

## Public Relations and Marketing Report – November 2014

### Iris Encyclopedia

This year we only added 7,882 new pages to the encyclopedia, but there were 93,813 edits to existing pages and 26,965 images added. Usage of the encyclopedia continues to rise and is 36% over last year. On average there are 1,354 visits each day with 10,767 pages viewed each day. There are over 10,000 unique visitors each month with 4.29 visits per visitor and they spend on average 13.8 minutes per visit. In advertising terms the Encyclopedia got 23 million hits in a year.

### Voucher Program

We continue to add nurseries to the voucher list: Schreiner's Iris Gardens was added this spring. Efforts are still being made to insure that all affiliates know about the advantages of using the voucher as a recruiting tool to enroll new members and encourage current members to upgrade memberships. The explanation of the voucher program is on the AIS website and there is a link in the index of the Wiki.

581 vouchers have been sent out by the AIS Membership Secretary since April 2014 and over 75 have been used as of October 2014.

### News & Notes

The AIS monthly electronic newsletter **News & Notes** has continued to be published on a monthly basis with Special Editions announcing the AIS Medal Awards. The latter continues to be the most popular issue, both in the number of members who read it, and in the number who follow links for further information.

Our statistics also continue to be 2-3 times what Constant Contact reports for non-profits. We have a 54% average for opens compared to an industry average of 25%. Our click-through rate is 33% and the industry average is 11.7%.

The monthly edition has continued to have 6 to 10 topics with short action-oriented descriptions and one or more links to more details. Most of the links are to the AIS website, the Iris Encyclopedia, World of Irises (the AIS Blog), and Section, Region, or Affiliate websites. Some of the new topics were:

- Calls for guest irises. In some cases we have posted the further details in Dropbox to link to. In addition to pre-Convention reminders, we have highlighted post-Convention publications and results.
- Published the approved Iris Shows using spreadsheets from the Exhibitions Committee. These were listed by both date and location to make it easy to find other shows to attend.
- Combining the Irises *Bulletin*, the Iris Encyclopedia, and News & Notes to help Charlie Carver in assembling some National Collections.
- AIS Member Survey reminders. Some initiatives such as this are much easier with a link members can immediately follow.
- Topics created using the Iris Encyclopedia. Recent examples have been the CAPSResource page, the Newsletters Resource page, and a Calendar combining events and deadlines for AIS. The latter may be a way to publicize items which arrive after News & Notes or the Irises *Bulletin* have been sent.

- Pointed members to the AISDiscuss list to be more informed about AIS activities.

Questions for consideration:

- How can we aid your Committee, Section, Region, and Club with your activities?
- How can we combine the AIS channels more effectively?

We'll be glad to work with you to help get your messages out and help you engage with members. Let us know what you might like to try. Contributions and publishing ideas may be sent to Wayne Messer ([wrmesser@gmail.com](mailto:wrmesser@gmail.com)) or Robert Pries ([robertpries@embarqmail.com](mailto:robertpries@embarqmail.com)).

## Social Media

Statistics for the World of Irises -- The Blog of The American Iris Society

Page views today	273
Page views yesterday	390
Page views last month	14,855
Page views all time history	328,1

## AIS 2020 Centennial Committee

The Committee has been working on several initiatives. The Centennial Logo and the Centennial Iris are explained below:

### Announcement AIS 2020 Centennial Logo Contest

We are starting to prepare for a magical celebration; that of The American Iris Society's Centennial, coming up in some short five years. We hope that you will join us by giving us your support, ideas, and encouragement so that we may live up to the same amazing drive and imagination that enabled its creation in 1920 by a wonderful group of people. As part of the celebration we will need a logo that shows the world what our favorite flower means to us iris lovers. (The Centennial logo will not replace the current AIS logo; it will be used as appropriate during the Centennial celebration period.)

**Description:** submissions must be sent via email to the address below. Make sure to include your full name, address, telephone number (cell preferred), and email address so that we may know exactly how to contact you.

