

COMMUNICATIONS AUDIT
National Federation of Press Women
Audit conducted Fall 2024
Final Report Delivered December 2024

OVERVIEW

To better align and support communications and publications for the National Federation of Press Women, President Julie Campbell asked members Melinda Deslatte and Alisha Prather to review current content. The audit aimed to find ways to expand NFPW's reach, draw new members to the organization and better promote the great content included in its monthly and quarterly publications. NFPW contributors produce a wealth of amazing stories and photos that deserve the widest audience possible.

The audit was conducted over several months during the fall of 2024 and used a communications framework to identify strengths, weaknesses and potential issues, and recommend means to manage them. Available data and information gathered throughout the process are highlighted in this report along with recommendations for consideration. Data provided regarding website use and publication readership was also reviewed for reference. It should be noted that this data was limited and provided several months after requested, so this report was revised to reflect its inclusion.

AUDIT PROCESS

This framework is used by communications professionals to identify strengths, weaknesses and potential issues, and manage them. The communications audit process included:

- **Research:** This step provided the foundation for the audit as we worked to understand the situation, audiences and stakeholders.
 - We conducted one-on-one conversations with the current president, past presidents and others; conducted an online survey of more than 140 NFPW members (SurveyMonkey); and reviewed current external communications tools in use (website, Agenda, E-Letter, social media channels, etc.).
 - It is important to note that survey results have informed the audit, but did not necessarily dictate recommendations or the board's future decisions on communications practices and publications.
- **Implementation & Evaluation:** This step helped us compile and assess key information, resulting in findings that informed audit recommendations. During this step, we defined objectives and strategies to assess strengths, weaknesses and potential issues related to NFPW communications.
 - *Audit goal:* Find ways to expand NFPW's reach, draw new members to the organization and better promote the great content included in its monthly and quarterly publications.
 - *Objectives & Strategies:*

- Review primary materials and content (website, social media, monthly and quarterly publications, etc.)
- Compile primary information (interviews and conversations with current and past presidents, online survey of members, etc.)
- Use assessment of primary materials and information to provide data for audit recommendations.
- **Assessment & Recommendations:** In this step we assessed audit findings and devised potential actions by providing recommendations and possible enactment paths for consideration. Best practices for monitoring the progress of applied audit recommendations and tracking milestones are also included.

FINDINGS

Review of primary materials and content (*website, social media, monthly/quarterly publications, etc.*)

- *E-Letter is a monthly publication sent by email and crafted by the president, with a column written by the president and other submitted content.*
- *Agenda is a quarterly publication sent by email and crafted by Cathy Koon and Jane Falany with submissions from affiliates, volunteers, Cathy and Jane, along with information about trending topics.*
- *Website is maintained by a contractor (Association Leadership Partners - Cate).*
- *NFPW has social media accounts on Twitter, Facebook (2 pages), Instagram, LinkedIn (2 pages) and YouTube, though material is not posted consistently across any of them. At the time of review, Twitter, Facebook and Instagram had no posts from the 2024 conference, no promotional or registration information and no agenda for the week of the conference. All but the LinkedIn page is maintained by a contractor (Cate). The only LinkedIn page in use is maintained by Cynthia Price.*

Assessment of primary information (*online survey of members, interviews and conversations with current and past presidents, provided website/email analytics, etc.*)

- **Membership Survey** (*conducted September 2024 via SurveyMonkey*)
 - 146 responses received
 - Findings highlighted by question:
 - **QUESTION 1:** Do you regularly read the materials and communications NFPW distributes?
 - Always = 48.6%
 - Sometimes = 45.8%
 - Rarely = 4.9%
 - Never = 0.69%
 - **QUESTION 2:** Which materials do you most enjoy or find informative?
 - NFPW Website = 15.9%
 - Monthly E-Letter = 78.47%
 - Quarterly Agenda = 42.4%

