



National NOW
Communications Report
September 25, 2018

To: NOW National Board
From: Brittany T. Oliver, Director of Communications
Date: September 28, 2018
Board Meeting: September 28, 2018

Communications Staff:

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 her most memorable accomplishments was her fearless grassroots advocacy that spearheaded the passage of the Sexual Harassment Bill (HB1342) during 2018 Maryland General Assembly - The biggest overhaul in the legislature in decades! Brittany serves as a board member of Naral Pro-Choice Maryland and 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.

Madeleine Balestrier - Madeleine is the Communications Intern at NOW. She is a senior broadcast journalism major and women's studies minor at Penn State University. Currently, she is a communications and advocacy intern for the National Organization for Women. Madeleine is responsible for assisting with all digital media related material, helping manage NOW's social media presence, researching relevant and trending topics and attending and covering different

activist events. In the past, she has been associated with Underdogs United, Penn State's Athletic Department, Penn State's Women, Gender and Sexuality Studies Department, the Bourne Braves and the Association for Women in Sports Media. Madeleine cannot wait to continue working for NOW during a pivotal midterm season!

Recent Press Statements from NOW President Toni Van Pelt:

September 24, 2018 - Brett Kavanaugh Should Be Removed From The Bench

"The news that Brett Kavanaugh allegedly committed sexual assault as a college student confirms what we've already known: Brett Kavanaugh is unfit to serve as a judge. He's not only unfit to sit on the Supreme Court, but he's also unfit to hold the position he currently occupies on the United States Court of Appeals." [Read the entire statement.](#)

September 20, 2018 - Christine Blasey Ford: "I Thought He Might Inadvertently Kill Me."

Christine Blasey Ford Deserves Justice "NOW supports Dr. Christine Blasey Ford as she seeks an appropriate and serious hearing. And we also support her right to justice from a legal system that has failed for too many, for too long. Enough is Enough." [Read the entire statement.](#)

September 19, 2018 - Open the Kavanaugh Hearing to More Women "...Dr. Ford made a brave decision to come forward. The Senate should hear from her, and from any other woman who finds herself on the brink of a historic decision." [Read the entire statement.](#)

September 17, 2018 - Christine Blasey Ford is Strong, Brave and Courageous Kavanaugh Needs to Step Aside Immediately:

"Christine Blasey Ford courageously came forward about being sexually assaulted by Kavanaugh so she could tell the truth about a traumatic event. Although she should never have had to take this step, her bravery is leading the way for other women to hold Kavanaugh accountable and defend our democracy and the safety of women." [Read the entire statement.](#)

Recent Press Clips and Media Interviews with NOW President Toni Van Pelt:

C-SPAN - Toni Van Pelt spoke at a #MeToo press conference along with sexual violence experts. Watch the video at this link. Scroll to minute 30 to see Toni speak.

Hearst Television - Toni Van Pelt spoke on Pres. Trump's tweets re: Christine Blasey Ford

Broadly - [Making Mac Miller's Death About Ariana Grande Is a Sexist Distraction](#)

The Daily Beast - [Wanna Save Roe v. Wade? Don't Look To The Courts](#)

The Hill - [What's unequal about Women's Equality Day](#)

KKFI 90.1 FM Radio: [Voter Suppression of Women](#)

Huffington Post: [Most Top Democrats, Progressive Groups Reserve Judgment On Keith Ellison Allegations](#)

Yahoo! News: [The coming war over Trump's next Supreme Court nominee](#)

Social Media Analytics for September 2018

- **NOW Twitter**

Total Account Followers 99,842

Total Tweets 90

Total Tweet impressions: 556K

Total Profile visits: 13.1K

Total Mentions: 2,457

Total New followers: 929

That's 1,073 more than the same time 30 days ago.

We've gained around 36 new followers per day.

