

Public Relations Team Report for 2015-2016

The Public Relations Team (The Team) began the 2015-16 year working alongside the Leadership Development Committee to co-host the leadership summit in October. Since almost all of the teams and committees, as well as staff, were represented at the summit, The Team was able to work within the church leadership group explain its mission, introduce its members, and show the leadership how we operate to fulfill our mission.

Our website is the single most important source of information about our church, and it brings in the vast majority of our visitors. Over the last year, The Team, but mainly Emma Sousa, gave the website a bold new refresh. It was a major undertaking. During the summit, Emma was able to introduce the leadership to the updated website and provide a tour of the new features and how to use them.

A second major project that was completed in the Fall of 2015 was the new sign in front of the Church. This project first began in October of 2012. The final touch was to add LED lighting, and that was done with the help of Mike Wilt and the Property Team.

An ongoing project for PR is how best to utilize social media to better communicate within the congregation and to the general public. We wanted to go beyond the limited audience of just congregation members and reach the broader Nashua community and everyone who wants to learn more about our faith and our church. Our main focus this year was Facebook. We were able to use Facebook more efficiently. For the first time, we advertised on FB and got more than 400 views. We will continue to move forward with FB and we will also try to do more with YouTube in 2016-17.

Although social media is important, The Team has had great success utilizing the print media. The Nashua Telegraph and the Manchester Union Leader both printed positive stories about UUCN and what we do here. We have also opened up lines of communications with Nashua's Public Access Television Station and Channel 96 will be running a video of Allison's installation service. We plan to utilize Channel 96 much more, as all programming is free. We will try to do the same with the public access station in Hudson.

Finally, we will look different moving into 2016-2017. At our April 24, 2016 meeting, The Team voted to put term limits into place. This had not been done previously. PR Team members will now serve for a two-year period, with an option to continue for a second two-year term, for a maximum of four years. After four years, a team member must be off The Team for at least one year. Ellen McCormick joined The Team in January, but all other team members have served for four years or more. Those members were grandfathered in to serve one more year to aid in the transition to a new team. John Burkitt (ten years) and Nancy Klarman (five years), decided to leave The Team at the end of the year. Emma Sousa had left The Team earlier in 2016. Bill Kennedy (seven years) and Kate Messner (five years) will remain with The Team for one more year.

Respectfully submitted on June 05, 2016 by: Bill Kennedy, PR Team Chair and Members: John Burkitt, Emma Sousa, Nancy Klarman, Kate Messner, and Ellen McCormick and Staff Liaison Sherri Woolsey.