

LPNY Communications Division Report

November 12, 2017

Current Projects

Website

- **LPNY Official E-Mail Addresses.** Everyone with LPNY e-mail addresses needs to confirm with me that they have been able to access theirs so I can change them on the website (for example, mine is akolstee@ny.lp.org). If you have any questions about setting up your e-mail, talk to Mike Dowden.
- **Slow / Error 404.** Website continues to run slowly when editing. In 2019, when the hosting plan expires, we will explore moving to National's multisite, but we will still keep a backup of our site.
- **Officers and At-Large Biographies.** I need biographies and photos for all officers and At-Large Committee Members except Aaron Commey, who has already submitted both. As I said in a recent e-mail, this is important for establishing better credibility, competence, and it looks more professional.
 - **Our Page:** So far: lpnewyork.org/leadership
 - **Example:** See the LP California's page: ca.lp.org/executive-committee

LPNY Blog (October – November 2017 articles – shared on Facebook)

#	Date	Article	Author	Reach	Clicks (link)	Re.	Co.	Sh.
6	Oct. 3	Genesee Candidates		974	24 (4)	31	2	4
7	Oct. 9	November Meeting	Press R.	634	23 (18)	4	0	0
8	Oct. 19	Property Development	R. Purtell	719	7 (4)	5	0	2
9	Oct. 27	Las Vegas Tragedy	R. Miller	581	11 (9)	1	0	0
10	Oct. 30	Aaron Commey	Press R.	974	22 (12)	32	4	3
11	Nov. 6	NY Con Con	A. Kolstee	1,376	98 (37)	21	1	7
12	Nov. 7	Election Day	A. Kolstee	2,347	60 (25)	100	3	43

LPNY Blog Notes

- **Process.** For everyone's reference, I moved the "process" to the last page of this report.
- **Submitting Articles.** We are encouraging everyone to submit articles and news, whether it is policy, political events, an upcoming event or report, news, and/or chapter report on their activities and candidates.

MailChimp

- New development to be implemented this week once funding for the first two months is approved, as it relates to the Fundraising Committee's strategies.
- Blog articles, news, and press releases will be integrated with MailChimp as an electronic newsletter. Along with the Fundraising Committee, it will be used as a cheap means to communicate and ask for funds. There are over 5,000 e-mails on the national list. It would cost \$75 per month to maintain a list that large on MailChimp, but that means the return on investment would require three new memberships per month, which is doable.
- E-mails can be sent weekly or every two weeks highlighting different articles and party activities in a digest form, where a snippet of an article will be placed and those interested in the rest of the article can click on a link to view it online and we can get insight into which articles get more traffic. This will give the membership an idea as to what is going on with the LPNY and get them more connected.

Press Releases / Media Relations

- **Committee.** Media & Press Subcommittee is still under development, but meetings will be held for the division as a whole. Current volunteers for the Media & Press Subcommittee are Hesham El-Meligy, Rich Purtell, and Kevin Wilson.
- **Press Releases.**
 - The Press Release template is complete and was used to distribute our response to the articles about Aaron Commey.
 - A page will be set up on the website to formally store official press releases as a resource and archive. They are also located on the LPNY blog as entries.
- **Media Relations.** A reporter from Newsweek called on October 25, 2017 asking to get in contact with Aaron Commey. The information was passed to her. Several articles were released by large media outlets (Newsweek, NY Post, Washington Post, and others). A press release with the LPNY's statement in response was sent to 72 media contacts in the New York City area as they were listed on the Press list we purchased in 2016. Some of the e-mails were no longer working.