- Social Media = 9%
 - Other = 3% (*unspecific comments*)
- **QUESTION 3:** Which materials/publications do you least enjoy or find informative?
 - NFPW Website = 28.6%
 - Monthly E-Letter = 3%
 - Quarterly Agenda = 15.8%
 - Social Media = 51.1%
 - Other = 17% (*23 general comments; most specific to infrequent use of social media*)
- **QUESTION 4:** Do you feel there should be more or less channels of information from NFPW?
 - More = 22.5%
 - Less = 6.3%
 - None of the above = 41.6%
 - Other = 29.6% (*42 general comments; most recommended a better use of existing channels and frequency/consistency across channels*)
- **QUESTION 5:** What do you think of the current content NFPW makes available? This is an open question. We would appreciate your thoughts on current content, design, delivery frequency, usefulness, accessibility, etc.
 - *Sample of the 97 direct responses provided:*
 - *“The reason I indicated that Agenda is the least informative is because it’s a quarterly publication. I think the monthly president’s newsletter and Agenda should be combined to have a monthly NFPW newsletter with a column by the president. I feel Agenda is a bit redundant and not as timely and that the president’s e-letter has usurped the role of being a newsletter. Plus, it can be confusing for recipients. Let’s just have one monthly newsletter.”*
 - *“Content: FAN provides real-world up-to-date info but I think members “don’t get it” about the value of this NFPW effort. Maybe need a special header with each FAN article aka “Urgent news of new first amendment developments important to free speech.”*
 - *“I think the Agenda is great. The cadence of communications seems about right to me ... not too much, not too little. The website is easy to navigate and followed UX design principles. It could be updated more frequently, and the look & feel could be upgraded. User testing could help improve the design and potentially give NFPW a more polished, professional online presence.”*
 - *“I would like to see more emails or text blasts with action alerts for legislation.”*
 - *“There is nothing on the website about POPPS. Need some info on it other than just a line on dues form.”*
 - *“I like the monthly newsletter because it has content relevant to the first amendment. I also like the briefs from the state affiliates.”*
 - *“I appreciate the quarterly newsletter but reading it as a pdf is sometimes cumbersome or best read on a desktop (as opposed to mobile device).”*

- *“Content of E-letter and Agenda are both adequate. Social media is confusing, infrequent, and split between HQ and the ever-changing Conference host accounts.”*
- *“We may want to diversify the content a little more.”*
- *“The NFPW Facebook and Instagram page could be more active if members could post in real time. The website seems to be more current lately, but still is clunky. I know this is a lot of work, but I’d love to see a list of winners of the communications contest by category, not name, with links to their winning work.”*
- *“I think a tips column might be useful for journalists from time to time. As in tips to cover elections truths without being biased. Tips for radio broadcasters to make segments more vivid. Easy to read. Tips for finding music to add without violating copyright laws. Tips for selecting the correct categories for your contest entries. Bulleted. That sort of thing. Thanks for asking.”*
- *“Like the state chapter news. Freedom of the press opportunities. Updates on the national conference. Current member features.”*
- *“I mostly read the e-letter and Agenda. I rarely use Facebook and I don’t use other social media at all. However, if we want to reach potential younger members, NFPW might want to consider adding TikTok, Instagram etc.”*
- *“Agenda needs a design refresh and update. I enjoy Agenda’s content the most when it is by or about NFPW members. I don’t want to read reprinted articles from other sources—I can get that information elsewhere. Perhaps the NFPW logo needs a refresh too. It’d be nice to have a consistent design across all platforms—Agenda, e-letter, and website. Would like to see more social media content, aside from contest promotion. We’ve gotten away from hashtags for conferences--would like to see that return.”*
- *“For Agenda: Tighter writing needed, layout is good, photos are generally attractive. Could use more stories from conference workshops and travels. Same goes for stories from affiliate events.”*
- *“I really like the e-newsletter. I would keep sections concise and anything that is long, link to the website to read more. Although I read the Quarterly Agenda, I’ll admit I may skim through the long articles and am more likely to read it if it came through the e-newsletter. The Agenda seems a bit outdated unless you are actually using a print version of it somewhere and distributing it.”*
- *“I believe there is merit to much of the content that is available, though it could be better coordinated between what is produced (E-letters, Agenda, specific social media posts). I do think we could create a more professional presentation of Agenda...perhaps consider standing columns that keep our members “in the know” of what’s happening in the communication fields, as well as add some significantly relevant moments in NFPW history so members new and old can take pride in how the organization continues to make a difference. Strengthen our First Amendment news with more current updates (on our website, in our E-letter, and Agenda, as possible).”*
- *“The content provided tends to be very basic, which I don’t think is helpful or attractive to members actively working in communications. There is also a fair amount of repetition between the information in the E-Letter and in Agenda. The website has very little to offer in terms of content ... it seems to be updated infrequently and the only new information tends to focus on the conference and the communications conference. The website is also not*

