



COMMUNICATIONS & EXTERNAL AFFAIRS COUNCIL

Wednesday, June 14, 2017

12 – 1:30 p.m.

TMC Board Room

Council Members Present:

Jennifer Canup, UTHealth
Berry Adams, Prairie View A&M
B.J. Almond, Rice University
Donna Ramirez, UTMB
Raul Reyes, UTMB
Chip Lemberg, University of Houston
Sue-Ella Mueller, Texas Women's University
Katelyn Balch, JLAB at TMC
George Kovacki, Houston Methodist
James Campbell, Blue Cross Blue Shield
Kimberly Webber, Houston Community College
Glenn Willey, Memorial Hermann
Drew Munhausen, Memorial Hermann
Veronika Javor, Texas Children's
Jenn Jacome, Texas Children's
Caroline Timm, Texas Children's Hospital
Dipali Pathak, Baylor College of Medicine
Jeannette Jimenez, Baylor College of Medicine
John Martinez, Harris Health Systems
Rachelle Khalaf, Kelsey Seybold
Sandra Soliz, University of St. Thomas

Guest Speakers Present:

TMC Members Present:

Christen David, VP of Communications
Christine Hall, TMC Innovation Writer
Britni Riley, News Team
Ryan Holeywell, Communications Manager
Shea Connelly, Associate Editor, TMC Pulse
Maggie Galehouse, Editor of TMC Pulse
Daniel Martinez, Business Logistics Coordinator
Shanley Chien, News Team
Cody Duty, Photographer
Alexandra Becker, Acting Editor, TMC Pulse

HIGHLIGHTS

- I. **Welcome and introductions** – Christen Bagley, VP of Communications, TMC
 - New TMC President and CEO announced April 13
 - Meeting attendance raffle
 - 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
 - Shea Connelly shared the statistics and results from the TMC Pulse survey. This included different categories and columns that were readers favorite sections to read.
 - In the latest pulse issue, the team created an article about TECO, a TMC member institution. This article received great feedback and reviews and allowed members to learn more about smaller members of our community. The team will continue to incorporate article like this.
 - As promised, winners were announced at the meeting from the drawing of the survey. Winners received Third Coast gift cards or Tiffs Treats cookies.

- III. **Welcome new members to the council**
 - All new memebbers introduced themselves and gave a brief background 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.

Throughout the presentation, Reyes shared the many insights and plans UTMB had for the Zika Outbreak. This provided members great ideas for other news teams on the best ways to

properly communicate to the masses through social channels. One important item Reyes shared is to regularly accommodate and provide information to the community and public on the topic. In media, false information will always be shared so working with a group to properly communicate information is key.

UTMB Social Media Campaign Tips and Items to share:

- Important to establish relationships with reporters
- Promote the professors and researchers
- Twitter is the hour to hour news

Social media campaign - @utmbnews

- Results of this campaign are below:
 - 528 print, broadcast and online stores
 - 2.5 billion print, broadcast and online impressions
 - 561 tweets
 - 4.2 million tweet impressions

Following the discussion, the council was able to do a questions and answer session. The questions outlined are below.

1. How do you predict the next huge outbreak that will happen?
 - a. UTMB has a system a global network that records and tracks areas of the health community. Each year the team will decide who to invite and what to discuss in new areas throughout the field they have not discussed before.
2. What is UTMB's relationship with the CVC?
 - a. The council discussed posting on false information and UTMB trying to fix the information. UTMB was able to back this up with facts.

V. Action Items:

- **Council Members:** If you have additional agenda items or guest speakers you would like to bring to the council, please email Tatum Boatwright (tboatwright@tmc.edu)
- **Council Members:** Please encourage your members to attend council meetings! We will do a drawing for all members who attend 3 out of 4 meetings this year.

Next meeting:
Wednesday, September 13, 2017