

COMMUNICATIONS & EXTERNAL AFFAIRS COUNCIL

Wednesday, August 17, 2016

5:30 – 7 p.m.

TMC Trevisio Board Room

AGENDA

- I. Welcome and Introductions: Christen David, VP of Communications, TMC
 - The meeting commenced shortly after 5:30 p.m. Everyone in the room was welcomed by our co-chair Christen David.

- II. Introductions of the new Editor of TMC Pulse Maggie Galehouse
 - In previous meetings Christen David mentioned that the TMC was looking for a new editor of the TMC Pulse. At the beginning of the summer, Maggie Galehouse joined our team and will now be a part of the council.
 - If anyone has any stories or questions for Maggie her contact information is (mgalehouse@tmc.edu).

- III. New TMC website launched (tmc.edu)
 - The new TMC website launched in July of 2016. This is a comprehensive site that will now allow an easier process for member institutions to share their information for events, press releases, etc.
 - The new TMC site will also launch digital advertising for member institutions to advertise digitally through the TMC.

- IV. “Until 20” movie screening event
 - On Tuesday, September 20 from 6 – 8:30 p.m. the TMC Innovation Institute invites all members of the TMC to join us for the screening of Until 20. James Ragan was diagnosed with terminal cancer as a young teen and received treatment at The University of Texas MD Anderson Children’s Cancer Hospital. Until 20, captures the life of this determined Texan. After the screening of Until 20, a panel discussion will take place that will include Ragan’s oncologists, the President and CEO of MD Anderson and the Director of Until 20.
 - Please register for this event at tmcscreeningofuntil20.eventbrite.com. This event is free, however, donations are welcome and will go to the Triumph Over Kid Cancer Foundation.

- V. Holidays at the Texas Medical Center
 - Maggie Galehouse wanted to open the floor for members to share what their institutions do to celebrate the holidays. Most of the institutions informed us

that a lot of their nurses do small things throughout the hospitals during the holidays.

- As the spring is approaching, the council discussed different communication initiatives that will involve the 2017 Superbowl. Since this is directly after the holiday season, the TMC will shine the events and media that are happening through institutions to promote the game.
- Another topic that was brought up was having patients or doctors write essays that will be published in The Pulse. This will share their experience from their point of view about their treatment or recovery.
 - i. The deadline for these essays will be in **December of 2016.**

VI. Upcoming events & announcements

- American Heart Association Heart Walk – November 5, 2016 in the TMC
- TMC Library Benefit Event – September 9, 2016 from 7 – 9 p.m.

VII. Happy hour!

VIII. Action Items

- **Council Members:** If you have any questions or new story ideas for the TMC Pulse or new site. Contact Maggie Galehouse (mgalehouse@tmc.edu) with your ideas!
- **Council Members:** Please contact Meagan M. to see a updated media kit if you have any questions about advertising with the TMC.
- **Council Members:** Join us for the screening of Until 20 on September 20 at the TMC Innovation Institute. The registration link is tmcscreeningofuntil20.eventbrite.com.
- **Council Members:** If you know any patients or doctors that would like to submit a first person essay of their experience, please send this to Maggie Galehouse (mgalehouse@tmc.edu). The deadline for this will be in November of 2016.
- **Council Members:** Remember to upload your events to the new TMC news site, TMC.EDU

Next Meeting:

TBD

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6550 Bertner Ave.

Houston, TX 77030