

2025 Spring Campaigns Council Report: Publications Working Group

Submitted on: 4/11/2025

Leadership

List the members of your leadership and their roles. Identify any gaps in leadership positions.

Claudia S- Secretary, Co-operative Editorial Board; Sam D - Managing Editor, WS/Board (board member); Gary Z - Treasurer, Board; Julie V, Board; Preston K, Board; Joe R, Steering Appointee, board; Ben M., AdCom Steward, board

Roster Count

Core (active weekly or leadership)	Involved (active monthly/bimonthly)	Orbital (active for wide calls to action)
17	12	20

Campaign Overview

Issue What is the problem you are trying to address? Ex: Wards 7 and 8 in DC only have 3 grocery stores, creating a food desert.	Demand What is the solution to that problem that this working group proposes? Ex. Establish a District government run grocery store in each Ward through Council legislation.
The DMV Left needs reliable reporting and commentary on local and national events. This need is underscored by the dearth of local reporting in general, including in	We provide high quality news and editorial resources to this population, and nationally. We cover local news from a Left wing lens provide commentary on local and

the DMV.	national developments in a variety of media, including: the Washington Socialist Quarterly magazine, the Weekly Update newsletter, the MDC Dispatch, and REDBUG.
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Strategy and Tactics				
	Strategy <i>What will you do to make your demand a reality in 2025?</i>	Tactics <i>What will that strategy look like as organizing tasks?</i>	Timeline <i>When do you plan to do these tactics?</i>	Marker of Success <i>How will you measure progress towards your demand through this strategy?</i>
Ex.	<p>1. Mobilize resident support</p> <p>2. Build legislative buy in</p>	<p>Canvass for signers on pledge in support; table at farmer's markets; attend events by other organizations to build coalition relationships</p> <p>Write an ANC resolution to be passed in Wards 7 and 8; write a research white paper outlining the need; meet with Ward 7 (and 8) Councilmembers</p>	<p>1 canvass a month, 1 tabling event a month, 5 organizers attending community meetings at least every other month</p> <p>White paper by end of spring; Summer ANC campaign; meeting requests in fall</p>	<p># of pledge signers</p> <p># of views on white paper</p> <p># of ANC resolutions</p> <p># of meetings with Councilmembers</p>
1	Provide consistent and overtly left wing news reporting and analysis to a local populace seeking content (via the Update, WS, Dispatch, and REDBUG)	<p>Utilize the chapter's full email list to establish Metro DC DSA as a trusted political entity.</p> <p>The Weekly, the Washington Socialist, the Dispatch and the REDBUG are the core products</p>	Cyclical production (weekly/bi-weekly/quarterly/ad-hoc for REDBUG or in tandem with local elections)	Weekly opens increased by ~2k over the course of 2024. Our statistics suggest both a broad increase in circulation, as well

		developed by the publications group.		<p>as deeper engagement among consistent readers. Readership expanded broadly in 2025 following an expansion of interest in DSA.</p> <p>WS, too, also doubled its readership in 2024, pullin in over 24k views by Dec 2024.</p>
2	Build the writing and editorial skills of DSA members to ease transference of political directive across democratic socialists operating in the DC area.	<p>Recruit more members via the first (not ever, but in years) in-person Pubs WG meeting last month for a variety of different roles (writing, editing, web production,</p> <p>Recruit more members for the WG and chapter as a whole by tabling at public events, fares, farmers markets, etc.</p>	<p>Evergreen</p> <p>Recruitment goals for 2025: would like to double # core members and create more discrete targets. As well as develop clearer onboarding systems for new members/writers.</p>	<p>The launch of a new writing-series of workshops has build our outreach and developed a new familiarity with our writing group. We have also seen higher interest in WS, and more engagement</p>

		Hold writing workshops, led by WS Managing Editor Sam D and partner org, ATS, leader Amanda L		<p>in Update production as well.</p> <p>Worked with re-forming media team to come up with some stats: in addition to connecting with reporters about DSA earned media, we should try to get our WS and RB content some earned media in other papers, and track that.</p>
3	Develop a wider socialist counter-public in the DMV area, attuned to our analysis and ready to follow the lead of our chapter's operations.	Develop high-quality and engaging publications that endear lay-readers and general left-wingers to action.	Continue to maintain the workflow of our core product (Update) and support products (WS, Redbug, Dispatch) while expanding the depth of engagement in our production chain.	This is an impossible thing to measure quantitatively, although distribution stats are high, a better measure would be

				in studying if the narratives we are planting in the region are accurately reflecting reality and motivating political currents.
4	Develop a “core” socialist infrastructure, directly tethered to a democratic membership organization, that is trusted by readers and members.	Maintain clear tethers to central democratic structures in the chapter, while also balancing the need for publications members to maintain creative independence and control over their production.	Maintaining the trust of lay-members, elected leaders, and official working groups so that DSA members know where to go to follow our lead and engage in chapter operations and governance. This requires members of publication operations taking on a unique affinity as organizers, artists and reporters.	Continued weekly publishing in the chapter has endeared both members and non-members alike. Major chapter events and operations continue to be reported on our newsletter, demonstrating clear trust between our writers/editors and the wider chapter.

				Washington Socialist, too, has published reliable external reporting AND internal chapter commentary.
5	(if needed)			

Learning		
	What is a barrier to achieving each strategy outlined above?	What could you do to address that barrier?
Ex.	Low DSA member density in Wards 7 and 8	Attend other community organizations events to build relationships and trust; partner with DSA formations to host more DSA socials and events in these wards
1	Low capacity!	Onboarding and absorbing more members into already established work areas within production. Developing a clearer structure to create more openings for organic engagement.
2	Alienation: the nature of our work is often asynchronous and virtual; meaning members across the WG may fulfill the same routine weekly and never interact with others, leading to alienation from the purpose of the	More in person occasions: strategy meetings (like that in March 2025); WS issue release parties; encouraging new members to table (perhaps partnered with an established member)

	work and isolation from their comrades.	
3	Lack of hard-hitting research: ideally, we would like chapter publications to not just interject into ongoing political currents, but set them by publishing breaking news and reporting that draws a wider crowd.	Developing a deeper bench of writers and researchers would be a start, as would setting up standing sub-groups within the working groups capable of operating without directive from long-time engaged members.
4	Endurance – publishing consistently takes a toll, and although we have been successful in keeping pace, delays have occurred in WS publishing as a result of capacity constraints.	Onboarding and developing new leaders, editors and writers.
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Celebrating our Wins		
	Highlight any wins so far in 2025, or end of 2024 not yet reported, for your formation.	Identify factors that made this win possible.
1	Weekly Update has increased its open rate, retaining a readership expanded on by other chapter organizing projects.	Consistent team of writers, editors and a well designed workflow allow us to maintain our quality and consistency.
2	WS quality and readership has spiked, particularly in publishing several high-interest articles.	A wider editorial team, more engaged publications' board and teams focused on distinct projects.

3	Publications has onboarded new members and developed bones of a stronger mobilization model.	Higher engagement from experienced members, and a wider willingness to engage in onboarding support from more experienced publications members has spread out the onboarding. But there is still a deficit.
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