

I. CUNAA Social Media Report

At the beginning of January, the **CUNAA Facebook Page** reported a total of 211 Likes. As of the date of this report, the number of Likes has increased to **348**. CUNAA has a **Twitter** account under the alias, **@OfficialCUNAA**. CUNAA currently has **69 followers** on Twitter. The PR Committee is seeking a **Social Media Manager** to join its team and help manage the flow of content on the Facebook Fan Page, in the Facebook Group, and on Twitter.

II. CUNAA Newsletter - *The Spirit*

The PR Committee received 18 story concepts for potential inclusion in the Fall 2014 edition of *The Spirit*. Some of the stories were disqualified due to the fact that they were underdeveloped, did not meet the submission guidelines, were submitted after the deadline, or were considered repeat submissions. This issue featured the theme, "Remember the Times," and included a centerfold story about Laura Wheeler Waring Hall (a.k.a. The Body Shop) and the demolition of the building.

Since the membership appreciated the high quality of the Spring 2014 print magazine, the PR Committee plans to order **1,000 copies** of the Fall edition (as compared to 750 copies in Spring). The cost of 1,000 copies printed in full color via Shor & Associates was **\$1,925.00**.

To help offset the cost of printing, the PR Committee sold ad space for \$50. A total of 7 ads were sold, **resulting in \$350.00 of revenue**. Advertisers paid for their ad space using PayPal or by sending physical checks to CUNAA. The PR Committee hopes to sell at least 10 ads to support the Spring 2015 edition of the newsletter. Please contact Advertising Manager - **Christina Clark '97** at Christina@clarkentsports.com to express an interest.

Advertisements Featured in the Fall 2014 Edition

CUNAA Alumni Scholarship Fund

Craig's Images Photography

Gayle Satchell

Henry Hollis

The Cheyney Foundation (2)

Melissa Coleman

Leslie Lacey

III. Join the PR Committee

The PR Committee is seeking volunteers to fill the following positions: **Social Media Coordinator** (Social Media Outreach), **News Editor** (CUNAA Newsletter). To apply for any of these positions visit the CUNAA Newsletter page of the website and send an email expressing your interest to PRCommittee@cheyneyalum.org.