in southern Maine, in a variety of roles from reporter to managing editor. In her current role, Muszynski oversees all aspects of media communication and public education marketing for the department, including social media, animation, audio, video, and special events.



Maria Perez serves as Common Cause NM's Campaigns Manager, working to expand and implement ranked-choice voting (RCV), as well as on other good-government reforms. Maria assists with elected official outreach and community organizing to advance pro-democracy legislation at the state and local level. Maria joined FairVote, another electoral reform organization, in early 2017. In her role as director of FairVote NM, she guided RCV implementation in Santa Fe, which held its first RCV election in March 2018. She also worked with the city of Las Cruces, which will be implementing RCV in November 2019.