



R8 Publications & Communications (PⁿC) SubCommittee



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Goals

To effectively, accurately & synchronously disseminate information & related content for the benefit of our Region 8 members (and beyond)

Status

The purpose and inception for this committee (PnC) is based upon the fact that our main interface to the region (& to the World) are the various **communication platforms** (both online & Offline), which need to represent our Region accurately and in a synchronized manner and provide up to date information to the masses, while encouraging member engagement and appreciation. Accordingly, the implementation was initiated and the most vital achievement so far has been the consolidation, synchronization & convergence of all regional communications and publications under one umbrella. The committee consists of 5 unique streams - three are online, while two are published media (hardcopies as and when appropriate).

- In the **Online** channels, we have the following which comprises of:
 - **R8T (Region8 Today)**
 - Current and real-time stories & events
 - Web based so quicker turn-around time
 - Medium to promote current activities and for publicity of upcoming events.
 - Work ongoing to revamp the associated page & streamline content generation and presentation.
 - Some recent posts included announcements regarding newly developed STEM portal and HAC/Sight funding opportunities.
 - Increased viewership in the last months and Calls for contribution already posted on R8T site
 - **SM (Social Media)**
 - Real-time stories & events announcements & discussions.
 - Multiple platforms (FB/TW/IG)
 - Fast quick information – but need to be controlled to avoid duplication and contradictions.
 - All SM handles are being updated regularly now with appropriate content and methodology.
 - **EC (Website)**
 - Mostly for R8 related information
 - Also, relevant announcements and links
 - Revamp will be done for better usability
 - Highly increased activity in the last few months.
- In the **Offline** (Hard publications) channels, we have the following which comprises of:
 - **R8N**
 - This publication is to showcase events, achievements & news items from across region.
 - As this is produced with specific deadlines throughout the year it is an ideal medium for reporting on past events, meetings or stories – with the ability to promote future events.
 - Work ongoing towards publishing our first issue of 2021 in June (with 12 to 16 pages). Content is being finalized while discussions underway on the template to use, licenses to acquire, involvement of IEEE Publishing artwork, print + electronic campaigns & numbers of print/electronic distribution.
 - Target is to have minimum of 2 editions this year and to try and align with Spectrum timelines of June, September, December.
 - **Sigma**
 - This was introduced as a concept recently and is just starting to get content, but very slowly.
 - It is anticipated as a medium to highlight and showcase R8 people, projects, technology etc.
 - This is more suited to longer, more in-depth stories celebrating achievements within our region. Examples include, In-depth interviews with technological innovators/ leaders, reports on big/ important technological projects, Opinion pieces on topical issues, Innovations in countries or sub-regions within R8, Reporting on achievements by individuals or groups etc.
 - Target is to create a paper version (and corresponding e-version) to be circulated with IEEE Spectrum – quarterly in the long term, however, first issue planned for April/May with 12 pages.

Outlook

Persistent hard work is required to consolidate the various channels and media within our region. The new strategy as defined by the Chair & team, to achieve these goals will employ the following key aspects:

- Coordination & Collaboration to ensure coherent messaging
- Standardization of our contents look & feel across platforms
- Minimization of unnecessary duplications & contradictions in information
- Generation of newer ways to keep our members informed/engaged
- Encourage teamwork/cooperation & sense of converged success/goal
- Implementation of a process for sourcing information from the region. This will basically be a combination of Push & Pull methodology.
 - Pull process: Sourcing content from R8 OUs (sections, chapters, committees and subcommittees, student branches) etc.
 - Push process: The regional members will be sending info/content to the PnC channels using the editors@ieeer8.org alias, online forms to all EiCs

Once the above strategy is fully implemented, the outlook seem very promising. Potential benefits may include:

- Coordinated/Coherent message from Region 8
- Uniformity of information provided
- Clear communication & Feedback channels for our members
- Support in receiving ideas & planning new initiatives for the Region
- Publicity of our members and their due appreciation
- Value-Added hard publications
- Member Engagement, Satisfaction & Retention

Chair/PnC can be reached at adeelsultan.ieee@gmail.com, the entire PnC team may be reached at pnc@ieeer8.org and the Chair/5 Editor-in-chief's may be reached at editors@ieeer8.org

Other goals to be achieved by the SC:

Streamlining and expediting the publication and distribution of our main Regional Publication (R8 News).

Points of Concern

Need more inputs and regular content in order to sustain the continuous information flow, hence active participation from everyone is required and will be greatly appreciated.

Proposals for improvements/Other Issues to report

As the consolidation efforts are executed, there would eventually be a need for a larger team of editors/volunteers to help plan, manage and cascade content seamlessly.