

## **July 2021: Monthly Communications Activity Report**

### **(Scott Circle Communications)**

Below is a brief overview of our various project management tasks implemented throughout the month of July 2021:

#### **Overall Project Management & Comms Strategy**

- Leading overall communications/media strategy
- Leading communications meetings (including daily task check-ins and weekly core comms check-in calls) — and drafting agendas
- Participating in additional planning/staff calls – including staff meetings and event planning meetings, etc.
- Participating in coalition calls – including Civil Rights Coalition Communicators, Reproductive Health Coalition, Immigration Task Force
  - Managing the [coalition tracker](#) so our team can monitor and update priorities and duties for each coalition we join
- Managing press secretary duties
  - Monitoring all incoming media inquiries, member feedback, and any requests regarding marketing, partnerships or speaking opportunities — coordinating with appropriate NOW staff
- Managing overall content process (i.e. statements, action alerts, op-eds, LTEs etc.)
  - Managing assignments
  - Drafting collateral and/or reviewing/editing drafts
  - Seeking staff input and incorporating relevant edits
  - Managing approvals and coordinating final distribution of content
- Reviewing/approving social media content and helping update the editorial calendar and Hey Orca
- Coordinating communications efforts with other internal NOW teams and partner organizations (as needed)
- Managing assignments for consultants (William Klein & Kimberly Hayes)

#### **Campaign/Event/Coalition Communications**

- NOW Annual Conference (July 2021+)
  - Participating in internal planning calls + with Pelosi's team
  - Drafted Conference Media Advisory /Weekly Speaker Announcements
  - Drafted Questions for Multiple Plenary Sessions
  - Drafted Talking Points for Multiple Speakers
- D.C. John Lewis Candle Light Vigil (7/17)
  - Edited communication out to members about event
  - Edited media advisory for press
- Immigration Conversation (7/6)
  - Drafted Christian's remarks
  - Drafted panel questions
- Feminist Public Square Book Club Relaunch (September)
  - Drafted email relaunch announcement email
  - Drafted first Feminist Public Square announcement email
- Bootcamp (August/September)
  - Drafted email announcement for event
- NOW 55<sup>th</sup> Anniversary Event – Honoring NOW Leaders (8/1)
  - Drafted website copy language for event

- Drafted email announcement and reminder email for the event
- Edited remarks for Rev. Thompson, Christian Nunes and Terry O’Neill
- Women in Sports Campaign (On-going)
  - Developed overall comms strategy via campaign memo
  - Drafted content pieces for Medium

### **Media Management + Messaging Overview**

- Monitoring the news cycle and legislative updates for commentary opportunities
- Daily Pitching including
  - Pitching, identifying, and vetting media opportunities and marketing/partnership requests
  - Pitching timely press statements to media and event media advisories to a targeted media list
  - Pitching Christian as a thought leader on various topics that are related to NOW’s core issues and programs
  - Pitching Christian and NOW’s programming to radio, podcast and television producers for relationship building
- Developing talking points and drafting email/quote responses
- Coordinating any interview logistics and conducting spokesperson prep as needed
- Drafting and/or editing press releases/statements and other digital/comms collateral (i.e. social media posts website language, newsletters etc.)
- Coordinating content/op-ed/LTEs submissions with editors as needed
- Coordinating additional speaking opportunities as needed

### **Press Statements**

In July 2021, the NOW comms team drafted **1 press statement and 2 media advisories** (\*OTR indicates statements that were “on the record”) including:

- 7/20 - [Speaker Nancy Pelosi to Deliver Keynote at NOW’s 2021 Annual Conference](#)
- 7/20 - [DACA Ruling Means Congress Must Act – NOW!](#)
- 7/1 - [Save the Date – 2021 National NOW Virtual Conference Springing Hope into Action: Amplifying NOW’s Intersectional Feminist Agenda](#)

### **Member Communications**

In July 2021, the NOW comms team drafted and/or reviewed **1 Action alert and 4 weekly messages, and 2 additional member messages** including:

