PR Committee Report for 2014‐2015

 The PR Committee mission is to communicate to the entire congregation, the various church committees, and to the public in the greater Nashua area. We have had a great deal of success this church year in communicating to the greater Nashua community about who we are as a congregation and what we stand for as a faith. The committee was able to get stories into the Nashua Telegraph about the 10,000 meals effort, our Sunday collections program, and the calling of Reverend Allison Palm. The NH Union Leader also ran the story about the Sunday collections and UU World Magazine posted the collections story online on May 25th.

Our website is the single most important source of information about our church, and it brings in the vast majority of our visitors. Under the direction and guidance of Emma Sousa, a completely refreshed website is scheduled to go online at the beginning of June and may very well be up and running prior to the annual meeting on June 4. The refreshed site will be more content rich, more aesthetically pleasing, and easier to navigate (more user friendly).

A second major project that is set to will come to fruition in June is the new sign for the front of the church. This project first began in October of 2012 at the suggestion of Reverend Olivia Holmes. 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 total cost of the project will be $5285.00 and will be paid for out of a special sign fund.

Our ongoing project heading into the 2015-16 church year is how best to utilize social media to better communicate within the congregation and to the general public wanting to learn more about our faith and our church. The two resources for social media communications are Facebook and YouTube. FB is the resource we use the most. On May 16th, Nancy Klarman and Lori Lerude attended a special seminar on this subject, entitled UU Social Media & Membership Growth. We will put what they learned at this seminar to good use in the upcoming church year. Currently, we have no plans to open up a Twitter account, or any other social media platforms. By the end of the 2015-16 year, we should have a new social media polices and protocols guideline in place and posted on the website so that both of these resources can used to serve UUCN better..

Respectfully submitted on June 04, 2015 by

Bill Kennedy, PR Committee Chair and Members:

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