

COMMUNICATIONS & EXTERNAL AFFAIRS COUNCIL

Wednesday, June 14, 2017

12 – 1:30 p.m.

TMC Board Room

AGENDA

- I. **Welcome and introductions** – Christen Bagley, VP of Communications, TMC
 - a. New TMC President and CEO announced April 13
 - b. Meeting attendance raffle
 - c. New TMC team member – Ryan Holeywell, Communications Manager, Health Policy Institute

- II. **TMC Pulse survey results** – Maggie Galehouse, Pulse editor, and Shea Connelly, digital news editor

- III. **Welcome new members to the council**

- IV. **UTMB's Global Campaign to Educate the Public about Zika** – Raul Reyes, Director of Media Relations, The University of Texas Medical Branch



Long before the American media first took notice of the Zika virus, UTMB scientists had already alerted the institution's media relations team that this public health threat was on the horizon. In late summer/early fall 2015, the PR team launched a global campaign to educate the public about Zika, and the resulting plan has garnered awards for excellence in crisis communications.

Raul Reyes is a recovering journalist whose career started at the Houston Chronicle and eventually led to New York twice, once at The Associated Press and later The New York Times, with stints in Austin, San Antonio and Dallas-Fort Worth. He's been at UTMB for 10 years and got a crash course on crisis communications when Hurricane Ike hit in 2008.

Next meeting:

Wednesday, September 13, 2017