



Communications Committee, 22 March 2024

Cynci Calvin, Chair (ccrun@ncbb.net)

Pausatf.org

- Dedicated pausatf.org tech Thomas Vincent has kept the website running smoothly, and newly added information is showing up immediately.
- Official John Lilygren continues to work with the content on the Officials Committee pages, a huge help. He is an example of someone who learned how to add web content using the manual I created. LDR Committee members and Race Walk (Nicole Goodman) have also developed these skills. Unfortunately assistance for the busiest page on the site, Youth, has not been forthcoming. I will do my best to bring the Youth Communications Representative, LaDonna Aubert on board. Open TF, Masters TF, Coaches committees do not have anyone assigned to manage their respective pages.
- Following this year's Recognition Awards Banquet, I have updated the slide shows. They may be viewed on the front page, the Youth page, and on the Awards Banquet page.

Campaign Manager (CM) vs. Constant Contact (CC)

- I recently proposed that we fully adopt the USATF email platform, Campaign Manager and drop Constant Contact. We still have access to Contact on a month by month fee, but the contact lists are becoming outdated, whereas the Campaign Manager lists are updated regularly. Most of the Constant Contact lists have been uploaded to CM.
- I personally have been using CM for well over a year now, and I find it fully functional. John Lilygren (Officials) is using it exclusively, and the PA's secretary Cori Evens is now using it too. Committees lacking an eblast communicator are Youth, Coaches, and both Open and Masters Track & Field.

TWO IMPORTANT BRANDING ITEMS!

- Please be sure that you and your committee members are using the correct USATF Pacific logo on any of their communications - print, web, etc. If you are not sure your committee has them, contact me (ccrun@ncbb.net) and I will send them to you the file format that works for you.



- Always use “**USATF Pacific**” when referring to our association. “Pacific Association” is often used, and this is inadequate, since it has no reference to being a USA Track & Field organization.

Social Media: Send your informational items, photos, videos, etc. to help keep these two PA social media venues lively:

- ➔ Facebook page (manager Verity Breen, verity.breen@gmail.com): <https://www.facebook.com/pausatf/>
- ➔ Instagram Account: <https://www.instagram.com/usatfpacificassoc/>

Note: No other Committee Reports submitted.