

**New River Community Action**  
 Monthly Public Relations & Resource Development Report  
 Month/Year: **DECEMBER 2017**

PROGRAM	PRESENTATIONS	NEWSPAPER, TV, RADIO	FLYERS, POSTERS, NEWSLETTERS, WEB SITES, FACEBOOK POSTS	FESTIVAL, FAIR, OPEN HOUSE	FUND RAISING EVENT/ NET \$ RAISED	VOLUNTEER OR COMMUNITY PARTNERS RECOGNITION	OTHER
<b>General NRCA</b>		<i>Floyd Press</i> : Floyd Initiative for Safe Housing (FISH) notes NRCA made call to action to community for safe, affordable housing	11 social media posts regarding agency & program activities Annual Report mass email & posts				
<b>CHIP</b>	Giles Local Advisory Board	<i>Floyd Press</i> : CHIP hosts holiday event	7 Facebook posts Giles Library 5	Giles Library Story Time			
<b>Emergency Assistance/ Food Pantries</b>		<i>WSLS TV</i> : Help available to low-income residents with overdue electric bills this winter/ AEP Neighbor to Neighbor program <i>VA Leader</i> : Narrows Jr Woman's Club donates to NRCA <i>Roanoke Time</i> : MCEAP gift wrapping fundraiser at NRV Mall					
<b>Housing &amp; Homeless Programs</b>		Renter Ed notices	4 Facebook posts Social media/email/Floyd & Bburg cable bulletins/Rad electronic board: Renter Ed notices				
<b>Head Start</b>			4 Facebook posts			Recognized baby shop volunteers for supporting HS children with holiday gifts	
<b>SwiftStart</b>	Head Start staff meeting		2 posts				
<b>To Our House (TOH)</b>			3 posts				
<b>VA CARES</b>			2 posts				
<b>VITA</b>			1 post				

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<b>Other</b>							
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