

Communications Report  
To: National NOW Board Members  
From: Rui Mulligan and M.E. Ficarra  
Date: September 2016

## Overview

The mission of the Communications Team is to present NOW's work and successes to a variety of audiences. We do this through digital engagement (email blasts, website, and social media), media visibility, fundraising, and branding.

In July 2016 we expanded our internal communications team. M.E. Ficarra, a former Policy and Grassroots Outreach Fellow, joined Rui Mulligan as a second Communications Assistant. This growth has allowed us to pursue an upgrade of the website and devote additional resources to press coordination.

NOW has continued its collaboration with external vendors who work in two areas of communications - media/visibility and digital communications. We continue to work with Scott Circle Communications and William Klein for press outreach, copywriting, and general media/visibility strategy. On the digital side of communications, the Communications Team has continued to work with Donor Digital for online fundraising strategy, design and execution, and Mal Warwick.

We continue to work with RAD Campaign for technical maintenance on our website.

Our work would be impossible without the dedication of our devoted and talented interns. The Communications Team's success has been in large part due to our interns:

- Summer 2016: Angela Myers, Emily Kilheeneey
- Fall 2016: Sabeau Rae

## Digital Advocacy

We use the website, email program, and social media to push our actions and engage supporters to create policy change. We decide which actions receive stand-alone emails based on our legislative priorities and the response rates for similar actions.

### Recent Online Actions and Appeals:

Dates	Subject/Topic
June 22 - July 13	Recall Judge Persky Petition
July 8 - July 22	Reproductive Rights and Justice Pledge and Survey

August 19 - August 20	Promise of Democracy coalition petition, listswap with Daily Kos
August 3 - August 30	August Campaign
September 1 - October 2	Women's Health Protection Act, listswap with Daily Kos
September 7 - September 19	Ms Magazine Appeal
September 15 - September 29	Unendorse Trump

## Media

Working closely with Scott Circle, NOW cultivates earned media opportunities from both traditional news outlets and smaller feminist publications. Active participation in the conversation around current feminist events is critical to extending NOW's reach and showcasing our brand.

### Press:

Interviews with Terry O'Neill since June 2016 have covered a diverse array of issues--including the 2016 presidential election, the growing threat of Zika virus, sexism in the workplace, and more. Below is a sampling of our favorite articles spotlighting NOW's work.

### [9 prominent feminists on what Hillary Clinton's historic candidacy really means](#)

*"I have no doubt that the people who are most uncomfortable with the idea of a woman POTUS are the ones who will proclaim most loudly that sexism no longer exists because of Hillary Clinton's extraordinary achievement. But that is why NOW is here — we will be calling bullshit on that."* (Vox, August 22, 2016)

### [Free tampons for all at Brown University this school year — even in the men's room](#)

*"In a statement to the AP about the Brown University initiative, National Organization for Women President Terry O'Neill praised the effort, echoing that tampons are as necessary as toilet paper.*

*'Students' participation in school should not be hindered by insufficient access to this basic necessity,' O'Neill told the AP. 'Universities around the country should follow suit.'" (Washington Post, September 9, 2016)*

### [Zika outbreak puts focus on abortion access](#)

*"Terry O'Neill, president of the National Organization for Women, says anti-abortion laws disproportionately impact women of color. "I think we need to have some thoughtful, intelligent decisionmakers saying since the wives and girlfriends within their social circles have access to safe, legal care it needs to be extended to all of the women in the United States," she said."* (Modern Healthcare, August 20, 2016)

### Other news outlets covering NOW between July and September 2016:

**Print/Online:** Bankrate, CBS News, Chicago Tribune, New York Daily News, New York News Connection, USA Today, Voice of America

**Broadcast:** Daily Drum at Howard University, Ed Schultz, Joy of Resistance: Multicultural Feminist Radio, MSNBC

**Recent Press Releases:**

Sent	Subject/Topic
September 9, 2016	<a href="#"><u>NOW Supports the Strengthening Social Security Act of 2016</u></a>
August 19, 2016	<a href="#"><u>New Trump Campaign Team: Anti-Women, Sexist and Misogynistic</u></a>
August 4, 2016	<a href="#"><u>#SayHerName: Loreal Tsingine and Korryn Gaines</u></a>
July 22, 2016	<a href="#"><u>Senator Tim Kaine Will Fight for Women</u></a>
July 15, 2016	<a href="#"><u>Pence: Reckless. Dangerous. Wrong for our Country.</u></a>
July 8, 2016	<a href="#"><u>NOW Statement on the Tragic Events in Minnesota, Baton Rouge, and Dallas</u></a>
June 27, 2016	<a href="#"><u>A Victory for Women</u></a>