**Acceptable Text:** due to the nature of the logo needed, please consider only the use of the following words (you do not need to use all of them):

1. The American Iris Society
2. Centennial
3. Celebration
4. 1920
5. 2020
6. 100<sup>th</sup>

## 7. Anniversary

**Images:** please be sure that the images you use are your own original work, or that you have been authorized in writing to use the image for the creation of the logo, and future publishing by AIS.

**Number of Submissions:** Each participant may enter up to three images. Please email each image separately (write in the subject line: Image # 1 by “*your name*” (then #2, and #3).

**Acceptable formats:** You may submit your artwork in the following file formats: JPG, TIF, PSD, and PDF. If your image wins the contest, you will need to submit the work as PSD and/or JPG only.

**Required Image Size:** minimum size should be 6” x 6”. For those that choose a circular format, the image should also meet this minimum size requirement. There’s no maximum size limit.

**Award and Recognition:** The chosen logo will be used as the AIS 2020 Centennial official logo, and will be featured in all AIS publications, printed and online. The winning artist will also receive an official AIS Winner certificate.

**Contest Deadline:** April 30, 2015.

**AIS Centennial Celebration Email Address:**

[AIS2020centennial@gmail.com](mailto:AIS2020centennial@gmail.com)

Andi Rivarola, for the AIS 2020 Centennial Committee

### Announcement

#### AIS Centennial Celebration Iris

As part of The American Iris Society celebrations in the year 2020, an iris with the – possible – name ‘Centennial Celebration’ (or similar) will be selected. Although seemingly early, hybridizers need time to well, hybridize. So, get your tweezers ready, pollen containers cleaned, labels in place, and get out in the garden next spring and give it your best shot.

**Description:** This iris will be chosen among irises not yet introduced but present at the 2018 AIS Convention (location still to be determined). Any iris of any category can be submitted, whether in or out of region, bearded or beardless.

**Instructions for Hybridizers:** Each hybridizer may submit up to three irises, and up to three rhizomes of each. The Guest Plant Chair will determine how the rhizomes will be allocated to the Convention gardens. Make sure each rhizome is properly marked “AIS 2020 Centennial.” There will be other not-yet introduced seedlings allowed for submission, and you may submit according to the Convention rules, but only those marked “AIS 2020 Centennial” will be considered for this purpose. [Submission of rhizomes will have to comply with the 2018 Convention rules].

**Award and Recognition:** The chosen iris will receive a special AIS 2020 Centennial Medal, and will be featured in all AIS publications printed and online, and of course, it will live as a favorite iris among iris lovers for years to come.

**Note:** The names ‘Centennial Anniversary’ and ‘Centennial Celebration’ have been reserved for AIS usage by the AIS Registrar.

For more information, please email us at [ais2020centennial@gmail.com](mailto:ais2020centennial@gmail.com).

Andi Rivarola, for the AIS 2020 Centennial Committee

### **Publications Committee**

The PR and Marketing Committee was assigned Publications some time ago. I was on the Publications committee when *Basic Iris Culture* was revised and the *Nies Chronicle* was published and have large amount to do with the publishing of both. Since then we have had no new publications. Previously, I used Quark but that was an old version; now I have Publisher and hope to add In Design in preparation for the Centennial coffee table book in five years.

It seems very feasible to start work on a new publication in the interim. Note what I envision is a publication of bulletin size, in essence a topical issue. Such publications are commonly produced by *Life Magazine* and generally sell for \$11.00+ on the newsstand. Since an issue of the *Bulletin* costs less than \$5.00 we should be able to produce this issue and break even if we only sold half in the first year.

The topic, that would be very viable, would be “Iris Through the Year”. The issue could be laid out by month. Each month would show pictures of irises in bloom for that month, and projects that can be addressed at that time, such as digging, planting, rhizomes, seeds etc. and other types of maintenance. I would suggest a timeline for production of 2-3 years. Sections on various irises and issues could be written by a number of irisarians and then edited to make a consistent voice.

**I therefore make a motion to begin work on “Iris through the Year”. – Robert Pries**