particularly user friendly. It's sometimes difficult to find basic information, even if you know what you're looking for."

- *"I would like to see more articles about affiliate activities, members and professional/industry trends."*
 - *"Neutral, ie bland. Not enlightening in terms of how the field has morphed and not helpful."*
 - *"NFPW should reach out and touch members more often. We only hear about contests and the conference. It should be more relevant all year long."*
 - *"I enjoy reading the Monthly E-newsletter and Quarterly Agenda. I just don't check in to see what's on the website unless the either the newsletter or "Agenda" refer to something I feel is important for me to read."*
 - *"NFPW does not give me value-add content the way other organizations such as PRSA do. That said, the membership fee is much higher for PRSA and they have paid staff to provide the content."*
 - *"I'd like to see more articles about things we could use in daily work. For example, articles about new technology, software or things people are doing that work well."*
 - *"I like hearing from NFPW periodically - maybe a few more details on specific state meetings and speakers. Could states assign someone to cover a speaker and forward that story to Agenda? Much may be happening in various states that would be beneficial to the rest of us."*
 - *"Issue discussions from different points of view would make these more lively and pertinent."*
- **QUESTION 6:** Which social media platforms do you use?
 - Facebook = 77.4%
 - LinkedIn = 55.5%
 - X (formerly Twitter) = 22.6%
 - Other = 26.7% (39 members commented; Instagram was primarily mentioned)
 - Not active on social media = 10.9%
 - **QUESTION 7:** For what type of news or communications organization do you work?
 - Daily print or online publication = 6.9%
 - Weekly/Monthly print or online publication = 5.6%
 - Public Relations or advertising field = 9%
 - Freelance or consulting = 32.6%
 - Other = 45.8% (66 members commented; primary mentions were retired, self-employed, academia, government, marketing and author)
 - **QUESTION 8:** Are current NFPW communications resources serving your career path? This is an open question. We would appreciate your thoughts.
 - *Sample of the 97 direct responses provided. "Yes" was the overwhelming response. Specific other comments included:*
 - *"I think readers want to know what will help them keep up with their current or recent careers. Saying that NFPW is the only organization they need because it covers the entire field if communication is a daunting promise IMHO."*

- *"I visit the website primarily for information about the annual communications contest and the annual conference."*
- *"I haven't ever thought about whether or not the NFPW communications are serving my career path. I have thought about how the Communications Contest does, though."*
- *"Not yet in a significant way, but I could be more involved with this organization. I do see great potential with mentoring."*
- *"I think there may be some new avenues to consider for freelancers and consultants in terms of their small businesses."*
- *"Communications are relevant, but I wouldn't say beneficial beyond being interesting to read."*
- *"As of now yes. More educational programs always welcome."*
- *"Being retired, "career path" no longer applies. However, I *did* appreciate, in past years, the help-wanted classifieds posted on the NFPW website, even if only for informational purposes."*
- *"Not always, since I am retired from full-time work, but that's OK. I do, however, enjoy learning about trends and issues in the communications field, even if they have no bearing on my current freelance work. I always want to know what my fellow NFPW members are doing."*
- *"Yes, although in a perfect world NFPW would be able to connect me with more science writers/communicators."*
- *"Not much. I think that's an area you could build up in the e-newsletter. Like have a short section each time on a communication topic that could aid professionals. It's hard to serve every career path, but a hot communication topic is something that could serve the most."*
- *"As a retiree with many volunteer opportunities, my career path has already been well served by NFPW giving me beneficial connections with others in my field. For those who are still seeking career advancement, I have two suggestions: 1. A place on the website to post job openings, maybe for a small fee. 2. A similar place for members to post about themselves when they are looking for work. Or, maybe continued enhancement and promotion of NFPW's Linked In page, since that platform is already used for job searches and postings."*
- *"Honestly, it's hit or miss. I find the best opportunities come from our conference programming, but I think we could do better of building on those post-conference."*
- *"They are encouraging and they let me know I am part of something larger. As a freelancer, it's good to feel that you are not alone in your profession."*
- *"Good question. I would think not personally, but it serves me as a member who is interested in knowing what the organization is doing and what other states are doing."*
- *"No, they aren't targeted to the work I do. I am a member because of the networking opportunities and the education provided by my local affiliate."*
- *"My career path is done, but I still appreciate what NFPW is doing. I'm thinking a name change to reflect the diversity of our membership might be a good idea - maybe National Federation of Professional Communicators?"*
- *"We still seem to focus on those who work for newspapers, though they are no longer the majority of our members."*
- *"Yes, and thank you for sharing inspiring stories of press women, past, present and future."*
- *"I'm not sure. I think we need to better publicize networking opportunities or other ways that NFPW members can use each other for resources."*

