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**Michigan Dental Association**  
**COMMITTEE ON PUBLIC RELATIONS**  
**MEETING MINUTES**  
**May 20, 2022**

**Present**

Dr. Sheridan Kelley, chair  
Dr. Karla Callender-Giuliano, vice chair  
Dr. Cheri Newman, trustee liaison  
Dr. Riley Allen Schaff, ADA council liaison  
Dr. Samuel Blanchard, member  
Dr. Daniel L. Edwards, member  
Dr. Ubonwan Saeung (JJ), member  
Dr. Lisa Christy, member

**Staff**

Rich Evans, Director, Marketing and Communications  
Sophie Brenke, Coordinator, Component Relations  
Jason Heinrich, Coordinator, Graphic Design & Marketing  
Angie Kanazeh, Director, Membership  
Andrea Sundermann, Director, Continuing Education

**Guest**

Joseph Samona, ASL Interpreter / LEAD participant  
Autumn Chesnutt, ASL Interpreter  
Dr. Tamika Thompson, LEAD participant  
Maeve Daly, LEAD participant  
Greg Bauman, LEAD participant  
Kloanna Fetolli, UOM Student  
Laurie Busby, Co-founder James & Matthews  
Jim Pond, Co-founder James & Matthew  
Matthew Maguy, Co-founder James & Matthews  
Robert Raible, Public Relations Consultant

**Absent**

Janith Jayatilake  
Dr. Kate Solomich  
Dr. Laris Stumpos  
Soumya Abraham

**Call to Order**

43 The meeting of the Committee on Public Relations (CPR) called to order at 9:01 a.m. A quorum  
44 was present.

45  
46 **Approval of Minutes**

47 The minutes from the January 21, 2022, meeting were approved electronically.

48  
49 **MDA Digital Support Kits**

50 Jim Pond provided background of the Public Education Campaign, and how they are  
51 repurposing it to improve awareness. Matthew Maguy described the main goal; to provide  
52 awareness and educate the public about dental matters. They asked the committee how they  
53 can improve the content to help the public understand dentistry.

54  
55 The committee discussed their comfort levels with social media. Rich Evans presented a new  
56 member benefit titled, MDA Digital Support Kits. This new section of the MDA website is  
57 designed to help members gain a better understanding of social media and provides shareable  
58 content on topics drawn from past MDA Public Education Campaigns. The committee discussed  
59 their limited access to the information through the MDA website and their issues with the ADA  
60 log-in barrier in relation to the digital support kits. Mr. Pond described best social media  
61 practices from the MDA website and asked the committee for how they can increase utilization  
62 rates. Mr. Maguy explained targeting to increase member awareness and not negatively impact  
63 the campaign.

64  
65 The committee discussed a brief introduction video to share the launch of the support kits in a  
66 more meaningful way. Mr. Evans discussed the Sugary Truth campaign and the content  
67 members can utilize through templates, images, social media posts, banners, and other  
68 verbiage. Mr. Pond discussed the new variety of content coming to help member dentists speak  
69 to things that matter to them.

70  
71 **Public Campaign Review**

72 Jim Pond added to the previous discussion on the history of the Public Education Campaign and  
73 their goals of education and awareness to the Michigan public. Mr. Pond also discussed the,  
74 “Find a Dentist” tool and its importance. New campaigns are media-focused, including video  
75 and Tik Tok. The Committee discussed areas of improvement and performance evaluation of  
76 the campaign, including being mindful of costs and adjusting what is and what is not working. It  
77 was noted that targeted individuals watched 40,000 hours of video.

78  
79 Rich Evans mentioned that the June edition of the MDA Journal will feature a cover article on  
80 the MDA’s Public Education Campaign. The Committee discussed the House of Delegates  
81 resolution and how fulfillment of this recommendation could change the structure of the Public  
82 Education Campaign. The Board is currently discussing the action to review the 2020 and 2021  
83 Public Education Campaign performance. The report would go through the Board of Trustees to  
84 the House of Delegates in April 2023.

85  
86 **Media Relations**

87 Robert Raible discussed how COVID is still impacting journalism, dental practices, and their  
88 patients. Mr. Raible continues to advocate for Michigan Donated Dental Services (DDS) in the  
89 west side of the state. Mr. Raible had an article published in Detroit through the Urban Aging  
90 News, discussing older caregivers. The station also reran the DDS article from 2021, in January  
91 2022. Mr. Raible is hoping to have an article published in June to increase DDS participation. In  
92 February, the Governor’s proposed budget was released. Dr. Maihofer was quoted in the press  
93 release providing positive coverage for the MDA.

94  
95 Twitter engagement steadily grows, up to 5,200 followers, at a running competition with the  
96 Pennsylvania Dental Association. Mr. Raible plans to participate in an hour-long Twitter chat on  
97 the LGBTQ+ community’s unique obstacles and their specific oral health needs. Rich Evans  
98 encouraged all committee members to be a part of the Twitter chat. Mr. Raible is also working  
99 on the Legislative Newsletter with MDA Legislative Staff, Bill Sullivan and Neema Katibai. The  
100 committee discussed the need for positive solutions and position statements on certain dental  
101 issues for when a dentist talks to the press. Then, they would have an idea of talking points to  
102 ensure a positive interview with reporters and have more support from the MDA.

103  
104 **Social Media Strategy / Calls for Testimonials**

105 Rich Evans provided insight on the gaps in the MDA’s social media, the need for more specific  
106 goals on social media strategy and a stronger LinkedIn presence. The MDA Marketing Staff will  
107 discuss strategy and follow back up with the committee. Mr. Evans also discussed his search for  
108 testimonials for both the member recruitment campaign and the leadership recruitment  
109 campaign. For member recruitment, he asked for challenges that you have faced and how you  
110 received a solution through an MDA benefit. Mr. Evans example, was a bad google review and  
111 how to manage that. For the leadership recruitment campaign testimonials, he is asking why  
112 you joined leadership and what that feels like.

113  
114 **Final Comments and Adjournment**

115 Rich Evans announced that meeting patterns moving forward will be on the third Friday of the  
116 month at 9am. The 2023 schedule will be in the follow-up email.

117  
118 The meeting adjourned at 10:03 a.m. The next meeting is scheduled for 9 a.m., Friday,  
119 September 9, 2022, and will be conducted online.