



HBMA, PR Committee Meeting
December 9, 2010

Attendance: Andy Kokosa, Karen Linsteadt, David Purvis, Curt Cvikota, Kris Cvikota, , Keri Jennings, Dave Anderson, Jennifer Norman, Michelle Botana

Agenda:

1. Committee Structure

A-Andy announced that the committee structure will change from Karen Linsteadt as the Chair and Andy Kokosa as the Co Chair for 2011

B-Committee Members – Andy has contacted Joe Nocito –who stated that he wanted to join the committee in St. Louis. He has not responded to his calls so we will no longer pursue him as a PR committee member

2. Dodge Communications – Dave Anderson

Submitted the November and December reports. Dodge is trying to keep the number of hours down in December due to the overage of hours in Aug/Sept for the promotion of the St. Louis meeting.

We discussed how the requests for Dodge to spend more hours on articles etc. should be handled when they are requested by staff or other committees. PR is being pressured to keep within our budget, however we need to know if others are having Dodge spend hours that are not on monthly plan reports that we approve at our meetings. In many cases it will be necessary but we need to add to our budget line items for the appropriate committee.

Dodge agreed to let us know if there are additional projects that they are being requested to handle so that we can approve it and allocate this to the appropriate source.

Dodge also provided us with a detailed Editorial Calendar for 2011 and asked the committee to review for any changes or additions.

3. Newsletter

Karen noted that there are no new articles since October and that we thought Rita would be handling that now. Per Michelle, there has not been an agreement finalized with her yet. The publications committee is to provide 3 articles quarterly so their articles have been added for the quarter.

Per Keri, the Publications committee is struggling with finding articles from a physician's perspective. She recommended that we get suggestions from newsletter current and

past subscriber's for the types of articles they would like to see. Michelle will send an email to all current and past newsletter subscribers to get some input from the membership.

We will add an item to our agenda now monthly to go over what items publications wants us to review and any information PR needs from them.

4. Website Subcommittee

David, Curt and Kris have been working on how to add key words to keep our pages current and searchable on Yahoo and Google. Dodge has provided a list of keywords that need to be added and updated regularly on the site. They are requesting \$500 for programming and \$75 per month for the service. The committee agreed that this would be valuable to the association.

We also requested to see data regarding the number of hits to the blog and other pages monthly or quarterly so that we can measure how successful this is for us.

The dev site has the new renewal process being tested that adds the newsletter to the renewal process.

5. Miscellaneous

We approved the brochures for the New Member and Vendor pending review by Dodge to ensure that all of the wording looks good to them.

There is some pieces missing on the Media Kit and that will be reviewed once it is complete.