

Communications Report

To: National NOW Board Members

From: Kimberly Hayes, Kim Sontag-Mulder, and Jules Luna

Date: July 18, 2019

Overview

The mission of the Communications Team is to present NOW's work and successes to a variety of audiences. We do this through many avenues of digital engagement, including email blasts, website postings, social media, earned media outreach, fundraising, and messaging.

NOW has continued its collaboration with external vendors who work in two areas of communications - media/visibility and digital communications. We work closely 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.

Our work would be impossible without the dedication of our devoted and talented interns. Recent Communications Team success has been in large part due to our summer intern Jocelyn Gould.

New Communications Initiatives

Kimberly Hayes joined NOW as press secretary March 8th. In addition to collaborating on the earned media outreach you will see below, she is working behind the scenes to make our communications procedures and capabilities more robust. She is building a talking points database that will provide our leadership and chapters with easy-to-access dialogue for press statements, speeches and interview prep. Materials include detailed backgrounders on the ERA, Titles VII, VIII, IX and X, reproductive rights and freedom and many more topics, which will be shared on our members-only website.

Other notable initiatives include:

- Leading a petition for abortion care rights that garnered more than 10,000 signatures and was delivered on Capitol Hill. We met with congressional offices and garnered significant attention on social media. We've also created several one-pagers on how NOW and our members can stand up to the abortion bans rolling across the country.
- Participating in the historic Equal Rights Amendment Hearing in April, for which we worked with Congressional staff. President Toni Van Pelt's spoke at a press conference after the event where she also conducted an interview with ABC News. The hearing and press conference garnered excellent social media coverage as well.

- Working to improve our search engine optimization for our press statements and other online materials. This will help ensure that when media and other interested parties search google for our key issues, NOW is at the top of their results pages.
- Building relationships with the communications departments in our partner organizations, including meeting with NARAL's press secretary, to ensure more speaking opportunities for NOW's president.
- Working even with chapter leaders in Rhode Island and New York on key state legislative initiatives, including protecting abortion access and opposing paid surrogacy, respectively. We plan to work even more closely with NOW's chapter leaders in the future to share their stories and promote their great successes.

Press Releases/Statements and Earned Media

A list of earned media hits [is available here](#).

Please see below a full list of our media releases and select media hits broken down by month:

January

- 1/30 - [The Paycheck Fairness Act Would Finally Assure Equal Pay for Equal Work](#)
- 1/25 - [The Supreme Court Enables Donald Trump's Obsession with Ridding the Military of Transgender Troops](#)
- 1/22 - [The Anniversary of Roe v. Wade Reminds Us Women's Lives are At Stake](#)
- 1/21 - [What Martin Luther King Jr. Day Means for Women](#)
- 1/19 - [Women's March "Holding Statement"](#)
- 1/16 - [What We Need to Remember on Religious Freedom Day](#)
- 1/16 - [NOW Demands RCA Records Drop R. Kelly](#)
- 1/16 - [Virginia Senate Ratifies the ERA, the House Must Follow](#)
- 1/11 - [New Mexico Must Honor - Not Ignore - Dolores Huerta](#)
- 1/8 - [Celebrating the Life and Work of Bernice Sandler](#)
- 1/7 - [Cyntoia Brown's Clemency Doesn't End Her Pursuit of Justice](#)
- 1/3 - [Repealing Roe is Only the First Step - "Personhood" Laws are Next](#)

January saw approximately **14 press hits** for National NOW, including outlets such as *USA Today*, *The Hill*, *The Atlantic*, *The Washington Post*, *CNN.com*, *NBC News*, *Bustle* and *AP News*.

