

Communications Report

To: National NOW Board Members

From: Kimberly Hayes, Press Secretary

Date: February 28, 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 media and digital engagement, including press statements, email blasts, website postings, social media and earned media outreach.

NOW has continued its collaboration with external vendors who work in the areas of communication media/visibility and digital communications. We work closely with Scott Circle Communications for press outreach and general media strategy and consultant William Klein for editorial materials.

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 fall intern Rachel Walsh and our winter intern Liyanga de Silva.

Communications/Media Relations

In addition to collaborating on the earned media outreach you will see below, I am working behind the scenes to make our communications procedures and capabilities more robust.

I continue to build 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, End the Demand, VAWA, reproductive rights and freedom and many more topics, which will be shared on our members-only website. I updated NOW's Style Guide and continue to make improvements to our workflow management system.

Other notable initiatives during this time period include:

- Led communications outreach for numerous campaigns, including the Racial Justice Summit, ERA Ratification efforts, Fire Drill Friday, the Women's March and many other initiatives.
- Co-managed two additional rallies for our Unlock the Future Campaign for immigrant women and girls. Assisted with site planning, partner outreach and engagement and media relations. We held rallies in Houston and Phoenix during this time period, earning extensive local news coverage and featuring high-profile speakers.

- Expanded our robust press list of more than 70 national and regional personal news contacts and, working with our interns, researched hundreds of other contacts for regional initiatives such as our Unlock the Future campaign and national initiatives such as our ERA campaign and Racial Justice Summit.
- Provided embargoed On the Record press statements for commemorative events such as Equal Pay Days and Black History Month to chapter leaders in advance so that they may add their own quotes and distribute to media contacts and members.
- Assisted with the launch our new newsletter: **What's Up Now** and will oversee production going forward. Publication will now be scheduled every other month with the next issue coming out mid-March 2020.
- #AskThemMore Presidential Debates: We leveraged the data compiled by NOW PAC and conducted outreach surrounding the debate with all-female moderators and garnered significant social media traction.
- Provided talking points and staffed Toni Van Pelt for the Rise Up Documentary about music and the feminist movement. Expected to air on PBS in March.
- Co-created new web pages for the ERA and the End the Demand campaign.
- Began planning for NOW/Legal Momentum partnership to promote their Syms Legal Defense Helpline.

Press Releases/Statements and Earned Media

A full list of earned media hits is available at: <https://now.org/media-center/now-in-the-news/>.

NOVEMBER 2019

Throughout the month of November, the NOW Communications Team drafted **10 press releases and/or statements** including:

- 12/1 (drafted 11/29) - [On Cyber Monday, Take a Stand Against Merchants that Sexualize Children](#)
- 11/20 - [Feminists: It's Time to Step Up and Advocate for Latina Equal Pay](#)
- 11/19 - [NOW Demands Justice for Victims Of LGBTQIA+ Hate Crimes](#)
- 11/18 - [The NFL Must Correct Double Standard with Violent Players](#)
- 11/18 - [New Analysis of Debate Question Shows Women's Issues Ignored, It's Time to #AskThemMore](#)
- 11/17 - [Houston Rally Amplifies Voices of Women and Girls Detained in Immigration Prisons](#)
- 11/13 - [Progress Marches Forward Today for the ERA](#)
- 11/5 - [Virginia Voters Say "ERA Yes!"](#)

- 11/5 - [This November, Change the Narrative for American Indian and Native Alaskan Women](#)
- 11/1 - [The Time is NOW: Unlock the Future for Women and Girls in Immigration Prisons](#)

Media Opportunities

- This month, our media activity resulted in approximately **10 unique press hits** for National NOW. Highlights include secured coverage in major outlets such as *The Hill*, *Mashable*, and the *Houston Chronicle*.

