



## **National NOW Communications Report**

To: NOW National Board  
From: Brittany Oliver, Assistant Director of Communications and Advocacy  
Date: Wednesday, June 27<sup>th</sup> 2018  
Board Meeting: July 5, 2018

Period of time this report covers: June 18, 2018 – June 27, 2018

### **Role of Assistant Director of Communications and Advocacy:**

- Coordinate an external and internal communications strategy that uplifts NOW's core values and message. This includes press, digital media, communication with our chapters and affiliates, and online fundraising.
- Strategize with our staff on upcoming campaigns and initiatives.
- Keep abreast of developments in the communications sector that could foster greater, more efficient dissemination of NOW's message.
- Coordinate with communications staff and consultants.
- Create trainings and ongoing development of the communications team, conferring regularly with senior staff, and working in conjunction with other departments and teams, and providing board reports.
- With the digital communications associate, coordinate the online editorial calendar and identify new opportunities for digital engagement.
- Draft and edit content for the email fundraising/advocacy program.
- Draft new website content related to urgent news, petitions, action alerts, and research briefs.
- Other duties and projects as assigned.
- Train and supervise communications intern.

### **Calendar of Past/Upcoming Events and Happenings:**

- June 20<sup>th</sup>** – End Family Separation Rally at the U.S. Capitol
- Coordinated with the Office of Rep. Luis V. Gutiérrez's office to secure press
  - Drafted quote and talking points for Toni's speech on immigration
  - Coordinated a digital media strategy with Hayley, communications intern at NOW
- June 27<sup>th</sup>** – One Fair Wage press conference and hearing with ROC United in NYC
- Coordinated with Scott's Circle on logistics
  - Drafted talking points and coordinated digital media strategy

**June 28<sup>th</sup>** – MSNBC on Supreme Court Justice Anthony Kennedy

- Prepped Toni on talking points around immigration and effects on women of color, etc.

**June 30<sup>th</sup>** – Families Belong Together Rally and Mass Mobilization in D.C.

- Drafted a NOW action email and coordinated with Kim to implement
- Scheduled social media to post before, after and during the event

### **Additional Projects:**

NOW Conference in San Jose, California

- Brittany will facilitate speakers and coordinate press

Enough is Enough Campaign Reboot (EX: NFL Strategy)

- Brittany scheduled next coalition call for Thursday, July 12 at 3:00p
- Connected with Gaylynn Burroughs from the Feminist Majority Foundation to recap

### **Staff Biographies:**

Brittany Oliver

Brittany is the Assistant Director of Communications and Advocacy at NOW. Brittany received national recognition for advocating for intersectionality during the beginning stages of the 2017 Women's March on Washington and a year later, she was invited to be a speaker for the 2018 Women's March held at Lincoln Memorial, which drew a crowd of over 10,000 people. Named as "20 Black Women You Should Be Following Right Now" by Bitch Media, she is the former police accountability coordinator at the ACLU of Maryland and former co-director of Hollaback! Baltimore. This year, one of Brittany's most memorable accomplishments was her fearless grassroots advocacy that spearheaded the passage of the Sexual Harassment Bill (HB1342) during Maryland General Assembly - The biggest overhaul in the legislature in decades! Brittany serves as a board member of Naral Pro-Choice Maryland and is a member of the Baltimore Commission for Women.

Hayley Margolis

Hayley is the Communications Intern at NOW. She is an undergraduate at George Washington University in Washington D.C. and studies sociology and graphic design. Originally from Florida, Hayley looks forward to combining her passions for advocacy, design, and creative problem solving.