- **Top Tweet**



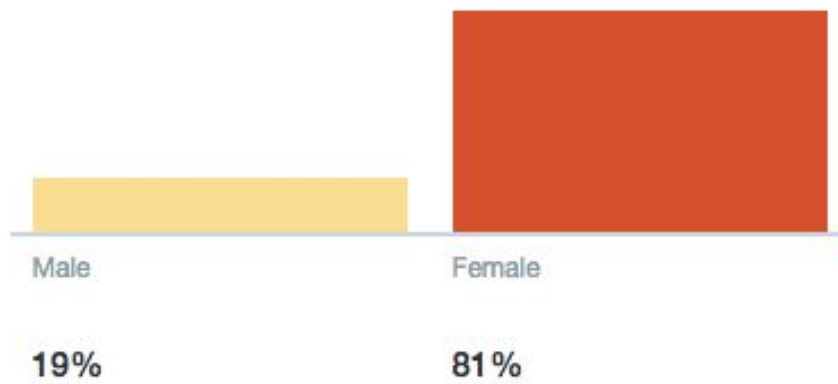
To Dr. Blasey Ford and all the survivors, we want you to know that you are not alone. You are resilient. Millions of us have your back!
[#BelieveSurvivors](#)



1:15 PM - 24 Sep 2018

Fun Fact: 81% of women engage with National NOW Twitter.

Gender



- **NOW Facebook**

Total Page Followers as of Today: 189,988

Total Page Likes as of Today: 193,936

- Top Facebook Post for September:

A screenshot of a Facebook post from the National Organization for Women (NOW). The post is published by Brittany T. Oliver on September 10 at 2:22 PM. The text of the post reads: "Tell the United States Tennis Association: Apologize to Serena Williams, revoke the \$17,000 fine, and take measures to end biased rules enforcement." Below the text is a photograph of tennis player Serena Williams in a white Nike shirt and pink arm warmers, holding a yellow tennis ball. Under the photo, there is a link to ACT.WEAREULTRAVIOLET.ORG and the text "Oppose the sexist treatment of Serena Williams" followed by a truncated version of the post's text. The post shows it reached 19,537 people and has 32 comments and 114 shares.

National Organization for Women (NOW)
Published by Brittany T. Oliver [?] · September 10 at 2:22 PM · 🌐

Tell the United States Tennis Association: Apologize to Serena Williams, revoke the \$17,000 fine, and take measures to end biased rules enforcement.

ACT.WEAREULTRAVIOLET.ORG
Oppose the sexist treatment of Serena Williams
Tell the United States Tennis Association: Apologize to Serena William...

👤 19,537 people reached [Boost Post](#)

👍❤️👎 Rosina van Strien, Nick Lento and 652 others 32 Comments 114 Shares

- **Instagram**

Total Posts: 72

Total Followers: 1,858

Total Following: 166

nationalnow Following

72 posts 1,858 followers 166 following

National Org. for Women
Feminism for the Here & NOW
www.facebook.com/events/2030785610518242

Followed by sakiaa, s.inck, usowomen + 6 more

POSTS TAGGED REELS

Statement by NOW: Remove Kavanaugh From Bench

The news that Brett Kavanaugh allegedly committed sexual assault as a college student confirms what we already know: Brett Kavanaugh is unfit to serve as a judge. He's not only unfit to sit on the Supreme Court, he's unfit to hold the position he currently occupies on the United States Court of Appeals...

We know that the Judiciary Committee is led by men with a history of opposition to decisive measures that protect women from sexual violence. The six ranking Republican members of the Committee—Grassley, Hatch, Graham, Cornyn, Lee and Cruz—each voted against reauthorizing the Violence Against Women Act of 2013, which passed the Senate 78-22...

We demand that these allegations be investigated. We demand Kavanaugh step back from this nomination and step down from the federal bench. He should not be in the position to "judge" anyone. Enough is enough!

Dear Prof. Ford,
STAY STRONG
We are standing
behind you.
#BelieveSurvivorsNOW

Dear Prof. Ford,
Your courage to spend the rest of your life in prison... because you're a predator!

Dear Professor Ford,
Please never do harm us
and we ain't listen.

Current Coalition Work

- Enough is Enough
- Voting Rights Alliance

- ROC United
- ERA Coalition
- Act for Women
- One Fair Wage D.C.
- March for Black Women

Say it Sister Latest Blog Posts

9/25/2018 - [How Do We Think About Womanhood?](#)

8/23/2018 - [Change is coming. We are creating change. We, as a movement will change our culture for the better.](#)

8/22/2018 - [I'm a Feminist Jewish Expatriate: Here's Why Immigration Policy Matters To Me](#)

6/15/2018 - [Paid Family Leave Only Works When it Works for All Families](#)

