



**2024-2025**



# **ANNUAL REPORT**

**VP PUBLIC RELATIONS**

# Thank You!

Dear NJLP Members,

As my term as Vice President of Public Relations comes to a close, I want to express my deep gratitude for the opportunity to serve and to reflect on how far we've come together.

When I first stepped into this role two years ago, the NJLP had virtually no media presence. Today, thanks to the support and commitment of this community, we've built something powerful. Reporters now seek us out to share our perspectives. Our social media following has grown exponentially. That growth reflects not just numbers, but the resonance of our message and the passion behind our cause.

We've laid down strong foundations - establishing business rules, streamlining communications, and building a recognizable, principled brand. These accomplishments are the result of a shared vision, hard work, and a team dedicated to liberty.

As I step away from this position, I remain proud of what we've achieved and excited for the future of the NJLP. With the momentum we've built, I'm confident the next board will reach even greater heights.

Thank you for trusting me with this role, for pushing boundaries, and for being a part of this extraordinary journey.

In Liberty,  
Arielle Shack  
VP of Public Relations  
2023-2025

# VPPR Report

## Public Relations

Introduction: This section showcases strategic media mentions, underlining NJLP's newsworthiness and the medias acceptance to adding NJLP to the conversations. We got three times more media mentions this year. We began putting out own news on the wire via press releases. We made national news after we voted at our general meeting to tell Trump to F -off ! Media began reaching out to us for comment.

### Media Coverage and Candidate News Highlights:

1. 3 Candidates Seek NJ Libertarian Nod As 2025 Governor Race Heats Up

<https://patch.com/new-jersey/montclair/3-candidates-seek-nj-libertarian-nod-2025-governor-race-heats>

2. Trump booed at Libertarian convention

<https://www.bbc.com/news/articles/c722qy5dzlgo>

3. What's on the 2024 election ballot in New Jersey? See what voters are deciding.

<https://www.cbsnews.com/newyork/news/whats-on-2024-election-ballot-new-jersey/>

#### 4. NJ Libertarians Back 8 Congress Candidates In 2024 Election

<https://patch.com/new-jersey/newarknj/nj-libertarians-back-8-congress-candidates-2024-election>

#### 5. Race to watch: What to know about N.J. 7th Congressional District candidates

<https://why.org/articles/new-jersey-election-7th-district-congress/>

#### 6. Don't like Biden or Trump? Libertarian nominee campaigning in NJ brings 'fresh ideas'

<https://www.dailyrecord.com/story/news/elections/2024/07/08/chase-oliver-libertarian-candidate-for-president-campaigns-in-nj/74308982007/>

#### 7. Race to watch: What to know about New Jersey's 4th Congressional District candidates

<https://why.org/articles/new-jersey-4th-congressional-district-2024-election/>

8. Libertarian U.S. Senate candidate Ken Kaplan has been running since 1975

<https://newjerseyglobe.com/congress/libertarian-u-s-senate-candidate-ken-kaplan-has-been-running-since-1975/>

9. 32 independents file for Congress in N.J.

<https://newjerseyglobe.com/congress/32-independents-file-for-congress-in-n-j/>

10. Arguments over fusion voting lawsuit to be heard next week

<https://newjerseyglobe.com/judiciary/arguments-over-fusion-voting-lawsuit-to-be-heard-next-week/>

11. Trump, RFK Jr. face hostile reception at Libertarian convention amid efforts to sway voters

<https://www.cbsnews.com/news/trump-rfk-jr-hostile-reception-libertarian-convention/>

12. Fusion voting effort shot down by appellate court N.J. Moderate Party pledges to appeal decision to state Supreme Court

<https://newjerseyglobe.com/judiciary/fusion-voting-effort-shot-down-by-appellate-court/>

13. Election 2024: Three Challenge U.S. Rep. Chris Smith in 4th District Republican Stronghold

<https://tworivertimes.com/threechallengeusrepchrissmithin4thdistrict/>

14. Cinnaminson 2024 Election: Sample Ballots, Candidates, Voter Info

<https://patch.com/new-jersey/cinnaminson/cinnaminson-2024-election-sample-ballots-candidates-voter-info>

15. Robbinsville School Board Settles Age Discrimination Lawsuit for \$115,000 (Written by NJLP Member John Paff)

<https://midjersey.news/2025/01/20/robbinsville-school-board-settles-age-discrimination-lawsuit-for-115000/>

16. NJ Anti-Bullying Advocate Seeks Libertarian Nomination For Governor

<https://patch.com/new-jersey/newarknj/nj-anti-bullying-advocate-seeks-libertarian-nomination-governor>

## Press Releases

### **New Jersey Libertarian Party Hosts Annual Convention at Rutgers New Brunswick This Weekend**

<https://www.einpresswire.com/article/795318864/new-jersey-libertarian-party-hosts-annual-convention-at-rutgers-new-brunswick-this-weekend>

Distribution Report:

<https://www.einpresswire.com/report/7JzFp7jyC0wPYEl4>

### **New Jersey Libertarian Party Announces New Ad Campaign Supporting Libertarian Candidates On November 5, 2024 Ballot**

<https://www.einpresswire.com/article/757095882/new-jersey-libertarian-party-announces-new-ad-campaign-supporting-libertarian-candidates-on-november-5-2024-ballot>

Distribution Report:

<https://www.einpresswire.com/report/s3NM3hDD4BmICRW1>

### **New Jersey Libertarians React to President Trump's Pledges to Commute Ross Ulbricht's Sentence to Time Served on Day One**

<https://www.einpresswire.com/article/715976650/new-jersey-libertarians-react-to-president-trump-s-pledges-to-commute-ross-ulbricht-s-sentence-to-time-served-on-day-one>

Distribution Report:

<https://www.einpresswire.com/report/mB1-WtbGvII57Eu4>

### **DEBATE CHALLENGE ISSUED TO ROBERT F. KENNEDY, JR.**

<https://www.einpresswire.com/article/710163257/debate-challenge-issued-to-robert-f-kennedy-jr>

Distribution Report:

<https://www.einpresswire.com/report/EN84LBwQ-LXTxasx>

# Social Media

## **Facebook Analytics:**

- Total Followers: 13,169
- New Followers: +640
- Content Interactions: 86,000
- Highlight: The engagement on Facebook is up 2500% and demonstrates a solid base of active supporters.

## **X (Formerly Twitter) Analytics:**

- Total Followers: 7,086
- Impressions this year: 245,767
- Highlight: 35% increase in overall impressions year-over-year. Stronger reach and engagement compared to the previous year. A clear trend of NJLP's growing influence impressions over these periods reflect the fluctuating engagement levels. Gained 336 new followers.



## **PR and Social Media Summary**

This year marked a turning point in NJLP's media and social strategy. We transitioned to Buffer for scheduling and streamlining our social media content, enhancing consistency and outreach. Additionally, we actively published press releases over the wire to ensure our messaging reached a broader audience, while also securing three times more media mentions compared to the previous year.

Our social media presence saw remarkable growth, with impressions on X increasing by 35% year-over-year, reaching 245,767 total impressions. Facebook engagement skyrocketed by 2,500%, demonstrating an expanding and engaged audience. The increasing number of reporters reaching out to us shows that NJLP's influence in the political landscape continues to rise.

Through these initiatives, we have strengthened NJLP's visibility and laid a strong foundation for future public relations efforts. The momentum built over the past two years ensures that the party will continue to expand its reach and impact.