

Marketing And Public Relations Report Fall 2018,

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State Of PR:

Public Relations and Marketing spans many aspects of AIS and indeed many different committees have a PR component; The PR committee has spawned many committees that act now rather independently, examples include:

- The Iris Encyclopedia
- The Online library
- The Social Media Manager
- News & Notes
- The 2020 Celebration Committee
- Publications
- Membership Contest
- Voucher Program

Other AIS initiatives that are important and should coordinate their PR Message are The Website and the Bulletin. Important synergisms can occur. For example News & Notes often uses the Iris Encyclopedia to place an expanded topic of information or The Encyclopedia uses News and Notes to make people aware of a new feature. It has been discussed previously that if a Topic is too long for the Bulletin, its full text might be placed on the wiki with only an Abstract in the Bulletin.

At Present there are no new initiatives pending