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Iowa Civil Liberties Union becomes the "ACLU of Iowa" - 1/9/2006

by R. Ben Stone, Executive Director

DES MOINES - In 1935, when a handful of visionaries founded the "Iowa Civil Liberties Union," Iowa became only the fourth state to have a chartered affiliate of the American Civil Liberties Union. Last November, as part of a nationwide effort to create a shared visual identity among the national organization and its more than 50 affiliates, the ICLU Board of Directors voted to change the organization's name to the "American Civil Liberties Union of Iowa," or "ACLU-IA."

The Iowa affiliate is the eighth to restructure its name since the ACLU adopted a new logo in 2003. The board's decision enables the Iowa affiliate to utilize this new logo as well. The ICLU Foundation, a separate corporation under which the affiliate's legal program operates, now will be known as the "American Civil Liberties Union Foundation of Iowa," or "ACLUF-IA."

The following is a statement published by the ACLU of Iowa in December:

"While most advocacy organizations represent a constituency, the ACLU represents a set of principles. It is important that the autonomous affiliates are perceived as allied behind these principles, because that perception gives strength to our overall movement. People who support civil liberties are a nationwide force to be reckoned with, and our nationwide professional-looking brand identity powerfully makes that statement.

"This name change to the ACLU of Iowa recognizes the reality that all of our members are, in fact, members of the both the ACLU and the Iowa affiliate. Further, the new name continues to convey our commitment to the state of Iowa and sensitivity to local needs by keeping Iowa in our organization's name and logo. Sharing a common name, but providing for each affiliate's distinct identity, will convey stature and stability. The new shared visual identity will convey a unified image for the entire ACLU organization.

"While our name has changed, our 70 year tradition of dedication to the defense of civil liberties in Iowa obviously has not. The ACLU of Iowa is an integral, vital part of a

powerful national ACLU, united in principle and purpose to the defense of our U.S. Constitution and Bill of Rights."