



Public Relations Committee Status Report
2009 Workplan

No.	Initiative to be undertaken	Who will do the work?	What resources are needed?	Timeframe for completion	Current Status	✓
	Building a "cut and paste" Newsletter - Promote the use of HBMA publications (i.e. Washington Report, Billing) to be shared with clients of HBMA members.	Andy to coordinate with Publications Cmte...they would have to buy into the format. ISAM would need to post the newsletter on the Website for easy retrieval	Time and consideration from Publications Cmte	Originally 2nd quarter 2007...part of Membership Value Kit...implementation pushed back	Done...Improvements on-going	
1B3	Brochure improvement and review of marketing materials and website for change to include first party billers	PR Committee		1st Quarter 2009	In process	
4A1	Investigate external resources to assist with PR process	PR Committee	\$	2nd Quarter 2009	Done...Dodge Communications. On-going follow-up	
4A2	Update and refresh website for user friendliness	PR Committee	\$	1st Quarter 2009 Ongoing	In process ... On Going. Goals and objectives have been drafted by Brad, Dodge & Webteam, Brad to report monthly	

4A3	Develop sample press releases for certificants, BOD, committee chairs - any transitional change Distribute to local news as identified by individuals and send a copy to the Board.	PR Committee ISAM		Immediate 1st Quarter 2009	Being Done by Dodge	
4A4	Develop media kits and press releases about association initiatives and accomplishments	PR Committee ISAM	\$	4th Quarter 2008	Potentially no-longer Relevant	

Legend:	
Complete	Green
Monthly Activity	Purple
In Process	Yellow
Not Completed or Addressed	Red