



Public Relations Committee Conference Call
October 19, 2010

Attending: Andy Kokosa, Karen Linsteadt, Curt Cvikota, Marla Harmon, Fran C., Michelle Botana, Brad Lund, David Anderson, Jennifer Norman

Absent: Keri Jennings, Peggy Martin, David Purvis, Kris Cvikota

Minutes:

1. Dodge Communications
 - A. Change in Reporting (Andy)
 - This month Oct. / November plan + Sept Report
 - The task given PR committee...it's our objective to approve the plan
And prioritize the those items on the table for HBMA
 - Our objective is to stay within an average of 30 hours per month w/ a total budget not to exceed 60,000 annually
 - B. September Report Comments (Dave)
 - C. Work plan report (Dave)
 - October - Attached
 - November – Attached
 - D. More Ideas requested from Dave...i.e. committee news and ideas, approved the efforts of the Certification Process and committee results, the question again is addressed on how to engage other members.
Brad's idea...HBMA has a standing staff meeting every weds; an agenda item will be added to list hot committee topics to report to Dodge
2. Newsletter Report (Karen)
 - A. Reported on St. Louis – successful feedback on the Re-creation of the Newsletter, much interest...proof will be in the sales.
 - B. Total Registration
 - 43 Measured
 - Subscription renewal data is not currently available

- Change the renewal process. At time of membership renewal the extras can be added i.e. add'l state listings, newsletter, etc. Brad will send a memo to Kris to have the process built
 - C. One of the complaints has been in the supply of new and applicable articles. Rita is to take articles from Billing and make them applicable to Newsletter. This has been similar to the process we were attempting w/ the Washington report which was being done by staff but current status is unknown
 - D. Andy has requested that Karen have free access to the newsletter so she can better evaluate the process
3. Website Subcommittee
- A. Blog – posting coming from Dodge
 - a. Measuring is there and reported... 174 in October, i.e. 23 for HER
 - B. Curt will be setting a subcommittee meeting in the near future
4. Other
- A. Committee Work Plan (Completed by APK and submitted)
 - B. Brochure ... 3 fold – status (Brad)
 - a. 1 for new members
 - b. 1 for the vendors
- This is being finalized by Fran and can be submitted for review shortly