



## **Communications Committee, 16 March 2025**

*Cynci Calvin, Chair (ccrun@ncbb.net)*

### **Pausatf.org**

Dedicated [pausatf.org](http://pausatf.org) tech Thomas Vincent has spent the last 10 days doing maintenance on the website to keep it running smoothly. This effort should be completed in another couple of weeks due to the need to be absolutely sure our users don't have any difficulties with any of the changes. He first contacted me with the plan that involved updating, replacing or removing a number of plug-ins (the website functionality applications ie. - calendars, tables, slideshows, security and more). The last step will be a theme update. None of this will change the look of the site, Prior to beginning he asked me for input, and I included several regular users of the site in that process. As a result the site will look unchanged but will be working more efficiently and safely. Finally, Thomas has fixed a difficulty in having new users receive their confirmation emails has been fixed.

### **Campaign Manager**

Campaign Manager continues to be used by me and several Com Com reps for their committees' communications (LaDonna Aubert, John Lilygren, Cori Evans). The Campaign Manager techs are supposed to be working on a "reply to" issue: the reply to email recipient can't be customized to use a PA email corresponding to the committee rep sending the eblast. I'll keep asking for this. Another issue is that some people are unable to unsubscribe and need to manually be unsubscribed. They are usually long-time un-renewed members. A workaround is to always use an "open" list (one that people can sign up for) for the sends.

### **REMINDERS**

- 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](mailto: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](mailto:verity.breen@gmail.com)): <https://www.facebook.com/pausatf/>
- ➡ Instagram Account: <https://www.instagram.com/usatfpacificassoc/>

**Note:** No other Committee Reports submitted.