

## PR Committee Report for 2012-2013

This church Year has been one of transition and rethinking for the Public Relations Committee. With some direction and guidance from our interim minister, the PR Committee is trying to get better at what it is we are supposed to do, and that is to communicate to the entire congregation, the various church committees, and to the public in the greater Nashua area. This is an ongoing project that is in a state of flux as we work toward becoming more efficient in every phase of communications. There is not a hard and fast way to determine how efficient we are at the moment, but our most optimistic estimate is about 60 percent. We need to do better. We are examining ways to better utilize our advertising budget and move into other areas, such as the internet. We will continue to utilize the local print media, such as The Hippo and the Telegraph, and perhaps the Hudson-Litchfield News; however, we feel that internet advertising might work better for us and we have a sub-committee reviewing our options. That same sub-committee is also exploring ways to better utilize social media (Facebook and Twitter) to communicate better with the congregation. The PR Committee will continue to maintain the church website at [www.uunashua.org](http://www.uunashua.org).

A major disappointment for the committee this past year was the failure of the Nashua Telegraph to work more closely with us. Three efforts were made to involve the local newspaper in stories that would have been good human interest stories and would have appealed to a lot of area residents. Those stories were, in order: the arrival of our interim minister, the White Wing School furniture that was donated overseas to Sierra Leone, and the recent Cemetery Open House. The Telegraph declined to respond to all three suggested stories.

The Committee began the year with a \$4000.00 budget, most of which is normally spent on advertising three events: the Fall and Spring Open Houses and the Christmas Eve service. The remainder of the budget money goes to incidentals, such the Alvirne High School program ad book for its annual Cabaret performance and to the Junior ActorSingers program ad book for its musical "Seussical". However, this year was a bit different because we decided to cancel the Spring Open House. This freed up about \$2000.00 of the committee budget. This freed up money will be carried over into next year to help pay for one of two major projects that has been tasked to the PR Committee for the 2013-2014 church year. The first project is to redo the sign in front of the church so that it can be seen while traveling in either direction. As part of the sign makeover, low key lighting may be added so the sign can be seen at night. We are currently awaiting estimates for this project.

The second project is to work on making our Open House event a more important and participatory event by all committees of the church than it has been in the past. To that endeavor, the PR Committee has asked for input from all committee chairs and is going to try to set up a meeting of all committee chairs in September. Our interim minister has agreed to coordinate and lead this meeting.

Respectfully submitted on June 6, 2013 by

Bill Kennedy, PR Committee Chair and Members:

Mike Ballentine, John Burkitt, Kris Davidson, Kim Hicks, Nancy Klarman, Kate Messner, Carol Wagner, and Sherri Woolsey