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Michigan Dental Association
COMMITTEE ON PUBLIC RELATIONS
MEETING MINUTES
May 14, 2021

Present

Dr. Sheridan Kelley, vice chair
Dr. Dan Edwards, member
Dr. Karla Callender-Giuliano, member
Dr. Lisa Christy, member
Dr. Larissa Bishop, member
Dr. Ubonwan Saeung (JJ), member
Dr. Kate Solomich, member
Dr. Cheri Newman, board liaison

Staff

Jenny Armistead, director, marketing & communications
Jason Heinrich, coordinator, graphic design & marketing

Guest

Robert Raible, MDA Public Affairs Consultant

Absent

Dr. Sam Blanchard, chair
Kloanna Fetolli, student
Sandy Wang, student

Call to Order

The meeting of the Committee on Public Relations (CPR) was called to order at 9:04 a.m. There was a quorum.

Approval of Minutes

The minutes from the March 12, 2021 meeting were approved electronically.

Welcome/Introductions

Dr. Cheri Newman, board liaison, was introduced to the committee.

2021-2022 Committee on Public Relations Scope/Charges

Jenny Armistead explained the purpose of the committee is to assist the MDA Board of Trustees by monitoring, reviewing and recommending MDA public relations activities including the public awareness campaign, the component public relations program, and other public communication initiatives. She noted the charges of the Committee on Public Relations include, providing dental professional insight on the performance, development and implementation of the 2021- 2022 public education campaign, reviewing and evaluating all applications and selecting six local components to receive public relations grants in 2022, and monitoring and providing dental professional insight on MDA Public Affairs consultant communications and public relations activities throughout the year.

52 **Public Education Campaign Update**

53 *Smilemichigan.com Traffic Results, March - April*

54 Jenny Armistead presented the Smilemichigan.com traffic results and campaign spending.
55 Performance highlights included a 30% increase in sessions in the first quarter of 2021 vs. the
56 first quarter of 2020. She mentioned there were more unique visitors overall in 2021, new users
57 were up 13.2% compared to 2020, and the total pageviews are up .46% over 2020.

58
59 *Find-a-Dentist Paid Search Campaign, March – April*

60 The campaign resulted in over 64,000 sessions and received a very strong conversion rate of
61 100%. The campaign successfully drove 4,800 sessions to smilemichigan.com.

62
63 *“Let’s Talk: Here” Video, March*

64 Jenny Armistead mentioned that the video delivered over 1.2 million impressions and drove
65 over 5,000 sessions to Smilemichigan.com. It received over 102,000 video views and reached
66 over 131,000 on Facebook. She noted that the display ads had higher engagement on mobile
67 devices, age (55-64), in the Detroit area.

68
69 *“Let’s Talk: Care” Video, April*

70 The campaign delivered over 1.5 million impressions and drove over 5,100 sessions to site. The
71 video received over 93,000 video views and reached over 53,000 on Facebook. Similar to the
72 *Let’s Talk: Here* video, the Detroit region served the most impressions with display ads and
73 drove the most clicks.

74
75 *Q2 and Q3 Campaign Plans*

76 Jenny Armistead mentioned that the *Let’s Talk: Care* video is slated to run April through June
77 2021. James & Matthew are currently working on the *Let’s Talk: Health* video, which is slated to
78 run July through September. She reviewed the script for the upcoming video.

79
80 *2022 Campaign Plans*

81 Jenny Armistead discussed various aspects of the campaign plans for 2022. She explained that
82 the campaign will shift to a more fun, light-hearted tone and continue to feature more MDA
83 member dentists and potentially their patients. Including true stories and candid takes that
84 embrace the personal, emotional and humorous side of MDA Dentists.

85
86 **MDA Public Relations Report**

87 Robert Raible explained that there have been positive articles in the media about dentists
88 navigating the pandemic and articles highlighting community involvement of Michigan dentists
89 volunteering to administer vaccines. He noted a lower level of media coverage in the last two
90 months and that reporters are currently in a transitional period. They may begin to sway away
91 from COVID-19 stories and begin to focus again on the topic of access-to-care.

92
93 He discussed the success of the MDA Twitter page. The social channel continues to grow in
94 popularity and recently surpassed 5,000 followers.

95
96 Mr. Raible mentioned that future public relations plans will remain flexible as we navigate
97 through the pandemic. Upcoming media topics may include an emphasis on human-interest
98 stories, highlighting patient stories participating in the Michigan Donated Dental Services (DDS)
99 program, additional stories featuring member dentists participating in vaccine distribution,
100 articles featuring various non-profit dental providers using the grants they received from the
101 Michigan Dental Association Foundation, and a possible article from MDA president, Dr.

102 Michael Maihofer, reflecting on the pandemic, explaining the impact on the delivery of dental
103 care, the biggest lessons learned, and how Michigan dentists are preparing for the future.

104

105 **Final Comments and Adjournment**

106 The meeting was adjourned at 9:56 a.m. The next meeting is scheduled for 9 a.m., Friday,
107 September 17, 2021 and will be conducted online.