Upcoming Projects

Database

- **CiviCRM.** CiviCRM is an open source customer relationship management platform. National has been working to utilize a CRM for state affiliates to manage data. This is still under development.
 - **Details:** <http://mailchi.mp/b801278a8d61/helping-states-manage-data>
 - **Timeline:** <https://my.lp.org/state-crm-project/timeline/>
 - **Example fundraising/donate page:** <http://my.lpnewyork.org/>
- National is looking to **November 15, 2017** as the date of trial.
- **New York is a pilot state. Andrew Kolstee and Mike Dowden are on the list to be initial state administrators.**

Facebook

- **Streamlining and Support.** This future project will involve providing resources to chapters to help them better manage their Facebook pages, whether it is looking at statistics, working to gain likes and followers, or help with settings (such as URL) and graphics.
- **Hootsuite.** This is a social media manager. One possible use would be to have multiple Facebook pages, for example, unreached counties, in which State News can be sent to those county pages and we can receive messages from people interested in getting involved locally in those chapters. Cost is \$19 per month, but we can also look into other options. Hootsuite is a popular platform.

How-To Guides

- **Videoconferencing.** I plan to set up a step-by-step guide for divisions, committees, and chapters to take advantage of the technology of videoconferencing to conduct meetings.
- **LP Mail Accounts.** I plan to also set up a step-by-step guide for setting up your LP Mail account on different platforms (e-mail applications, mobile devices, etc.).

Paper Newsletter

- For members without e-mail addresses, we can explore getting news to them that we post on the blog and Facebook page, possibly in the form of a paper newsletter, much like Free New York was conducted years ago, except in an updated, modern format.

Reference: Maintenance of LPNY Website

This is here for everyone's reference in regards to maintenance of the LPNY website.

- **LPNY County Pages.** Please check the affiliates page on the LPNY website. Make sure all the information is correct, from officers names/positions/contact information as well as information on your chapter and links to social media. If something needs to be added, please let me know.
 - Affiliates Page: lpnewyork.org/affiliates
- **LPNY Events Calendar** If you have an event for your chapter, whether it is a business meeting, convention, fundraiser, social event, etc., please let me know so I can put it on the website. I made an easy-to-use form for submitting events.
 - Submit Events Here: lpnewyork.org/submit-event
 - Events Page: lpnewyork.org/events
- **Resources Page.** For everyone's reference. Please let me know if you have any, whether they are websites, guides, templates, etc.
 - Link: lpnewyork.org/resources

Reference: LPNY Blog Submission Process

The process for submitting and posting blog entries is as follows:

- 1) Articles are submitted (mostly through lpnewyork.org/submit-news)
- 2) Article is set up in a submission template and sent to the Editorial Team
- 3) The Editorial Team receives the submission and makes comments/edits. Additionally, the authors of the articles are included in the correspondence.
- 4) Article is posted on the LPNY blog (lpnewyork.org/headlines)
- 5) Article is shared to the Facebook page (facebook.com/lpnewyork)

Editorial Team: Aram Fuchs, Mark Glogowski, Andrew Kolstee, Rick Miller, and Peter Papagianakis.

Writers: Elliot Axelman*, Tony D'Orazio, Edward Garrett, Mark Glogowski, John Thomas Mergenhagen, Joe Miller, Rick Miller, Gary Popkin*, and Rich Purtell*

*denotes those who have submitted articles

If you want to join either team, please let me know.

Reference: Miscellaneous

Libertarian Party Slack

- LP National has set up a Slack account with several channels, specialized for different areas including organizational, outreach, political, communications, field development, finance, and general, in which Libertarian Party members who work in these areas can correspond with those working in the same area in other states, which creates networking opportunities and facilitates the exchange of ideas.
 - Link: lp.org/chat
- I set up a Slack account for the LPNY with channels based on divisions. You can log in to Slack on a web browser but there is also a mobile applications. We need to explore alternative communication platforms as Yahoo Groups' format is outdated and in the event that it shut downs. Invite link:
- https://join.slack.com/t/lpny/shared_invite/enQtMjcxNzU0MzEwMTAyLTQ3ODU5NjVlMjI1NmE0NTFjMzhjYmRhZWZmOGJiZjVjNmVhM2RmNjY0ZTE5MTJhNjAwYTQzNzY1NGM3ZDU0ODU

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