- **QUESTION 9:** What year did you join NFPW?
 - 141 Respondents
 - Prior to 1990 = 47 members
 - 1991-2000 = 16 members
 - 2001-2010 = 19 members
 - 2011-present = 50 members
 - Not sure = 9 members
- **QUESTION 10:** Why did you join NFPW?
 - *Sample of the 135 direct responses provided. Majority of responses pointed to professional networking opportunities, professional growth, annual conference and the contest. Other specific comments included:*
 - *“Because SDX (later SPJ) wouldn't endorse the Equal Rights Amendment and NFPW did.”*
 - *“Outside resource of people and information as my jobs always were one-man operations even within a larger organization. The contest also had appeal at that time.”*
 - *“To be eligible to get Walterry's E&O insurance.”*
 - *“For Professional Guidance”*
 - *“Supporting the cause.”*
 - *“My boss got me into it, but then I took to it and have enjoyed it over the years. I'd say I'm the last of the Joiner Generation and am often the youngest member of the group (I'm now 62 and it still seems to be the case); our state chapter doesn't look anything like the organization I joined. APW has few professionals and a lot of mostly-retired hobbyists. It seems the state organization, at least, was the bomb through the '80s and I came in at the tail end. Oh, the stories those women told of working in the '50s, '60s and '70s. But they've all passed. With more gender parity in the workplace and technological changes in media, Press Women feels like it's an anachronism.”*
 - *“A friend invited me to my affiliate's social gatherings, where I quickly made new friends and got involved. And then I won a national award and attended the NFPW conference. For me, it's the personal relationships with other members.”*
 - *“To support women in journalism. To enter a contest where I was able to choose what I wanted to submit and get honest feedback. To access a broad, national network of fellow professionals.”*
 - *“NFPW is still one of the nation's best press organizations. Its contests hold professional to standards to excellence in detail that many contests ignore. I have always found the members to be kind and welcoming, as well as knowledgeable. I regret that illness keeps me from going to conferences, etc. Of all the organizations I have belonged to in my career, NFPW means the most to me.”*
 - *“To give me ideas for teaching and to keep me abreast of the communication field.”*
 - *“To get high quality feedback from judges in the communications contest to grow as a writer.”*
 - *“Fellowship and support of press communicators and to stay informed of new information and trends in the media.”*

○ **QUESTION 11:** What state do you reside in currently?

