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Michigan Dental Association
COMMITTEE ON PUBLIC RELATIONS
MEETING MINUTES
January 21, 2022

Present

Dr. Dan Edwards, member
Dr. Ubonwan Saeung (JJ), member
Dr. Karla Callender-Giuliano, member
Dr. Lisa Christy, member
Dr. Cheri Newman, trustee liaison

Staff

Rich Evans, Director of Marketing and Communications
Sophie Brenke, Component Relations Coordinator
Jason Heinrich, Graphic Design and Marketing Communications Coordinator

Guest

Robert Raible, Public Relations Consultant
Jim Pond, Co-founder James & Matthews
Matthew Maguy, Co-founder James & Matthews

Absent

Dr. Sam Blanchard, chair
Dr. Sheridan Kelley, vice chair
Dr. Larissa Bishop, member
Dr. Katherine 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 9:03 a.m. A quorum was not present.

Approval of Minutes

The minutes from the November 19, 2021, meeting were approved electronically.

2022 Public Education Campaign Update

Jim Pond & Matthew Maguy discussed the 2021 Public Education Campaign results and provided an overview through the “Year of Digital Content.” Further discussion included analytics of the 2021 Public Education Campaign and the economic impact influencers. Mitigation targeting will be used in the 2022 year including three main targets, including millennials, family/mothers, and blue-collar workers, to elevate their inclusivity and equity for an efficient campaign.

The committee discussed experimental targeting of expecting parents and how to encourage them into the dentist’s office. Jim Pond and Matthew Maguy ended their presentation with a 2022 creative sneak-peak at “Teeth Have Feelings, Too”. The challenges are divided into a card-based interface with education and tips when you flip the card to learn more. The

51 committee reviewed animated campaign videos. Jim Pond discussed campaign creative for
52 2022, including animated videos and snap chat filters for social media.

53

54 **MDA Public Relations Report**

55 Robert Raible shared that the CNG Newspaper from Southeast MI ran a story about a dentist in
56 Warren that participated in Donated Dental Services with the story reaching over 80,000 people.
57 April Stopczynski was contacted by a reporter from Stockbridge interested in a DDS story.
58 Robert Raible has three stories on DDS and has been pitching them to reporters due to their
59 milestone of \$25,000,000 in donated care.

60

61 In October, the Detroit Free Press published a story reporting on the Gary Berstein Clinic in
62 Pontiac for recognition of volunteerism.

63

64 Due to continued concerns regarding COVID-19 and public gatherings, Mr. Raible suggested
65 that the MDA have a prepared PR statement available if needed, defending the MDA's stance
66 on holding an in-person Annual Session meeting during the pandemic.

67

68 Lastly, the quarterly legislative e-newsletter will be released in mid-February and will feature a
69 pregnancy-targeted video.

70

71 **Component Relations Update**

72 Sophie Brenke announced that the Leadership Forum will be at the Crowne Plaza in Lansing on
73 September 30, 2022. Lakeland Valley and West Michigan have joined the eNewsletter
74 assistance project. The ADA Website Template Training project has begun, and meetings begin
75 next week. Preparation for the welcome center at Annual Session has been discussed and the
76 next component visit with confirmed attendance will be February 2 at the Macomb District.

77

78 **National Children's Dental Health Month**

79 National Children's Dental Health Month (NCDHM) takes place in February, 2022. Jason
80 Heinrich outlined various types of content to be used on social media throughout the month.
81 Rich Evans mentioned that the MDA's newly developed video on treating pregnant women
82 throughout pregnancy supports NCDHM and can be used as additional content in February.

83

84 **Final Comments and Adjournment**

85 Meeting patterns moving forward will be on the third Friday of the month at 9 am.

86

87 The meeting was adjourned at 10:23 a.m. The next meeting is scheduled for 9 a.m., Friday,
88 March 11, 2022, and will be conducted online.