- [Action Alerts](#)
  - 7/20 - [We Must Apply Pressure: Urge Support for the Gender Equity in Education Act](#)
- [Weekly Messages](#)
  - 7/28 - [Updating Feminist Values](#)
  - 7/21 - [Springing Hope Into Action](#)
  - 7/14 - [The Child Tax Credit is a Big Victory – But There’s More To Do](#)
  - 7/22 - [End Discrimination Against Women in Sports](#)
- Additional Messages
  - 7/2 - Organizations in Solidarity Commitment ([statement](#) and email)
  - 7/2 - [Note to members on Bill Cosby](#)

- N/A – Draft member email on CA NOW (crisis comms)
- 7/13- DMV area targeted member email on DFAD Vigil

### **Media Outreach Activity**

Below is a recap of the media outreach and coverage that we have helped secure/arrange/track on behalf of NOW spokespersons (this includes statement pickups, interviews/quotes or other mentions resulting from our efforts).

- This month, media outreach efforts resulted in at least **5 unique placements, highlights** include multiple placements of our Bill Cosby Statement in [NBC News](#), [New York Times](#) and [Today](#).

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

- Over 109 reporters from a variety of digital, print, T.V. and radio outlets were pitched for relationship building and positioning Christian as a thought leader and expert on the topics of reproductive care, honest history, women in sports, NOW's 55<sup>th</sup> anniversary and NOW Annual Conference.
  - More specifically reporters from *The 19<sup>th</sup>*, *Business Insider* and *The New York Times* responded that they would keep Christian and NOW in mind for future stories
- 11 overall media inquiries/requests
- 3 interview coordinated for Christian (direct phone/in-person or via email response)
- No original content piece published (i.e. with NOW's byline - LTEs and op-eds)
- No media hit from NOW campaign events (i.e. event coverage with photos and/or interviews/quotes)
- 5 media hits from a statement or previous interviews
- 2 inquiries referred to a local chapter or another expert
- 1 passed or declined opportunities
  - These are interviews in which we did not engage either because it was not a priority outlet/issue, could not meet the reporters deadline, or about NOW's internal matters.

**A full listing of requests and clips we have tracked can be found here:**

<https://airtable.com/shrQJWcXqID4Ob6FO>.

**Additional Content** – SCC edits blogs written by NOW staff and works with the team to get them uploaded. SCC also suggests topics for op-eds/guest blogs, edits and submits op-eds and LTEs on behalf of NOW. We also work on other original pieces/communications collateral as needed.

- Medium
  - DC Statehood – This piece has been reviewed by Jan and is off to the next person in the reviewal process
  - Women in Sports – We have drafted two pieces related to the campaign highlighting women in sports. They are currently being reviewed by NOW and SCC team.
- Op-eds
  - Over-criminalization and under protection of Black women – This piece has changed into a broader op-ed about the over-criminalization and under protection of Black women and girls, using Ma'Kahia Bryant and other stories as examples/proof points. This piece is currently being reviewed by Christian, and we will hold to update once relevant news hits.
  - Military Justice Improvement Act – This piece was submitted to *The Washington Post* and *Roll Call* but they passed. Given the news that the committee was moving it forward, we will hold the piece/rework in the future.

### **Speaking + Partnership Requests**

SCC vetted the following requests, coordinated logistics with host organizations, and managed any communications needs (i.e., remarks etc.):

- 7/6 - Immigration Event, we drafted questions, edited remarks
- 7/17 - D.C. John Lewis Candlelight Vigil, edited member communication material and media advisory

### **Website/Digital Updates**

SCC is working with various members of NOW staff and with consultant Kimberly Hayes to complete updates to NOW's website messaging. We have updated the drafted racial justice and legislative priorities page and plan on reviewing it one more time with Jan and then moving it along in the reviewal process with the rest of the NOW team.

## **August 2021: Monthly Communications Activity Report** **(Scott Circle Communications)**

Below is a brief overview of our various project management tasks implemented throughout the month of August 2021:

### **Overall Project Management & Comms Strategy**

- Leading overall communications/media strategy
  - We are in the process of developing a comprehensive communications plan.
- Leading communications meetings (including daily task check-ins and weekly core comms check-in calls) — and drafting agendas
- Participating in additional planning/staff calls – including staff meetings and event planning meetings
- Participating in coalition calls – including Civil Rights Coalition Communicators, Reproductive Health Coalition, Immigration Task Force
  - Managing the [coalition tracker](#) to monitor and update priorities and duties for each coalition we join
- Managing press secretary duties
  - Monitoring all incoming media inquiries, member feedback, and any requests regarding marketing, partnerships or speaking opportunities — coordinating with appropriate NOW staff
- Managing overall content process (i.e. statements, action alerts, op-eds, LTEs etc.)
  - Managing assignments ([Created Workflow Chart](#))
  - Drafting collateral and/or reviewing/editing drafts
  - Seeking staff input and incorporating relevant edits
  - Managing approvals and coordinating final distribution of content
- Reviewing/approving social media content and helping update the editorial calendar and Hey Orca
- Coordinating communications efforts with other internal NOW teams and partner organizations (as needed)
- Managing assignments for consultants (William Klein & Kimberly Hayes)

### **Campaign/Event/Coalition Communications**

- ERA Coalition Events (Women's Equality Day- 8/26)
  - Drafted promotional emails and talking points
- Annual Conference (7/24-25, 7/31-8/1, 8/7-8/8)
  - Drafted NOW Election results press release
  - Drafted election results member email
- National Young Feminist Committee
  - Drafted email announcing new co-chairs and initiatives
- Feminist Public Square Book Club Relaunch (September)
  - Drafted first book club event announcement
- Level Up
  - Drafted program announcement
- Women in Sports Campaign (On-going- [Campaign Notes/Overview](#))
  - Drafted 2 content pieces for Medium (see links below)
  - Coordinated with Meaghan about NOW interns taking over content development

## **Media Management + Messaging Overview**

- Monitoring the news cycle and legislative updates for commentary opportunities
- Media relations efforts including
  - Daily reactive pitching around current events
  - Pitching, identifying, and vetting media opportunities and marketing/partnership requests (both proactive pitching and responding to requests)
  - Pitching timely press statements to media and event media advisories to a targeted media list
  - Pitching Christian as a thought leader on various topics that are related to NOW's core issues and programs to radio, podcast and television producers for relationship building
- Developing talking points and drafting email/quote responses
- Coordinating any interview logistics and conducting spokesperson prep as needed
- Drafting and/or editing press releases/statements and other digital/comms collateral (i.e. social media posts website language, newsletters etc.)
- Coordinating content/op-ed/LTEs submissions with editors as needed
- Coordinating additional speaking opportunities as needed

## **Press Statements**

In August 2021, the NOW comms team drafted **10 press statements** (\*OTR indicates statements that were "on the record") including:

- 8/2\* - [NOW Calls for Economic Justice on Black Women's Equal Pay Day](#)
- 8/3 -- [Andrew Cuomo's Pattern of Sexual Harassment Has Been Revealed – He Must Resign NOW](#)
- 8/3 - [Team USA's Sexual Misconduct Shame](#)
- 8/9 - [Christian F. Nunes and Bear Atwood Elected to Lead National Organization for Women \(NOW\)](#)
- 8/9 - [NOW Supports Nancy Altman for Commissioner of the Social Security Administration](#)
- 8/11 - [The Senate Must Protect Our Freedom To Vote--Pass S.1, For The People Act](#)
- 8/16 - [We Must Not Abandon Afghan Women And Girls](#)
- 8/24 - [NOW Hails House Passage of H.R. 4 John Lewis Voting Rights Advancement Act](#)
- 8/26\*- [No Deadline on Equality NOW Celebrates Women's Equality Day](#)
- 8/28- [We March Today For Voting Rights](#)

## **Member Communications**

In August 2021, the NOW comms team drafted and/or reviewed **3 Action alerts and 4 weekly messages, and 5 additional member messages** including:

- [Action Alerts](#)
  - 8/27- [ACTION ALERT: Urge Your Senators to Support the John Lewis Voting Rights Advancement](#)
  - 8/31- [JOIN NATIONAL DAY OF ACTION ON SEPT. 1s, NO TO S.B.8 in TEXAS and NO TO EXTREME ABORTION BANS](#)
  - 8/16- [Urge Congress to Advocate for Afghan Women's Protection NOW](#)
- [Weekly Messages](#)
  - 8/3 - [The Eviction Crisis](#)
  - 8/11- [Why Climate Justice is a Feminist Issue](#)
  - 8/18 - [We Stand Up For Women Everywhere](#)