142 responses provided

<i>Alabama (2)</i>	<i>Mississippi (1)</i>
<i>Alaska (2)</i>	<i>Missouri (9)</i>
<i>Arizona (7)</i>	<i>Nebraska (7)</i>
<i>Arkansas (5)</i>	<i>New Hampshire (1)</i>
<i>California (2)</i>	<i>New Mexico (13)</i>
<i>Colorado (7)</i>	<i>North Carolina (1)</i>
<i>Connecticut (3)</i>	<i>North Dakota (9)</i>
<i>Delaware (9)</i>	<i>Ohio (2)</i>
<i>District of Columbia (1)</i>	<i>Oklahoma (1)</i>
<i>Florida (1)</i>	<i>Oregon (2)</i>
<i>Georgia (1)</i>	<i>Pennsylvania (1)</i>
<i>Idaho (2)</i>	<i>South Carolina (3)</i>
<i>Illinois (6)</i>	<i>Tennessee (1)</i>
<i>Indiana (4)</i>	<i>Texas (3)</i>
<i>Iowa</i>	<i>Vermont (1)</i>
<i>Kansas (10)</i>	<i>Virginia (15)</i>
<i>Louisiana (4)</i>	<i>Washington (1)</i>
<i>Maryland (3)</i>	<i>Wyoming (1)</i>
<i>Minnesota (2)</i>	

○ **QUESTION 12:** What is your age?

○ *137 responses provided*

- 20-30 = 2
- 31-40 = 7
- 41-50 = 12
- 51-60 = 18
- 61+ = 98

○ **QUESTION 13:** Is there anything else you'd like to add related to NFPW's current materials/publications and how they could better serve your professional and informational needs?

○ *Sample of the 68 direct responses provided:*

- *"I have entered the Communications Contests for the past few years and have found information announcing the contest and updates helpful. Thank you for all you do."*
- *"Would like to see us do more about recruiting new members and retaining current ones."*
- *"Wondering if Agenda should have a rotating theme in various communication fields such as "In this issue: Public relations in the spotlight: an interview with Grand Poobah of the day" (someone noted or in the news); and best practices in P.R. today or "What's New in P.R. strategies" and "How NFPW is acting/involved/significant in communications issues. Rest of publication could be about various personalities or developments in other fields as needed. (note: This is a vague suggestion, not a command. I know we do the best within our resources.)"*
- *"Find a way to interact with members of other states. The present setup has a base of not sharing contact information."*
- *"I think there is great opportunity to connect senior practitioners with up and coming professionals."*

- *“Y’all are doing the best you can with current resources. The article mix on trending topics in Agenda is good.”*
- *“Maybe have a show where different people from the publication are interviewed. I would totally do the interviewing!!”*
- *“Is there some way you can occasionally include in one of the publications, the state contact information? I have appreciated the excellent communication this past year or so.”*
- *“Opportunity for writing workshops . Or classes on writing tips....research, interviewing etc.”*
- *“The president needs to do some active soliciting for the monthly e-newsletter. Reach out to NFPW members individually and ask them to contribute something about themselves for that newsletter. The communication could be valuable.”*
- *“I would be interested in a monthly or quarterly focus on a certain kind of communication (i.e. science communications, digital journalism, print journalism, etc.).”*
- *“You should have online professional development webinars and provide industry news more than chapter news.”*
- *“NFPW has done a great job of moving its printed publications into electronic formats and continuing to keep members connected. Now, it needs to upgrade its web and social media outreach and focus on improving and coordinating the messaging to improve its effectiveness and expand its reach. It seems to me that we have relied on our very lean professional staff to keep the website and our social media channels updated. While it may be best that they continue the actual updating, we need to share the work of generating content. I recommend that a member of the NFPW board coordinate this work and develop a communications and marketing plan the ties to the board's strategic plan, builds on the strengths of the existing newsletter and quarterly publication, and is reviewed and revised on a regular schedule. I believe that we have enough talented communicators who care about NFPW and its future in our membership to make this happen.”*
- *“I wish we could as an organization be more responsive to making our voice heard collectively on key issues, challenges, and even successes in today's world of journalism/communications.”*
- *“I think it would help to have an individual/small committee whose focus would be maintaining, updating and managing NFPW's communications outlets rather than relying on the executive management team. It seems pretty clear the management team has all it can handle with the demands of the membership, the contest and the conference and has very little time to devote to communications.”*
- *“I'd like to see us recruit more members, not any cumbersome effort, but something such as each member adds a member. Every time I tell someone about the organization, they join.”*
- *“NFPW may be behind. Other groups have grown their memberships by offering helpful programs. I recently did Podcasts with The Merry Writers Podcast on types of writing and transition that is an example of what NFPW could initiate for members. fealtman@yahoo.com Sorry for being so blunt put I see many young people wanting to go into communications. Maryland Writers sponsors a Teen Club at area high schools that I participate in. I see their interest and it is sad there are decreasing outlets for their talents.”*
- *“Has there been any thought to an online form submission for materials rather than straight email to a member? The form could be embedded in emails sent*

out. I'm not sure if that would make me submit more, but it's an idea. Or even if it's a form for submitting news article links to share with members.”

