

Communications Report
To: National NOW Board Members
From: Rui Mulligan and M.E. Ficarra
Date: February 2017

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.

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 and general media 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, and have developed a plan for more substantial technical upgrades to the 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:

- Fall 2016: Sabeau Rae
- Spring 2017: Bridget Young, Payal Sharmacharya-Sweet

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
October 7 - October 19	What's at stake on November 8? Survey
October 12 - October 20	Elect Hillary Clinton Petition and Fundraiser
October 25 - November 8	Support our GOTV
October 27 - November 8	First Woman President Fundraiser
November 9 - 17	Post-election Fundraiser / Feminists Keep Fighting Petition
November 23 - November 30	Giving Tuesday Campaign
December 14 - December 31	End-of-Year Matching Gift Campaign

January 9 - January 20	DCRA List Swap with Daily Kos
January 11 - January 21	Women's March
January 19 - February 22	Sustainer Campaign

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.

We experienced a substantial increase in media attention following Donald Trump's misogynistic campaign remarks, Election Day, the Women's March, and beginning of the Trump administration. In addition to this reactive press coverage, we are currently working to expand our capacity to pitch reporters proactively.

In addition to publishing op-eds on the Huffington Post, Terry has recently written a number of pieces for US News and World Report and The Hill. We continue to build our relationships with these other outlets, in order to maximize the reach of NOW's message.

Key Press Clips:

[White Women Sent a Terrible Message on Tuesday, Whether They Meant to Or Not](#)

NOW is focusing on "the most vulnerable women," working on a national campaign that will ensure coverage for abortions, as well as efforts to help women in what O'Neill calls the "school to prison pipeline." "When you look at it with a gender lens, what you realize is that it's the 'sex abuse to prison pipeline,'" says O'Neill. "Over 75 percent of girls 15-25 years old, if they are incarcerated in the juvenile or adult system, they have experienced sexual assault before that and ended up getting in trouble at school." NOW will also focus on the Equal Rights Amendment, says O'Neill, and, "We will try to make the argument that it can be an intersectional document. What would it do for women of color? What would it do for immigrant women? What would it do for LGBT women?" (Elle, November 10, 2016)

['That's the Job': Former Hardee's Actress Recounts 'Sexist' Advertising as 'French Me Femme'](#)

Terry O'Neill, president of the National Organization for Women, said: "Mr. Puzder is promoting a deeply offensive and misogynistic view of women: that women are sexual objects to be used to sell fast food. It's really disgusting." (NBC, December 22, 2016)

[Can Women's Marchers Find a Way to Reconcile Their Differences?](#)

NOW's Terry O'Neill said that women of color have every right to be skeptical. In order to succeed, she added, white women of the movement will have to reckon with this critique if they want to fulfill the march's goals of unified political resistance. (The Atlantic, January 27, 2017)

Other news outlets covering NOW between October 2016 and February 2017:

Print/Online: STAT News, YES! Magazine, Al Jazeera, Elle, Talk Media News, BuzzFeed, Romper, Broadly, Boston Globe, Healthline, NBC digital, Politico, McClatchy, Metro Weekly, PBS digital, The Cut (New York Magazine), Christian Science Monitor, Sinclair digital, The Atlantic

Broadcast/Multimedia: MSNBC (Al Sharpton), CSPAN, WBUR (NPR Boston), Huffington Post, On My Mind (Diane Rehm podcast)

Recent Press Releases:

Sent	Subject/Topic
September 21, 2016	<u>NOW Demands a Halt to Federal Arms Dealing</u>
September 22, 2016	<u>NOW and Feminist Majority Call on Trump to Shut Down Trump Model Management, Announce Launch of #WomenWant2Know Campaign</u>
September 30, 2016	<u>It's Time to #BeBoldEndHyde</u>
October 7, 2016	<u>Donald Trump Promotes Sexual Assault As a Rich Man's Perk</u>
October 8, 2016	<u>NOW to Paul Ryan and Mitch McConnell: Un-endorse Trump NOW!</u>
October 10, 2016	<u>Second Debate Shows, Once Again, Why Hillary Clinton is Trustworthy</u>
October 16, 2016	<u>NOW Salutes Planned Parenthood on its 100th Anniversary</u>

