

Communications Director Report

Annual Business Meeting, 9/7/19, Report

As of this week, we have 1544 subscribers to our newsletter. This includes volunteers, board members, NPS personnel, crew leaders and trail ambassadors. This is the audience for our Newsletter. We have had approximately 100 unsubscribe this past year – most of them subscribed between 2012 and 2015. The prevailing reason is that they are no longer interested, the second being that they have moved out of town.

Regarding our Facebook page, our “likes” have increased by 104 since August 31, 2018. We now have 903 “likes.” Top “hit” rates come when I post work day photos on the page and when we have potential adverse weather conditions for our work days.

I’d like to thank everyone who has contributed articles and photos for the newsletter.

I will defer to Jerry Givan regarding our web page.