

Committee Report 2020
ESO Public Relations Committee

Report of the ESO Committees - Summary

Public Relations Committee

- **Marialuisa Zedde, Italy (Chair)**
- Paola Santalucia, Italy
- Gian Marco De Marchis, Switzerland
- Cornelia Brunner, Austria
- Pietro Caliandro, Italy
- Kailash Krishnan, UK
- Derya Uluduz, Turkey
- Rajiv Advani, Norway
- Poljakovic Zdravka, Croatia
- Psychogios Klearchos, Greece

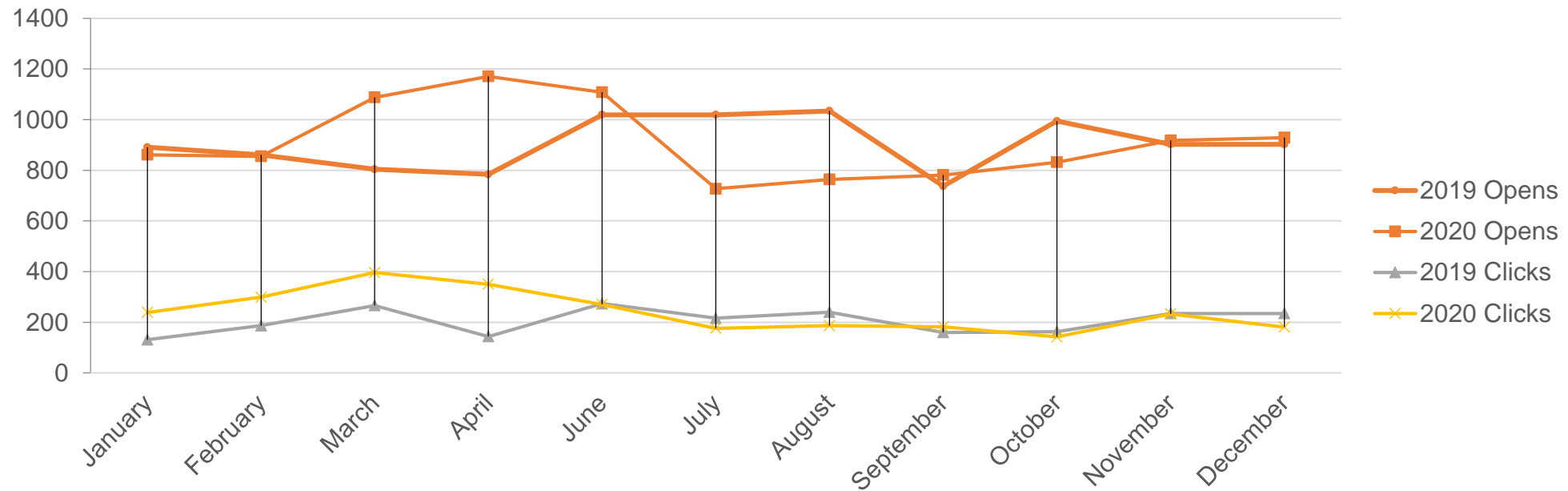
Report of the ESO Public Relations Committee

MAIN ACTIVITIES

- The main task of the PR Committee is the ESO monthly newsletter.
 - In 2020, 12 newsletters were sent to ESO members
- The PR committee has strengthened its cooperation with the YSPR committee as both worked closely on reporting from ESO WSO 2020.
- ESO Committee corner finished presenting a committee per month which began in 2019.
- FESO interviews were continued in 2020.
 - It has become more difficult to find Fellows who are eager to respond to the interview questions, so a new interview series will be introduced in 2021.

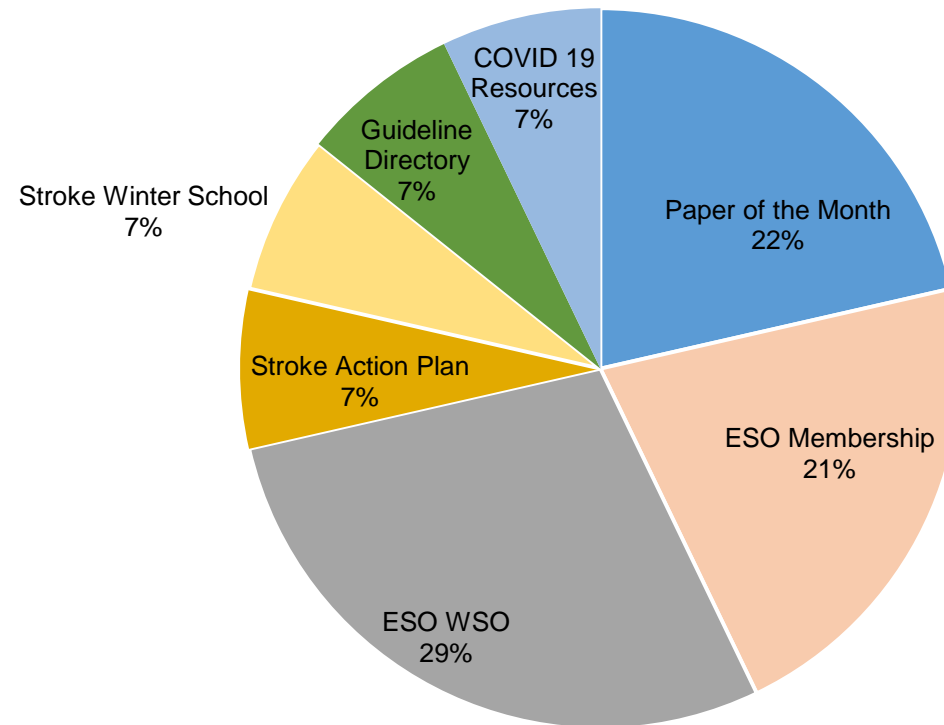
Newsletter Performance

Newsletter Performance Year over Year



Content by Category

Most clicked article per month



Findings

- In 2020, newsletter distribution increased but the open rate remained consistent.
- Paper of the Month accounts for spikes in clicks in April and May 2020.
- In January, interest in membership renewal, conference registration and the call for committees were nearly even.
- The conference moved to November but it did not appear to have a large impact on newsletter behaviour.

- Since this was a joint conference, the daily conference newsletters were handled by Kenes.
- The PR Committee collaborated with the YSPR Committee and created content for the ESO blog, including:
 - 8 Session reports (PR Committee)
 - 3 Virtual poster walks (YSPR)
 - 4 YSPR interviews (YSPR)
- The December Member newsletter was the platform for sharing this content with ESO members.