A brief summary of our media activity for November includes the following:

- 18 overall media inquiries
- 7 interviews coordinated for the president and vice-president
- 7 original content pieces (i.e. with NOW's byline or pickups of statements and photos)

DECEMBER 2019

Press Releases/Statements

Throughout the month of November, the NOW Communications Team drafted **11 press releases and/or statements** including:

- 12/2 - [Rally with NOW and RAICES to Stop Trump Administration's Abuse](#)
- 12/3 - [In a Climate of Violence Against Abortion Providers, Louisiana Abortion Law Could Wipe Out Abortion Access for Women](#)
- 12/5 - [Reject the Sexist System that Punishes Feminist Female Candidate](#)
- 12/8 - [NOW, RAICES Demand Humane Treatment of Women in Immigration Prisons](#)
- 12/10 - [NOW Celebrates Feminist Champions on Human Rights Day](#)
- 12/12 - [Harvey Weinstein's Civil Settlement Doesn't Let His Criminality Off the Hook](#)
- 12/16 - [Violence Against Women, LGBTQIA+ Rights Still Ignored in Debates #AskThemMore](#)
- 12/17 - [NCAA Must End the Predator Pipeline](#)
- 12/18 - [Vote on Impeachment Vital to Protecting Our Democracy](#)
- 12/23 - [ERA Lawsuit A Shameful Attempt to Prevent Equality](#)

Content Opportunities

- Inside Source [What Trump doesn't want in his holiday stocking \(but is getting anyway\)](#)
 - Opinion piece was published and syndicated by outlets including Chicago Tribune etc.
- NCAA Predator Pipeline – We helped edit and pitch USA Today's investigation on NCAA athletes charged and even convicted for a sexual offense.
- Supreme Court Brief – We proactively pitched a joint statement with Feminist Majority and others about the amicus brief in the June Medical Services v. Gee case, which was picked up by Bloomberg Law.

Media Opportunities

- This month, our media activity resulted in approximately **15 unique press hits** for National NOW. Highlights include secured coverage in major outlets such as *The Hill*, *Hollywood Reporter*,

the Chicago Tribune, and extensive local coverage for our Phoenix Unlock the Future rally including the Arizona Republic, Telemundo Arizona, KJZZ News (NPR Affiliate), the Arizona Capitol Times (Op-Ed) and numerous local TV stations.

A brief summary of our media activity for December includes the following:

- 26 overall media inquiries
- 5 interviews coordinated for the president and vice president
- 15 original content pieces (i.e. with NOW's byline or pickups of statements and photos) and content from NOW campaign events (i.e. event coverage with photos and/or quotes)

JANUARY 2020

Press Releases/Statements

In January 2020, the NOW Communications Team drafted **8 press releases and/or statements** including:

- 1/31 - [First We Marched, Then We Voted, Now We Sue](#)
- 1/27 - [NOW Celebrates ERA Ratification Day in Virginia](#)
- 1/24 - [Trump Uses Religion to Excuse Discrimination](#)
- 1/22 - [On Roe Day We Must Vow to Protect Abortion Care](#)
- 1/18 - [Why We March—And Won't Stop Marching](#)
- 1/15 - [We're All Part of the History Being Made in Virginia Today](#)
- 1/10 - [NOW President Arrested at #FireDrillFriday](#)
- 1/8 - [Donald Trump and Bill Barr Distort the Law—Again](#)

Content Opportunities

- Ms. Magazine (Spring 2020) - We are in the process of coordinating a submission, in partnership with the Legal Momentum team on the launch of their helpline. Soft launch is planned for March with a press conference planned during our annual conference in June.

Media Overview

- This month, our media activity resulted in approximately **22 unique press hits** for National NOW. Highlights include secured coverage in major outlets such as *The New York Times*, *USA Today*, and *Business Insider*.

A brief summary of our media activity for January includes the following:

- 39 overall media inquiries
- 10 interviews coordinated for the president and vice president.
- 1 original content piece (i.e. with NOW's byline, LTEs, and op-eds)
- 13 media hits from NOW campaign events (i.e. event coverage with photos and/or interviews/quotes)
- 8 media hits from a statement or interviews