February

- 2/22 - [Donald Trump's Abortion "Gag Rule" Won't Silence Us](#)
- 2/21 - [Justice Delayed But Not Denied - the ERA WILL be Ratified by Virginia in 2020](#)
- 2/20 - [Indict R. Kelly for Sexual Assault](#)
- 2/15 - [Why We Celebrate Susan B. Anthony on President's Day](#)
- 2/8 - [Pope Francis Must Act Now - Reform on Sexual Abuse is Long Overdue](#)

- 2/6 - [Justin Fairfax Must Resign - NOW Believes Survivors](#)
- 2/6 - [Don't Believe Donald Trump, But Take Him Seriously](#)
- 2/5 - [We Trust Women's Reproductive Decision-Making](#)
- 2/5 - [Ralph Northam Must Resign - Then Comes the Hard Part](#)
- 2/2 - [The Criminalization of Black Girls Must Stop!](#)
- 2/1 - [Why We Celebrate Black History Month - And What We Still Need to Learn](#)

February saw **29 unique press hits** for National NOW. Highlights include secured coverage in major outlets such as *ABC News' Good Morning America*, *LA Times*, *TIME*, *USA Today*, *NPR* and *NBC News* as well as hundreds of pickups (on local broadcast channels and NPR-affiliates) resulting in NOW's statement demanding Justin Fairfax to resign.

March

- 3/26 - [Congress Must Pass the Paycheck Fairness Act and Stop the Theft of Women's Wages](#)
- 3/15 - [NOW Mourns the Passing - And Salutes the Life- of Senator Birch Bayh](#)
- 3/8 - [On International Women's Day, NOW Celebrates the Courage, Commitment and Accomplishments of Feminists Around the World](#)
- 3/5 - [The EMPOWER Act Will End the Culture of Silence Around Sexual Harassment](#)
- 3/1 - [The Trump Administration is Complicit - We Must Speak Up For Migrant Children Who Have Been Sexually Abused](#)
- 3/24, The Hill (op ed placed) - [Revolutionary women are changing Washington, but old habits die hard](#)

In March our media activity resulted in approximately **10 unique press hits** for National NOW. Highlights include secured coverage in major outlets such as *HuffPost*, *Associated Press*, *Newsweek*, and *The Washington Post*.

April

- 4/30 - [Our time is NOW, We Will Ratify the Equal Rights Amendment](#)
- 4/23 - [Trump Tells UN to Accept Use of Rape as War Weapon](#)
- 4/22 - [Federal Reserve Pick Stephen Moore is a Misogynist in Donald Trump's Own Image](#)
- 4/4 - [NOW Applauds the House Passage of VAWA Reauthorization, Urges Action in the Senate](#)
- 4/2 - [The Feminist Agenda is Rising - When Will Women's Pay?](#)
- USA Today Letter to the Editor - Team drafted and submitted a response to the article on the proposed six-week abortion ban in Georgia. (not published)
- New York Times Letter to the Editor - Team drafted and submitted a response which was published: [Protect Women, Not the N.R.A. \(4/4/19\)](#)
- Local Op-eds - The team worked with chapter presidents to draft and submit op-eds for consideration around threats to abortion including:
 - **Georgia** - Secured placement in [Atlanta Journal Constitution](#) (co-bylines with Allison Stouffer Koups)
 - **Montana** - Published in [Billings Gazette](#) (co-bylines with Jan Strout)

For April our media activity resulted in approximately **14 unique press hits** for National NOW. Highlights include secured coverage in major outlets such as *Vice*, *The New York Times*, *Cheddar TV*, and *ABC News*.

May

- 5/31- [NOW Demands Access to Abortion Care for Women in Missouri](#)
- 5/28 - [NOW Denounces Health Care Rule, Urges Protection for LGBTQIA+ Patients](#)
- 5/22 - [State-by-State Attacks on Women’s Constitutional Rights Must Stop; NOW Launches Petition](#)
- 5/21 - [NOW Supports #StopTheBans Day of Action](#)
- 5/17 - [NOW Applauds House Passage of the Equality Act](#)
- 5/16 - [The Senate’s Vote to Confirm Wendy Vitter is a Vote Against Women](#)
- 5/14 - [Alabama’s Abortion Ban is an Unconstitutional Violation of Women’s Rights](#)
- 5/10 - [House FY20 Bill Would Permanently Repeal Harmful Global Gag Rule, Increase Funding for Reproductive Health Internationally](#)
- 5/3 - [Trump Expansion of Religious Refusal Targets Women, Shreds Democracy and Puts Politics Over Health Care](#)