- “Looking ahead at projected economic themes (perhaps interviews with federal reserve bank chairs).”
- “Come up with a few new columns for the monthly eletter and/or AGENDA. Reach out to members to find someone/or multiple members to write them, maybe as rotating editors of the column. Could feature current news, world topics, or focus on the state they are from.”
- “My only request would be to have contest sweepstakes and COA press releases ready to send out during the presentations at the national conference. We've had members who are national COA's or sweepstakes winners and we want to be able to announce that immediately on social media - not three or four days later.”
- “Run the stories in agenda and the letter on social media as well. That is a way for NFPW to be more visible without duplicating efforts.”
- “This is just a general answer about organizations. When an organization's chapters (affiliates) become too politically charged, it generally doesn't keep long-time members active and eager to contribute their skills and creativity. I also believe that gender-specific organizations should stay that way, except for special events that are open to working with other organizations (regardless of gender), and to the public.”
- “Our materials must look professional if we are going to attract new members. They often don't.”
- “Need younger members or this organization will soon fall apart.”
- “I really need national to help with our state website. It could go a long way towards recognition of affiliate.”
- “If we're going to be a gendered organization, we need to confront gender more often.”
- “It would be really nice if the members area had informative / instructive content re the business of writing. I think this would add value to membership, especially as so many outlets are cutting staff or shuttering. It seems like members would appreciate exposure to various additional revenue possibilities and tips for accessing these opportunities.”

- **Interviews and conversations with current and past presidents** (conducted August - November 2024)

- Feedback was sought verbally and in writing from more than a dozen NFPW past presidents and active members. The following provides a general summary of feedback received by topic.

- **Information gathering for publications (NFPW website, E-Letter, Agenda, social media, etc.) and challenges:**

- *Soliciting content writers and keeping them on deadline for submission is an issue*
- *There's a “disconnect” among the different information outlets currently available – goal should be regular communication with relevant content*
- *POPPS folks want to “do more”*
- *Need to identify content roles to be filled as put out a call for volunteers to take charge of each*

- *General consensus on the need for a communications committee with defined roles*
- *Coherent brand for publications is lacking, changing as NFPW leadership changes*
- *Affiliates don't provide consistent content for publications and often unclear who is point of contact; Need for better relationships with affiliates*
- **Usefulness of current publications (NFPW website, E-Letter, Agenda, social media, etc.):**
 - *Publications remain relevant, infrequent use/updating of website, many of those we spoke with are not social media users*
 - *Blogs have played prominently through the years (written by presidents or otherwise)*
 - *Social media has been tried to "little success"; no consistency in posting, nor succession plans or continuity for social media administrators*
 - *Website needs a revamp; challenges in how to resource that to get it accomplished; NFPW needs a professional "calling card"*
 - *Concept of merging publications: Several people agreed audiences may overlap but said publications don't always cover the same ground; If one monthly publication, needs to be quality and consistency but unclear if would be comprehensive enough*
 - *Interviewees say it's difficult to determine who's reading which publications*
 - *LinkedIn (two different pages) starting to gain some traction with consistent posts*
- **Website, publications and social media feedback and recommendations for updates/changes:**
 - *Style, content and word count guidelines for website and publications should be established and enforced (i.e. "newer members are looking for brevity")*
 - *Reconsider use and resourcing of contractor (Cate)*
 - *Be more reactive to First Amendment issues*
 - *Use content from E-Letter and Agenda across social media*
 - *Promote contest winners, conference details, promotional/registration information on social media*
 - *Set up specific emails for an NFPW role so when the roles transfer from person to person, content can still be submitted to a singular location*
 - *Form a communications committee to maintain consistency across changes in NFPW leadership*
 - *Give multiple people access to social media sites to allow more postings*

