

# **LPNY Communications Division Report**

## **July 2, 2017**

### **Current Projects**

#### **Website**

- Nearly complete, just a few items need to be addressed before launch.
- Waiting for Andy Burns to help with forms plug-in so we can implement contact forms.
- Need to install Google Analytics to keep track of web activity.

#### **Press Releases / Media Relations**

- June 29, 2017 press release regarding Mike Becallo.
- A template has been drafted with InDesign to use for future 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.
- Kevin Wilson volunteered to help work with developing a system for press releases and improving LPNY press/media relationships. (Media/Press Committee)

### **Upcoming Projects**

#### **Website Blog / Newsletter**

- Currently, as the website is nearly ready for release, the process for developing the blog has not begun but there are several people who have showed interest in writing articles. A process will be set up for doing so and will integrate with MailChimp.
- We expect to have people submit articles as well as news from local chapters on their activities and candidates. We hope to get several articles per week, so that we can have an e-mail sent weekly or every two weeks highlighting different 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.

#### **Database**

- CiviCRM, an open source contact management software that other states use will be reviewed and determined whether it would be useful for the LPNY to manage contacts, especially the 50,000+ contacts from the Johnson/Weld contact database. This can be integrated with Wordpress and can be an item for the IT Committee to discuss as well.

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