Other Media-Related Content & Opportunities

- **USA Today** - Secured publication of brief opinion for Today’s Talker: [‘Heartbeat’ bills are just an excuse to attack Roe v. Wade protections](#) (5/6)
- **News & Guts** - Secured publication of Toni’s guest post: [Will the Supreme Court Back Alabama’s Abortion Ban?](#) (5/16)
- **Ms. Magazine** - Toni’s guest column submitted and anticipated for July issue publication.

In May, our media activity resulted in approximately **16 unique press hits** for National NOW. Highlights include secured coverage in major outlets such as *USA Today*, *Reuters*, *C-SPAN*, and *MarketWatch*.

June

- 6/27 - [Supreme Court Stops Trump From Weaponizing the Census Against Immigrants – For Now](#)
- 6/25 - [The Assaulter-in-Chief Strikes Again](#)
- 6/24 - [NOW Stands with Shelby Week, Urges Restoration of the Voting Rights Act](#)
- 6/21 - [NOW Condemns Missouri Health Department Clinic Decision](#)
- 6/20 - [Rhode Island Makes it Clear – Abortion Care Is Health Care](#)
- 6/19 - [NOW Commemorates Juneteenth, Asserts Importance of Intersectional Feminism](#)
- 6/14 - [Commercialized Surrogacy Exploits Women](#)
- 6/12 - [National Organization for Women Condemns Assaults Against Sudan’s Women](#)
- 6/11 - [Abortion Care in Missouri is Protected For Now](#)
- 6/10 - [National Organization for Women Observes Moms Equal Pay Day](#)
- 6/6 - [Joe Biden Must Renounce His Support for the Hyde Amendment](#)
- 6/5 - [NOW Celebrates Pride Month, Honors Stonewall Anniversary](#)
- 6/4 - [NOW Celebrates the Centennial of the Senate Passing the Nineteenth Amendment](#)

Other Media-Related Content & Opportunities

- **Washington Post, Letter to the Editor**
 - 6/13: [Don’t Give Rapists Power Over Women](#)

- **The Guardian, Letter to the Editor**
 - 6/21: [Correct the misleading language of anti-abortion extremists](#)

In June, our media activity resulted in approximately **17 unique press hits** for National NOW. Highlights include secured coverage in major outlets such as *NBC News, NPR (and affiliates), CNBC, The Daily Beast, The Guardian, and The Washington Post.*

Social Media/Graphics

Jules Luna joined NOW as graphic designer and social media assistant on January 7th, 2019. Her goal is to create a consistent and recognizable brand for NOW. She has worked towards this goal by creating a [NOW brand guide](#) composed of the color codes, fonts, and logos used. To ensure consistency in the NOW brand, she uses this guide for every graphic, gif, or printed material produced.

For social media, Jules’ goal is to post 2 to 3 times a day on each social media platform, support our chapters by liking or sharing their posts, as well as increase our number of likes, follows, and positive audience engagement.

Facebook

- Average posts per week: 10
- Total number of page likes over the past 2 years:

Date	Total Page Likes	Increase in Numbers	Percent Increase
July 1, 2017	191,385		
January 1, 2018	192,642	+ 1,257 likes	+ 0.66%
July 1, 2018	193,042	+ 400 likes	+ 0.21%
January 1, 2019	194,830	+ 1,788 likes	+ 0.93%
July 1, 2019	198,221	+ 3,391 likes	+ 1.74%

In the past 6 months our like rate has nearly doubled.