- **Other information & analytics (website & email data)**
 - Limited data/analytics regarding website use/readership and information delivery via email platforms was reviewed.
 - **Assessments**
 - **Website:** Data provided was high level but did include views/reads by website page/topic. For reference, the homepage was accessed 401,080 times. This number serves as a “high mark” to gauge where readers are navigating from the homepage. Information areas receiving the most attention from readers over time included:
 - **TOP TIER** (30,000+ views)
 - Professional Contest
 - Join NFPW
 - High School Contest
 - Conference homepage
 - **SECOND TIER** (15,000+ views)
 - Publications
 - Contact NFPW
 - Board of Directors
 - Member Landing page
 - About page
 - **THIRD TIER** (5,000+ views)
 - Conference registration
 - Yearly High School Contest winners
 - Yearly sweepstakes & contest winners
 - Contest director resources
 - Yearly conference schedules
 - First Amendment Network
 - Education Fund
 - State affiliates
 - Media mentions
 - **FOURTH TIER** (under 5,000 views)
 - Yearly membership milestones
 - Agenda (past issues)
 - E-Letter (past issues)
 - **Email delivery/readership:** MemberClicks was the prior used email blast delivery platform. ConstantContact is currently used. Based on the analytics provided, learnings from readership/click-through data are highlighted below (*data: MemberClicks 2024, ConstantContact 2020-2024*):
 - **ConstantContact (2020-2024)**
 - Open rates ranged from 25%-100% with the highest open rates regarding:

- 2022 First Timers Grant
- 2020 award ceremony watch links
- 2022 silent auction & contest judge thanks
- *Of note:*
 - Most every E-Letter email had an open rate between 45-70%.
 - Lowest open rates were random with no one area prominent.
- **MemberClicks (2024)**
 - Open rates ranged from 53%-71% with the highest open rates regarding:
 - Agenda Fall 2024
 - 2024 post conference survey
 - Agenda Spring 2024
 - 2024 Conference
 - **Recommendations**
 - **WEBSITE CONTENT:** A full assessment of website purpose, content and maintenance is warranted. This assessment should result in an update and possibly realignment of current content based on viewer demand.
 - **WEBSITE PLATFORMS:** Review current platform host (Network Solutions) analytics capabilities. Consider switching host platforms (to GoDaddy, etc.) to assure smooth and consistent review of user data vis Google Analytics or the like.
 - **EMAIL DELIVERY:** Recommend using a single delivery platform for data assessment consistency.

RECOMMENDATIONS

The recommendations are based on interviews, survey feedback and gathered data. They are merely suggestions for further discussion and consideration by the president, board members and others involved in the development of publications.

- **Develop communications committee and define roles/resourcing.**
 - *Committee should collectively:*
 - Develop organizational communications plan detailing use of publications, website, social media and email communications
 - Develop style guide for logo use and publications guidance, include “guardrails” and defined story lengths
 - Develop consistency and continuity/succession plans for publications/website/social management, including centralized email addresses that link to a role or committee
 - Develop content calendar (managed by communications committee) that is regularly updated and used for consistency of information and updates across NFPW social media channels, website and publications

- Committee should discuss above recommendations and develop a plan for enactment, then report back to president with clear recommendations and proposed enactment timeline.
- **Additional recommendations:**
 - Increase role of First Amendment Network, possibly through creation of FAN alerts for social media/emails to encourage engagement in urgent First Amendment issues
 - Continue discussion of possible merger of E-Letter and Agenda into a consistent, streamlined monthly publication with links to more information on the website
 - Define the role of POPPS, perhaps in a way that is engaged in communications work/committee
 - Formalize content-sharing with state affiliates
 - Develop a plan for new member recruiting
 - Tools discussion: use of ConstantContact, website content updates vs. emailed PDFs, etc.

Next steps should involve consideration of proposals by the president and decisions of which recommendations to forward to the board for further review and consideration. If the board chooses to move ahead with any of the suggestions, an implementation, monitoring and evaluation plan should be included to track progress, with a quarterly or annual review process established to assure consistency.