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**Michigan Dental Association  
COMMITTEE ON PUBLIC RELATIONS  
MEETING MINUTES  
November 19, 2021**

**Present**

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

**Staff**

Rich Evans, director, marketing & communications  
Jason Heinrich, coordinator, graphic design & marketing

**Guest**

Jim Pond, co-founder James & Matthew  
Matt Maguy, co-founder James & Matthew  
Robert Raible, public affairs consultant

**Absent**

Dr. Sam Blanchard, chair  
Dr. Dan Edwards, member  
Dr. Kate Solomich, member  
Kloanna Fetolli, student  
Sandy Wang, student

**Call to Order**

The meeting of the Committee on Public Relations (CPR) was called to order at 9:02 a.m. There was not a quorum.

**Approval of Minutes**

The minutes from the May 14, 2021, meeting were approved electronically.

**Welcome/Introductions**

Rich Evans, MDA Director of Marketing & Communications, was introduced to the committee.

**Component Public Relations Grant Program**

*2022 Grant Applications*

Committee members reviewed and discussed the eight component applications for the 2022 PR grant Program. The evaluation resulted in present committee members recommending six components to be awarded PR grants in 2022.

**Resolved**, that the following six component societies receive grants to fund their PR grants:

- Detroit (\$5000)

- Kalamazoo (\$1000)
- Livingston (\$5000)
- Muskegon (\$4977.23)
- Washtenaw (\$4400)
- West Michigan (\$5000)

The committee will vote electronically to approve the proposed resolution before notifying recipients.

Rich Evans will contact all applicants the first week of January and will mail the grant recipient checks the following week. It will be requested that all awarded components provide photos to the MDA, displaying how their funds were used. Grant recipients will have their project announced in the *Journal of the Michigan Dental Association*.

### **2021 Public Education Campaign Update**

Jim Pond discussed the 2021 public education campaign results. He noted that the budget experienced a decrease in funding during the pandemic. Despite the budget decrease, unique page views increased 33%. The campaign targeted baby boomers, millennials, and blue-collar workers. As a result of Covid-19, those who were negatively impacted economically by the pandemic, became an added demographic of the campaign.

### **2022 Public Education Campaign Strategy Discussion**

Jim Pond and Matt Maguy provided their perspective on the 2022 Public Education Campaign strategy to the MDA Committee on Public Relations. Present committee members discussed and evaluated campaign strategy, priorities, and potential adjustments.

**Resolved, that** the following plan of action be forwarded to the MDA Board of Trustees for review:

- The MDA should continue to allocate 80% of the public education campaign effort towards education/awareness and 20% towards driving people to the Find-a-Dentist tool.
- The MDA should continue to focus on the three primary targets consisting of: Family Influencers, Blue Collar Workers, and Millennials.
- The MDA should remove the Economic Impact target from education/awareness and the Find-a-Dentist tool campaigns.
- The MDA should expand targeting into a fourth group consisting of Expecting Individuals. Early indications suggest that an increase in birth rates within the Millennial demographic is on the horizon. Getting in front of this trend will position the MDA as a top voice in communicating oral health messaging to this group.
- The MDA should develop a content strategy focusing on Oral Health Comorbidities as consumer search behavior suggests this is a topic of great interest.
- The MDA should build creative and content focusing on providing digital assets for dentists to use within their individual practices that support the goal of expanding dental education/awareness.
- The MDA should focus on developing content that showcases unique stories within dental care.

The MDA Committee on Public Relations will vote electronically on the proposed strategy for the 2022 public education campaign prior to transmitting it to the Board of Trustees for approval.

102 **MDA Public Relations Report**

103 Robert Raible presented a public relations report to the committee. He discussed several  
104 trending stories in the media that featured Michigan dentists. He is currently working on stories  
105 focused on various topics including the importance of dental treatment for pregnant women and  
106 the impact that COVID-19 has had on dentistry.

107  
108 **Final Comments and Adjournment**

109 The meeting was adjourned at 10:08 a.m. The 2022 meeting schedule for the committee on  
110 public relations is in the development phase and will be sent to the committee electronically.