

COMMUNICATIONS & EXTERNAL AFFAIRS COUNCIL

Tuesday, March 28, 2017

12 – 1:30 p.m.

TMC Board Room

Council Members Present:

B.J. Almond, Rice University
Jo Ann Zuniga, St Luke's Health
Beatrix Varman, TMC Library
Drew Munhausen, Memorial Hermann
Glenn Willey, Memorial Hermann
Rhiannon Collette, Memorial Hermann
Ryan Holeywell, Rice University
Kurt Koopmann, UTMB
Sue-Ella Mueller, Texas Women's University
Hao Nguyen, The Health Museum
Donna Nisenson, San Jose Clinic
Kristi Okwuonu, San Jose Clinic
Carol Swartsfager, DeBakey VA

Ruth Bush, Baylor College of Medicine
Maureen Dyman, DeBakey VA
Caroline Timm, Texas Children's
Sandra Soliz, University of St. Thomas
John R. Martinez, Harris Health
Christopher Gonzalez, UTMB
Betty Adams, Prairie View
Gracie Gutierrez, Baylor College of Medicine
Dipali Pathak, Baylor College of Medicine
Elizabeth Ferrer, Shriners Children's Hospital
Allie McCormick, JLABS at TMC
Marsha Jepson, UTHealth
Darla Brown, UTHealth

Guest Speakers Present:

Mike Hixenbaugh, Reporter, Houston Chronicle

TMC Members Present:

Christen David, VP of Communications
Maggie Galehouse, Editor, TMC Pulse
Britni Riley, New Writer, TMC Pulse
Daniel Martinez, Business Logistics Coordinator
Shanley Chien, News Writer, TMC Pulse
Christine Hall, Innovation Writer
Alexandra Becker, Acting Editor, TMC Pulse

HIGHLIGHTS

I. **Welcome and introductions** – Christen David, VP of Communications, TMC

- a. Communicators contact list: As a council, we created a media contact list. This will be a TMC internal list that will allow for us to contact and connect with the appropriate representative when it is needed.
- b. Meeting attendance raffle: Starting today throughout the end of the year all members that are present at each meeting will be entered into a raffle prize. The prize will be announced at the next council meeting.
- c. TMC Pulse survey – Maggie Galehouse, Editor, TMC Pulse: Members are asked to be on the lookout for a survey for the TMC Pulse. Respondents will be entered in for a chance to win a \$100 gift card for Third Coast.

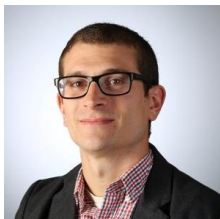
II. **Updates and announcements:**

- a. Editorial calendar and advertising with TMC Pulse – Maggie Galehouse
 - i. The TMC editorial calendar is distributed throughout the council. The news team encourages members to follow this along throughout the year and provide great ideas and stories for our magazine.

III. **Welcome new members**

- a. As our campus is expanding we have been recruiting new members throughout the TMC. This meeting included eight new members from new and old institutions. We will continue to welcome new guests!

IV. **What Makes a Great Media Pitch** – Mike Hixenbaugh, Reporter, Houston Chronicle



Mike Hixenbaugh writes about health care and medicine for the Houston Chronicle. Previously, he was a reporter at The Virginian-Pilot in Norfolk, Va., where his work on the military and veteran's affairs was co-published with ProPublica, NBC News and the Investigative Reporting Program at UC Berkeley. Mike graduated from the University of Akron in 2007, before going to work for small newspapers in Ohio and then North Carolina.

V. **Action Items:**

- a. **Council Members:** Please send any agenda items or guest speakers you would like to invite to the council to Tatum Boatwright (tboatwright@tmc.edu)

- b. **Council Members:** Be on the lookout for The Pulse survey. This will be sent within the next two weeks. All respondents will be entered to win a gift card!
- c. **Council Members:** Make sure to attend all council meetings this year! We will be keeping track and all members with perfect attendance will be entered to win an awesome raffle!

Next meeting:

Wednesday, June 14, 2017