

## **PUBLIC RELATIONS COMMITTEE - Report for 2008-2009 Church Year**

Committee Members: Mike Ballentine, Ruth Cannava, William Kennedy, Ken Cowen, Elizabeth Clark, Bruce Taylor, Sherri Woolsey and John Burkitt

The goal of the Public Relations Committee is to project a consistent and constant image of the UU Nashua Church and its programs and activities to the church community and, through our website ([www.uunashua.org](http://www.uunashua.org)), to the public at large. We do this via three primary vehicles – local media, the church newsletter, and the church website.

Each week we submit a press release for the Religion Digest page *The Nashua Telegraph*. Sometimes the press release runs as submitted, sometimes it is not printed at all, and sometimes it is modified. This is not within our control. We suspended our ad in *The Telegraph* this year due to a cost increase and limited response.

Ruth Cannava and Bruce Taylor prepared the monthly church newsletter for printing in the church office, for emailing and for posting on the church web site. Under Ruth's committed editing, the content received from the congregation is reviewed and revised before being submitted to Bruce Taylor for formatting. Their efforts combine to deliver a polished centerpiece to the work of the PR Committee. Sherri Woolsey prints the paper version, runs off copies for general distribution and manages the monthly mailing. A PDF version of the newsletter is posted to the website. Mike Ballentine emails an electronic copy to the congregational members that have so requested. We continue to encourage members of the congregation to opt for the electronic version of the newsletter. Every additional person that opts for the electronic version of the newsletter saves the church paper and money.

Maintaining and improving the church website continues to be an important priority of the Public Relations Committee. Mike Ballentine and Dan Murphy do most of this work. Some interesting statistics:

- The site, [www.uunashua.org](http://www.uunashua.org), consists of about 300 pages, including 132 sermons.
- The site gets about 4000 hits per day or more than 700 visits to the site.
- "100 Questions That Non-Members Ask About Unitarian Universalism" is one of the most popular sections of our website; about 85 other sites link to the 100 Questions. It is one of the top 10 sites listed in Google when searching for "Unitarian Universalism"

Highlights for the PR Committee this year include:

- Church hours and contact information has been posted on the church entrances.
- Members of the PR committee have been meeting with the various committees and groups within the church to discuss the best way to publicize our activities and programs.

This year we welcomed William Kennedy, Ken Cowan, and Elizabeth Clark to the committee. We are always looking for new ideas on how to get out the good news about our wonderful church and we would be happy to welcome more new members!

The PR Committee wishes to extend our deepest thanks to Ruth Cannava for editing the newsletter this year. Ruth will be handing over the editing duties to Sherri Woolsey.

Respectfully submitted, John Burkitt, Public Relations Committee Chair, June 11, 2009