

PR Committee Report

By Evan Nix, PR Committee Chair

May 15, 2025

In the four months since our last report, the AANR PR Committee has made substantial progress on our strategic initiatives, with several projects advancing from planning to implementation. This report summarizes our activity, highlights recent milestones, and identifies next steps as we continue to strengthen AANR's public visibility and community impact.

Progress Overview

The PR Committee continues to operate as a collaborative, grassroots team focused on scalable, member-driven initiatives. With limited resources, we have emphasized projects that amplify naturist voices, showcase AANR's values, and support local engagement. Over the past five months, we've improved collaboration across committees, expanded our volunteer network, and begun laying the groundwork for long-term impact through consistent communication and targeted campaigns.

Initiative Updates

1. My Nude Story Video Campaign

AANR's first-ever member video campaign is now entering its public launch phase.

Progress:

- Submission form finalized, tested, and launched, with built-in video release agreement.
- Sample videos created and video bumper animation and design in process..
- Video uploads planning to rollout starting June 20, 2025.
- Videos will be shared via YouTube, Vimeo, the AANR website, and social media.
- Promotional strategy includes countdowns, teasers, and Undressed Press features.
- A gallery page will be added to the AANR website to highlight submissions.
- **SUBMISSION FORM:** <https://forms.gle/ychgIL2ETiRzsgVB6>

Next Steps:

- Finalize website content, test embed functionality, and launch a submission drive ahead of the official start of summer.

2. Social Media Subcommittee

The social media overhaul initiative has resumed with renewed momentum.

Progress:

- After Loomly was rejected for content-related reasons, Jeff Baldasarre piloted Buffer, which passed all tests and is now being adopted.

- Budget already approved; rollout is underway.
- Linda Weber and Dustin Cox are supporting the recruitment of contributors to social media subcommittee.

Next Steps:

- Activate the social media subcommittee and begin drafting content schedules for the summer campaign season.

3. Visible Altruism Campaigns

This initiative continues to evolve, despite challenges with participation and scheduling.

Progress:

- Subcommittee last met in February; new meeting set for May 28.
- Committee reaffirmed interest in moving forward with a food drive and naturist community cookbook.
- Outreach guide completed by Ronna Krozy to encourage regional reporting.
- Clubs continue to express interest in sharing stories.

Next Steps:

- Relaunch the subcommittee, develop infrastructure to capture and publish regional activity, and expand volunteer recruitment within the Meet & Greet network.

4. YADAC & Youth Engagement

YADAC continues to serve as a wellspring of creative ideas and intergenerational collaboration. YADAC will provide a separate report but here are high level updates on how our committees have collaborated and worked together.

Progress:

- Celebrated publication of the “nonlanded club startup kit” on the AANR website.
- Currently seeking a cartoonist to create illustrations for club materials and social media.
- Exploring the creation of a new naturist “inclusive holiday” to encourage youth and family participation.

Next Steps:

- Continue collaboration with PR and explore crossover initiatives.

5. Reddit AMA and Leadership Visibility

Linda Weber’s April Reddit AMA proved a PR success and created goodwill across platforms.

Progress:

- Over 150 comments and strong upvote engagement.

- AMA was well received and demonstrated the value of transparent, responsive leadership.
- Discussion continues about amplifying Linda's (and other leadership!) online presence and institutional visibility.
- **Full PR Report HERE:**
<https://docs.google.com/document/d/138oez7CVZHu77Xz3f30JiGd4CA8mylbM2fHufgU78K0/edit?usp=sharing>

Next Steps:

- Schedule quarterly AMAs, explore additional media placements, and evaluate Linda's visibility as a case study in member engagement strategy.

Additional Highlights

- Discord has been adopted as a collaboration tool for the My Nude Story campaign and may expand into a broader communications hub for PR work.
- Internal systems for project management, including the Kanban board and Google Drive, remain in use.
- Continued volunteerism remains a challenge; efforts are underway to expand committee and subcommittee membership with vetted volunteers.

Upcoming Meetings

- **Visible Altruism Subcommittee:** Wednesday, May 28, 2025
- **Next Full PR Committee Meeting:** Wednesday, June 18, 2025

Conclusion

The AANR PR Committee has demonstrated meaningful progress in turning ideas into action and building sustainable structures for visibility and engagement. As our projects mature, our focus remains on empowering naturist communities, amplifying authentic voices, and showing the world what a vibrant, inclusive AANR can look like. We thank the Executive Team, Trustees, and Committee volunteers for their continued trust and participation. With summer approaching, we're excited to enter our next phase of growth.