

LPNY Communications Division Report

September 10, 2017

Current Projects

Website

- **LPNY Official E-Mail Addresses.** For those of you with LPNY e-mail addresses, I am working to change to them on the website. I need everyone to confirm that you have opened your account and are able to get in with no issues, and then let me know so I can change your e-mail 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.
- **Updating Candidates.** I need everyone to update me on all candidates. I need to know who made it on the ballot and who didn't. For those who did not get on the ballot, I need to know if they are still running a write-in campaign. For those who dropped out of their race, I will remove it from the website. Also, if you have additional information, such as more candidates, corrections, links to websites/social media, let me know so I can update the list.
 - Link: lpnewyork.org/candidates
- **Ongoing Tasks.** See the "ongoing tasks" section of this report for information on how you can get information to me to update the website.
- **2018 LPNY Membership form.** Mike Dowden sent me the updated form, it is now on the website.
- **Resources page.** A page has been set up to list resources. Please let me know if you have any, whether they are websites, guides, templates, etc.
 - Link: lpnewyork.org/resources

Website Blog / Newsletter

- **General Updates**
 - The blog / news section of the website is already set up and ready for blog entries to be published. Only those with administrator access can publish articles to the blog.
 - Two articles have been submitted so far. The process for reviewing the articles is starting out slow as I work to streamline the entire process.
- **Submitting Articles**
 - We are encouraging anyone to submit articles and news, whether it is policy, political events whether it is an upcoming event or report, news, and/or chapter report on their activities and candidates.
 - The following people have volunteered to submit articles: Elliot Axelman, Tony D'Orazio, Edward Garrett, Mark Glogowski, Joe Miller, Rick Miller, Gary Popkin, and Rich Purtell.
 - We need articles on candidates and their campaigns to be submitted so we can let people know that there are active campaigns out there and keep them informed. Also, if candidates have written up articles, it would be great to get them on the blog as well.
 - I have set up a form on the LPNY website for submitting articles to the blog.
 - Direct link to blog: lpnewyork.org/headlines
 - Direct link to submit articles: lpnewyork.org/submit-news
- **Editorial Team**
 - Once an article is submitted, it is sent to the Editorial Team for comments.
 - Besides myself, our Editorial Team consists of Aram Fuchs, Mark Glogowski, Rick Miller, and Peter Papagianakis. The authors of the articles are included in the correspondence with the Editorial Team. If you would like to join the Editorial Team, please let me know.

Future Developments for the Blog / Newsletter

- **Facebook.** Blog articles will be shared on the LPNY Facebook page once they are published.
- **MailChimp.** Blog articles and news will be integrated with MailChimp in the future as an electronic newsletter. We hope to get several articles per week, so that we can have an e-mail 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.
- **Paper Newsletter.** For members without e-mail addresses, it will be discussed how to get news to them that we post on the Blog and Facebook page, possibly in the form of a paper newsletter.

Press Releases / Media Relations

- The 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, Gregg Fort, Rich Purtell, and Kevin Wilson.
- A template has been drafted with InDesign to use for future press releases to appear more professional when sending to media contacts.
- A page will be set up on the website to formally store official press releases as a resource and archive.

Upcoming Projects

Database

- CiviCRM is an open source contact management software. 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>

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.

Ongoing Tasks

The following are ongoing tasks of the Communications Division, which includes maintenance of the website. This is here for everyone's reference.

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

Additional Notes

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: libertarian-party.slack.com

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