November 1, 2016	<u>When They Go Low, We Go Vote!</u>
November 7, 2016	<u>Statement by President of NOW Terry O'Neill on the passing of the first female US Attorney General Janet Reno</u>
November 14, 2016	<u>Statement of NOW President Terry O'Neill On Donald Trump's appointment of Steve Bannon as White House Advisor</u>
November 22, 2016	<u>NOW endorses Nancy Pelosi, Calls For Affirmation of Democrats' Inclusive, Multicultural Base</u>
December 7, 2016	<u>Women's Rights Are Human Rights (Women's March)</u>
December 9, 2016	<u>NOW Celebrates Victory for Standing Rock Protesters</u>
December 15, 2016	<u>Before the Electoral College Votes...</u>
December 16, 2016	<u>Fighting Hate in the Age of Trump (Ilhan Omar hate crime)</u>
January 16, 2017	<u>NOW stands with Rep John Lewis, calls on Donald Trump to apologize</u>
January 20, 2017	<u>Statement by NOW President Terry O'Neill on the Inauguration</u>
January 26,	<u>NOW condemns Trump's plan for sweeping changes in immigration policy</u>

2017	
January 31, 2017	<u>Trump's Supreme Court Nominee is Illegitimate and Must Be Rejected</u>
February 1, 2017	<u>The Senate Judiciary Committee's vote to confirm Jeff Sessions as Attorney General is a dereliction of its duty to uphold the Constitution</u>
February 8, 2017	<u>In the Name of Justice, We Will Resist a White Male Supremacist Agenda</u>
February 9, 2017	<u>An Open Letter to General Carlisle</u>
February 9, 2017	<u>Trump's Cabinet Picks: White, Rich, Misogynistic</u>

Recent op-Eds:

Date	Title
October 12, 2016	<u>Women need to know what's on Donald Trump's 'Apprentice' tapes (The Hill)</u>
November 21, 2016	<u>The Way Forward (US News)</u>
January 12, 2017	<u>Stand Up for Women's Health (US News)</u>
January 17, 2017	<u>Before we march on Jan. 21 (The Hill)</u>

January 28, 2017

[Two crowds on the National Mall with two very different messages \(The Hill\)](#)

Social Media

NOW has a variety of social media platforms but we focus on our most active communities: Twitter and Facebook. During the 2016 election, we live-tweeted all four of the general election debates.

Twitter

Organization	Twitter Handle	Number of Twitter Followers (as of 02/10/2017)
Planned Parenthood (Action)	@PPact	373,742
EMILY's List	@emilyslist	101,392
NARAL Pro-Choice America	@NARAL	119,970
<i>National Organization for Women</i>	@NationalNOW	75,286
Feminist Majority Foundation	@FemMajority	72,617
National Women's Law Center	@NWLC	47,429
American Association of University Women	@AAUW	38,810
League of Women Voters	@LWV	18,054
Rainbow/PUSH	@RPCoalition	16,828
National Council of Women's Organizations	@NCWO	2,908

Facebook

Organization	Number of Facebook Likes (as of 02/10/2017)
Planned Parenthood (Action)	1,038,984
National Women's Law Center	447,798

EMILY's List	390,783
NARAL Pro-Choice America	386,628
<i>National Organization for Women</i>	<i>188,010</i>
Feminist Majority Foundation	114,526
League of Women Voters	98,698
AAUW American Association of University Women	30,610
Rainbow/PUSH	6,355

Website Upgrade

We are continuing our work to revamp the content on NOW.org. 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. Content that is no longer timely will be removed.

Completed updates:

- Elimination of outdated membership/chapter information
- Updates to "get involved" and "FAQ" pages
- Content for new Action Program pages (going live soon!)

Expected upgrades include (but are not limited to):

- A revised "Who We Are" page that reflects NOW's new statement of purpose
- Fresh photos and visuals
- Elimination of outdated content from the NOW leaders portal