- 8/25 - [Fixing Our Constitution](#)
- Additional Messages
  - 8/6 - [Letter to President Biden Supporting Nancy Altman](#)
  - 8/9 - [Thank you from Christian and Bear](#)
  - 8/11 - [Get Ready to Level Up NOW](#)
  - 8/12- [JOIN US AT #RALLY4ERA!](#)
  - 8/12 [An Update from NOW's Young Feminist National Committee](#)

### **Media Outreach Activity**

Below is a recap of the media outreach and coverage that we have helped secure/arrange/track on behalf of NOW spokespersons (this includes statement pickups, interviews/quotes or other mentions resulting from our efforts).

- This month, media outreach efforts resulted in at least **11 unique placements: highlights** include multiple placements of our Cuomo Statement in [CNN Online](#) and [Fortune Magazine](#). Christian was also a guest for Women's Equality Day on [WBAI's Joy Resistance Radio Show](#).

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

- Over 72 reporters from a variety of digital, print, T.V. and radio outlets were pitched for relationship building and positioning Christian as a thought leader and expert on the topics of the ERA, voting rights, climate justice, Women's Equality Day and 58<sup>th</sup> Annual March on Washington.
  - More specifically reporters from *The 19<sup>th</sup>* responded that they would keep Christian and NOW in mind for future stories
- 20 overall media inquiries/requests
- 7 interview coordinated for Christian (direct phone/in-person or via email response)
- No original content piece published (I.e. with NOW's byline - LTEs and op-eds)
- No media hit from NOW campaign events (I.e. event coverage with photos and/or interviews/quotes)
- 5 media hits from a statement or previous interviews
- 4 inquiries referred to a local chapter or another expert
- 4 passed or declined opportunities
  - These are interviews in which we did not engage either because it was not a priority outlet/issue, could not meet the reporters deadline, or about NOW's internal matters.

**A full listing of requests and clips we have tracked can be found**

**here:** <https://airtable.com/shrQJWcXqID4Ob6FO>.

**Additional Content** – SCC edits blogs written by NOW staff and works with the team to get them uploaded. SCC also suggests topics for op-eds/guest blogs, edits and submits op-eds and LTEs on behalf of NOW. We also work on other original pieces/communications collateral as needed.

- Medium
  - [DC Statehood is a Feminist Issue](#)
  - [Women in Sports: The Gist](#)
  - [Women Who are Changing the Game](#)
- Op-eds
  - Voting Rights Op-Ed for Inside Sources – This piece is still being drafted.
  - ON HOLD -

- Over-criminalization and under protection of Black women – This piece has changed into a broader op-ed about the over-criminalization and under protection of Black women and girls, using Ma’Kahia Bryant and other stories as examples/proof points. This piece is currently being reviewed by Christian, and we will hold to update once relevant news hits.
- Military Justice Improvement Act – This piece was submitted to *The Washington Post* and *Roll Call* but they passed. Given the news that the committee was moving it forward, we will hold the piece/rework in the future.

### **Speaking + Partnership Requests**

SCC vetted the following requests, coordinated logistics with host organizations, and managed any communications needs (i.e., remarks etc.):

- 8/3 (recording 7/21) - We Wear Many Hats (Rainbow Push Coalition Event)
  - Created video for event
- 8/7 - Leading Women of Tomorrow Summit (CN Keynote)
  - Edited remarks for CN
- 8/24 - [Voting Rights Rally](#)
  - Drafted remarks
- 8/26 - ERA Coalition Rally at Supreme Court
  - Coordinated event appearances for CN/Bear
  - Edited remarks
- 8/27 - Women’s Equality Day Observance
  - Coordinated appearance for BA
  - Edited Remarks
- 8/28 – Good Trouble Rally
  - Coordinated appearance for BA
  - Edited Remarks
- 8/30 - Climate/Racial Justice Event (CN Keynote)
  - Coordinated event appearances for CN
  - Edited remarks for CNN

### **Website/Digital Updates**

SCC is working with various members of NOW staff and with consultant Kimberly Hayes to complete updates to NOW’s website messaging. We have updated the drafted racial justice and legislative priorities page and plan on reviewing it with Bear Atwood and Kim Sontag. Kimberly Hayes has begun to draft the Ending Violence Against Women page.