

NOW Communications Report

Inc Board Meeting

March 20201

February 2021
Outreach and Content Generation
<ul style="list-style-type: none">• 8 Press Statements• 4 Weekly Messages• 15 media requests
End-of-month
<ul style="list-style-type: none">• 2 interviews coordinated for Christian (direct phone/in-person or via email response)• 3 original content pieces published (i.e. with NOW's byline - LTEs and op-eds)• 2 media hits from a statement or previous interviews• 2 inquiries referred to a local chapter or another expert
This month, our media outreach resulted in 5 unique placements – highlights include The Washington Post , Blavity , and an op-ed placement The Sacramento Bee .

January 2021
Outreach and Content Generation
<ul style="list-style-type: none">• 11 Press Statements• 4 Weekly Messages• 17 media requests
End-of-month
<ul style="list-style-type: none">• 6 interviews coordinated for Christian (direct phone/in-person or via email response)• 3 media hits from a statement or previous interviews
This month, our media outreach resulted in 6 unique placements including WWD , The Independent , and Business Insider .

Addendum_NOW Comms Report

February 2021

Press Statements

- 2/2* - [NOW Calls for Boycott of South Carolina in Response to Abortion Ban](#)
- 2/4* - [Celebrating the Centennial of a Feminist Icon: Betty Friedan](#)
- 2/4* - [NOW Commemorates Black Feminist Trailblazers This Black History Month](#)
- 2/8 - [NOW Is Proud to Support the Black Maternal Health Omnibus Act](#)
- 2/13 - [Republicans Who Didn't Vote to Convict Are Cowards](#)
Statement on impeachment (pushed on social only)
- 2/18 - [SAVE THE DATE: NOW to Host Annual Racial Justice Summit on Feb. 24th](#)
- 2/23 - [Pass The Equality Act NOW](#)
- 2/26 - [NOW Calls on Congress to Pass H.R. 1 – For The People](#)

Member Communications

Action Alerts

- 2/3 - [URGENT ALERT: Call Senators – Support Pres. Biden's COVID, Relief Plan](#)

Weekly Messages

- 2/2 - [We Honor Black Women This Month, This Week, and Everyday](#)
- 2/10 - [Listening To What's Important](#)
- 2/17 - [Equity and the Pandemic](#)
- 2/24 - [Undoing Systems of Oppression](#)

January 2021

Press Statements

- 1/5 - [NOW Demands Federal Prosecution for Domestic Terrorist Group "Proud Boys"](#)
- 1/6 - [Democracy Wins In Georgia](#)
- 1/7 - [NOW Demands Equitable Treatment from Our Justice System](#)
- 1/11 - [NOW Calls for Donald Trump's Impeachment and Conviction](#)
- 1/13 - [NOW Condemns the Unjust Execution of Lisa Montgomery](#)
- 1/18* - [NOW Commemorates MLK Day and Reaffirms Commitment to Racial Justice](#)
- 1/19 - [The National Grassroots Election Protection Coalition Demands Immediate Response to Domestic Terrorism Threats](#) [sent via Election Coalition]
- 1.21 - [Speier, Reed, Cardin, and Murkowki Reintroduce Resolution to Remove Deadline for Ratification of the ERA](#)
Provided Christian quote for inclusion in Rep. Speier's press release
- 1/20* - [NOW Celebrates Historic Inauguration of Joe Biden and Kamala Harris](#)
- 1/22 - [We Must Defend Roe—Before It's Too Late](#)
- 1/28 - [NOW Joins Repro Blueprint Coalition to Applaud President Biden's Executive Actions on Sexual and Reproductive Health](#)

Member Communications

Action Alerts

n/a

Weekly Messages

1/6 - [We Made History—And Defended Democracy](#)

1/13 - [The Shock of Last Wednesday](#)

1/20 - [Inaugural Thoughts](#)

1/27 - [Join Us Tomorrow for the Launch of Listening Sessions Through the First 100 Days](#)