- How our profile’s number of followers stack up next to similar organizations:

Organization	Number of Page Likes (as of 7/11/19)
Planned Parenthood (Action)	1,156,785
National Women's Law Center	477,496
EMILY's List	460,364
NARAL Pro-Choice America	452,531
National Organization for Women	198,221
Feminist Majority Foundation	112,729
League of Women Voters	112,766
Supermajority	42,686
AAUW American Association of University Women	38,697

Rainbow/PUSH	10,348
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Twitter

- Average tweets per week: 15
- Total number of profile follows over the past 2 years:

Date	Total Page Follows	Increase in Numbers	Percent Increase
July 1, 2017	84,277		
January 1, 2018	92,103	+7,826	+9.29%
July 1, 2018	98,254	+6,151	+6.68%
January 1, 2019	102,134	+3,800	+ 3.95%
July 1, 2019	104,720	+2,586	+ 2.53%

In the past 6 months our like rate has nearly doubled.

- How our profile's number of followers stack up next to similar organizations:

Organization	Number of Page Follows (as of 7/11/19)
Planned Parenthood (Action)	496,821
NARAL Pro-Choice America	193,408
EMILY's List	157,497
National Organization for Women	104,720
National Women's Law Center	70,441
Supermajority	40,081
AAUW American Association of University Women	50,835
League of Women Voters	24,785
Rainbow/PUSH	24,232
Feminist Majority Foundation	19,466

Instagram

Instagram has always had the weakest online following out of our three main social media platforms. However, with daily posting we've seen an increase in follow rate. Since Jules started tracking the number of followers we gain per week in May of this year, we've seen an increase of 809 followers (roughly 80 new followers per week).

- Average posts per week: 5
- How our profile's number of followers stack up next to similar organizations:

Organization	Number of Profile Follows (as of 7/11/19)
Planned Parenthood (Action)	314,000
EMILY's List	92,200
NARAL Pro-Choice America	78,400
Supermajority	22,600

National Women's Law Center	9,406
AAUW American Association of University Women	9,316
League of Women Voters	6,981
National Organization for Women	3,289
Rainbow/PUSH	1,789
Feminist Majority Foundation	585

Digital Advocacy

Our goal is for digital advocacy to be well integrated with the National Action Program. Petitions and “contact your legislator” actions are developed by the *Communications team* (Comms Team) in response to breaking legislation. Our increased staff resources on the Comms team have allowed us to increase our capacity for rapid response to breaking news where we have been in front of breaking stories and responses. Fundraising emails incorporate action program messaging to create a cohesive narrative. Use of the website, email messaging, and social media inspires supporters to “Take Action” on a grassroots level. Once a year a **Winback** campaign is run to encourage inactive supporters to come back and re-engage.

Recent Online Actions and Appeals:

Dates	Subject/Topic
January	<ul style="list-style-type: none">• Women’s March Signature Campaign – 524 Signatures• R. Kelly Action• 20- Week Ban Action
February	Love Your Body Poster Campaign
March	<ul style="list-style-type: none">• Shannon Goessling – Action• VAWA – Action• Paycheck Fairness - Action
April	First ERA Hearing in 36 Years - Action
May	Abortion Petition – Action 10,921 Signatures Collected

Supporter Engagement:

Dates	Subject/Topic
January	<ul style="list-style-type: none">• Enough Is Enough - Sustainer Campaign• Roe v. Wade Anniversary – Sustainer Campaign• Feminist Agenda RISING/Cookbook – Sustainer Campaign
February	Winback
March	RISE Up - Appeal
May - June	Spring Matching Gift Appeal 12 Emails

Email Swaps – DailyKos:

Dates

April - May

May - Live

July – Live

Subject/Topic

Reauthorize VAWA – 12,769 new signatures

Ratify ERA

Trumps Sexual Assaults

Member Improvements:**Dates**

February

January – Present

January – Present

Subject/Topic

Facebook Leaders Only Group – 140 Members

Website Improvements

CRM Database Clean up