

## PR Committee Report for 2013-2014

This church year has been one a productive one for the Public Relations Committee. The PR Committee mission 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 as we work toward becoming more efficient in every phase of communications. Over the past two years, we have been reviewing ways to better utilize our advertising budget and move into other areas, such as the internet. We have made the decision to abandon print advertising in the local media because we found that it was ineffective and consumed far too much of the committee's budget. Currently, a subcommittee is looking into the possibility of internet advertising. That same sub-committee, consisting of Kate Messner and Nancy Klarman is also exploring ways to better utilize social media (Facebook and Twitter) to communicate better within the congregation. The PR Committee will continue to maintain the church website at [www.uunashua.org](http://www.uunashua.org).

There is no doubt that our website is the single most important source of information about our church, and it brings in the vast majority of our visitors. Because of the website's value to our church, a special committee, under the direction of the PR Committee, has been set up to review the site and a major refresh is in progress. This special group is headed by Emma Sousa, who suggested the review and refresh. The objectives of this special group are to make the website more content rich, more aesthetically pleasing, and easier to navigate (more user friendly). The target date for unveiling the refreshed site is sometime this fall.

A second major project the PR Committee is working on is getting a new sign for the front of the church. This project first began in October of 2012 at the suggestion of Reverend Olivia Holmes. Bill Kennedy and Sherri Woolsey are heading the project, with the advice and consent of the full committee. The main reason for updating the sign is to make it more visible to the passing traffic. The new sign will be a V shape that can be seen from both directions on Canal Street. It will also have LED lighting so it can be seen in the evening. The new sign should be ready in September. The total cost of the project will be \$5285.00 and will be paid for out of a special sign fund.

After a careful review and discussion, and with valuable input from Reverend Holmes, the committee made the decision to abandon the monthly newsletter and go with a more timely weekly email blast. This will allow for timely changes and more frequent communication of what is going on within our congregation. Sherri Woolsey will be responsible for this email blast and the first edition will be available during the first week of July. The email will contain the announcements that are printed up every week, as well as many of the items you see in the newsletter, such as the Minister's Musings. Print copies of the email blast will be available on the information table every Sunday.

The Committee began the year with a \$4000.00 budget, but only spent, \$2052.66, leaving a surplus of \$1947.34. The surplus will not carry over into the new church year and a smaller budget has been requested for 2014-15. Some of the budget for this year was spent on community theatre ads because of the involvement of church members in those productions. Money was also spent on new visitor folders (a shared expense with the Membership Committee), and on a Yellow Pages ad. Moving forward, the Yellow Pages ad will be discontinued. The biggest single expense for the year was an ad campaign from a company called Community Crunch that was working with the DECA (Distributive Education) program at the two Nashua high schools. The committee was excited about this program, because it involved a new way of advertising our church. Our ad was to appear on five thousand cereal

boxes and in five thousand coupon books, developed for DECA. The high school students would sell these cereal boxes and coupon books and our ad would be seen by ten thousand people in the Nashua community. Unfortunately, the program never happened. The company that created it went bankrupt and we lost of \$750. We are now on the list of creditors that are owed money by this company, but it is unlikely we will see any of the money; or if we do see any money, it will be pennies on the dollar.

Respectfully submitted on June 12, 2014 by

Bill Kennedy, PR Committee Chair and Members:

John Burkitt, Emma Sousa, Nancy Klarman, Kate Messner, Carol Wagner, and Sherri Woolsey