**Recent Huffington Post pieces:**

Date	Title
August 25, 2016	<a href="#"><u>Sorry Donald--A Woman Campaign Manager Doesn't Make You Any Less Misogynist</u></a>
August 18,	<a href="#"><u>When It Comes to Child Care, Donald Trump Is A Blockhead</u></a>

2016	
August 3, 2016	<a href="#"><u>What Every Woman Should Know About Hillary Clinton (And Probably Already Does)</u></a>
July 12, 2016	<a href="#"><u>The Supreme Court Says Abortion Care Is About Women's Health--OK Congress, Now It's Your Turn!</u></a>

## Say It Sister!

The blog is a great place for us to cover issues that we don't always have the time to create an action item around or simply to update the public on NOW's stance on issues. Say It Sister also offers interns at the National Action Center an opportunity to showcase their writing skills, while engaging NOW members on intersectional issues.

Date	Title
August 5, 2016	<a href="#"><u>In Hillary's determination, I see my generation</u></a>
July 21, 2016	<a href="#"><u>First Amendment Defense Act: A View on the "License to Discriminate" Hearing</u></a>
July 20, 2016	<a href="#"><u>Whitewashed Out: "Ghost in the Shell" and Hollywood's Problem with Whitewashing Asian Characters</u></a>
July 13, 2016	<a href="#"><u>This is What a Feminist Looks Like: Fighting Racism and Sexism Within the Feminist Movement</u></a>
July 7, 2016	<a href="#"><u>We Can No Longer Be Silent: How Intimate Partner Violence Affects Women of Color</u></a>
June 30, 2016	<a href="#"><u>TRAPPED: A New Must See Documentary about Targeted Regulations of Abortion Providers</u></a>

June 22, 2016	<a href="#"><u>What You Need to Know About the Sexual Abuse to Prison Pipeline</u></a>
June 17, 2016	<a href="#"><u>How History Obscured the Legacy of Margaret Hamilton</u></a>
June 13, 2016	<a href="#"><u>Orlando Shooting: A Response</u></a>

## Social Media

NOW has a variety of social media platforms but we focus on our most active communities: Twitter and Facebook.

### Twitter

Organization	Twitter Handle	Number of Twitter Followers (as of 09/14//2016)
Planned Parenthood (Action)	@PPact	217,236
EMILY's List	@emilyslist	72,537
NARAL Pro-Choice America	@NARAL	64,103
<b><i>National Organization for Women</i></b>	<b>@NationalNOW</b>	<b>59,006</b>
Feminist Majority Foundation	@FemMajority	58,578
National Women's Law Center	@NWLC	40,091
American Association of University Women	@AAUW	34,712
Rainbow/PUSH	@RPCoalition	14,143
League of Women Voters	@LWV	13,890
National Council of Women's Organizations	@NCWO	2,827

## Facebook

Organization	Number of Facebook Likes (as of 09/14/2016)
Planned Parenthood (Action)	836,791
National Women's Law Center	422,517
EMILY's List	355,678
NARAL Pro-Choice America	242,069
<b><i>National Organization for Women</i></b>	<b>166,524</b>
Feminist Majority Foundation	111,137
League of Women Voters	78,718
AAUW American Association of University Women	27,602
Rainbow/PUSH	5,672

## Website Upgrade

In August 2016 we launched a large-scale upgrade of NOW.org. This upgrade, to be completed over the next four to six months, will focus on revamping the content of the website. Cosmetic adjustments are generally beyond the scope of this project, though we hope to pursue a website redesign in the near future in accordance with industry best practices.

The goal of the upgrade is to ensure that the website represents NOW's commitment to intersectional feminist grassroots organizing. New content will be forward-thinking, reflecting the updates to NOW made during the 2015 modernization.

Expected upgrades include (but are not limited to):

- A new section highlighting the Strategic Action Program (to be displayed on the homepage after the November election)
- A revised "Who We Are" page that reflects NOW's new statement of purpose
- Updated information regarding organizational structure and membership
- Elimination of out-of-date terminology and content
- Fresh photos and visuals