

## **COMMUNICATIONS ANNUAL REPORT-2014-15**

AYS communications continue to involve numerous forms of media to include:

- The Menorah
- Post-cards
- E-blasts and Constant Contact, including EventSpot, an online invitation and RSVP program
- Phone calls and use of the AJCC phone tree
- AYS website

We update our mailing and phone tree lists as changes occur; however, we rely on you to provide us with the changes. We continue to update the birthday and anniversary lists as our information seems to be incomplete or in error. Please notify the office if your information is not correct.

The Menorah continues to be an all encompassing communication. Each edition includes:

- The Rabbi's Voice
- A Message from our President
- Board Actions
- News from Board Committees
- Sisterhood News
- Men's Club News
- What's Ahead at AYS
- "News Capsules"
- Thank You
- Contributions by categories
- Mazel Tov and Condolences
- Various articles
- Flyers-registration/RSVP forms
- "In the Community"

This year the Menorah was published bi-monthly to decrease costs. The masthead of the Menorah was changed in color at least quarterly. Any suggestions for color schemes or articles are welcomed. We would love to have articles by our congregants!

We continue to seek Menorah sponsors. Letters seeking sponsorships will be mailed in Mid-June. An article seeking congregational sponsors appeared in the May-June Edition of the Menorah.

For those who prefer electronic communication, our website continues to feature among other things, information about the synagogue, religious service times, events and the most recent issues of the Menorah. The website was recently updated by LA Gandy. Very soon all Board changes will be posted. By going to the website, members can also make reservations for events, make donations, pay their synagogue bills and even plant trees in Israel through the JNF.

On a personal note, my heartfelt thanks go to Deanna Kitchens and Strother's Printing, Inc. The word "no" nor the phrase "we can't get it done" are not in their vocabulary. Deanna has seen to it that our turn around time is minimal. She suggested that Jeremy (who was with her at Minit Print...now closed...do the set-up of the Menorah at the same cost Strother's charges. This has been most successful as Jeremy truly knows the Menorah. Finally, I'd like to thank all those who have submitted information and articles for the Menorah this year and Jon Shoenholz for his encouragement and constant support and help whenever and wherever it was needed. I have just finished my fourth year as Communications Chair and feel that it has been a successful year.

Susan Steinberg, Chair