

LPNY Communications Division Report

October 1, 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.
- **Updating Candidates.** I need to know the status of all campaigns so I can update the website. 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 them from the website. Also, if you have additional information (more candidates, corrections, links to websites/social media), contact me.
 - See Additional File: "LPNY Candidates 2017"
 - Link: lpnewyork.org/candidates
- * **Slow/Error 404.** Problems with website running very slowly when editing. Sometimes the "Error 404" is displayed. This is only on the backend portion. Dreamhost said that Wordpress and the plugins need to be updated. This has been completed and partially solved the problem. As far as other issues with the hosting account, Mike Dowden knows more about that.
- * **Various changes.** Mark Glogowski noted some things that needed to be changed / fixed with regards to links on the affiliates map, among other changes. These changes were made on September 14, 2017.
- * **Officers and At-Large Biographies.** Need biographies / photos for all officers and At-Large committee members except Aaron Commey. 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

- **General Updates**
 - **September 2017:** 7 articles submitted and 5 articles posted.

#	Date	Article	Author	Reach	Clicks (link)	Re.	Co.	Sh.
1	Sep. 12	Evan's Law	E. Axelman	1,675	151 (17)	28	5	22
2	Sep. 17	Zoning Laws	R. Purtell	493	14 (3)	7	0	4
3	Sep. 21	Are we scaring ourselves?	G. Popkin	455	16 (5)	11	5	4
4	Sep. 24	Report on State Fair	S. Hannon	1,207	15 (5)	7	1	0
5	Sep. 28	Shortages in a Disaster	G. Popkin	6,245	62 (3)	9	13	4

- **Process.** I am working to streamline the process. So far, this is what the process is:
 - 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) Editorial Team (consisting of myself, Aram Fuchs, Mark Glogowski, Rick Miller, and Peter Papagianakis) receives the submission and makes comments/edits. Additionally, the authors of the articles are included in the correspondence. Let me know if you would like to join the Editorial Team.
 - 4) Article is posted on the LPNY blog (lpnewyork.org/headlines) and Facebook page (facebook.com/lpnewyork)

LPNY Blog (continued)

- **Submitting Articles**
 - We are encouraging everyone 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.
- **Positions Open**
 - If you would like to join the Editorial Team, please let me know.

Future Developments for the Blog / Newsletter

- **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

- No updates since the September 2017 report.
- 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, 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.** 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 2017 as the date of trial.

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.

Notes: 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

Notes: 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: libertarian-party.slack.com

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