

Women's Health Leadership Trust Committee Report

PR/Marketing Committee

August 16, 2011

Committee Chair: Janet Stacey

Members on the Committee: Renae Carlson, Chris Gibson, Leah Johnson, Molly Lagermeier, Cindy Lorah, Helen McIntyre, Allison O'Connor, Edith Swiatek, Kathleen Ziegler

Committee Purpose: The marketing committee promotes visibility for the TRUST, its programs and members.

Goal (s) for the Committee:

- Provide member feedback on perceived benefits and areas to improve/expand
- Refine messaging and update the website and marketing materials
- Create a TRUST fact sheet including the TRUST mission, purpose and key messages
- Secure byline articles by TRUST members with specific expertise
- Identify sponsorship, partnership and speaking opportunities to increase TRUST visibility
- Promote TRUST events and programs
- Develop relationships between local media and the TRUST
- Coordinate media training session for TRUST spokespeople

The plan 8.2010 – 9.2010	What was accomplished	What is yet to be done
Messaging: Define TRUST mission, key messages and objectives; communicate to members; and create business cards with info about the TRUST	Drafted key messages and objectives and made edits with committee feedback. Gained board approval for key messages.	Communicate key messages to members. Create business cards with information about the TRUST. Create fact sheet and update current TRUST materials.
Media Relations: Identify spokespeople, publicize the 2010 Index Report, place bylines, monitor query services for media opportunities, conduct media outreach for TRUST events.	Identified spokespeople. Monitored query services for media opportunities (ongoing). Conducted media outreach for TRUST events (ongoing).	Media train spokespeople. Place bylines. Continue to monitor query services for media opportunities and conduct media outreach for TRUST events.
Community Relations: Identify sponsorship, partnership and speaking opportunities.	Created initial list of opportunities. Drafted questions for survey to members to identify additional opportunities.	Distribute survey to members in partnership with Programming Committee and Angie. Create timeline and plan for utilizing opportunities in the community.