

## PR Meeting 2.25.2026

Great meeting last night! Thank you to everyone that contributed. I have provided a summary below of the meeting and also attached the Zoom recording for reference and those that were not able to attend.

1. Went over the Gooden Groups proposed marketing items for our extend contract. The contract will go until April 30<sup>th</sup> with no additional pay. You can reference the attached agenda to see those marketing items from the Gooden Group.
  - a. All items were agreed upon.
  - b. Concern that the “Pizza & the Profession” would not have time to be executed before their contract ends, as there is a social event being planned for March. We will have Gooden Group help us get this going and the PR Committee will work with the Social Committee to schedule this at a later date.
2. The Gooden Group wanted to know if we would like them to gather PA testimonials to post on the following pages; PAs Do That, What is a PA? and Join the OAPA. The testimonials will be targeted for each page’s needs. All agreed.
  - a. There was a request to see if we could have some verbal testimonials as an option as opposed to just text.

Helga will follow up with the Gooden Group on what was discussed.

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1. Mega Media – Lisa and Scott
    - a. Lisa sent over a list of topics that she could pitch to news stations for interviews. This list is organized by months.
    - b. March is on Sleep and Stress – Melissa Loftis recommended some PAs that work in sleep study for this topic. Audrey will work on getting those PAs information and relaying that to Mega Media.
    - c. Below is a list of months April – December. **Please review and add any topics you think are relevant, and help us find PAs for these topics.**

Month	Primary Theme	Topic 1	Topic 2	Topic 3
April	Prevention & Checkups	Annual physicals	Screenings that save lives	Adult vaccines
May	Mental & Women's Health	Burnout	Maternal health	Hormone health
June	Men’s Health & Summer Safety	Men ignoring symptoms	Skin cancer	Heat illness
July	Travel & Injury Prevention	Fireworks injuries	Road trip health	Dehydration
August	Back to School	Kids sleep reset	Back-to-school anxiety	Sports injuries
September	Healthy Aging	Memory health	Fall prevention	Bone health
October	Breast Cancer & Chronic Disease	Mammogram timing	Genetic risk	Chronic disease mgmt

<b>November</b>	<b>Men's Health &amp; Diabetes</b>	<b>Prostate health</b>	<b>Holiday eating</b>	<b>Stress &amp; BP</b>
<b>December</b>	<b>Immune System &amp; Year-End</b>	<b>Flu/RSV/COVID</b>	<b>Immune myths</b>	<b>Use-it-or-lose-it benefits</b>

2. Lisa sent over Talking Points for the committee to review. All were approved except any that referred to Doctor-to-PA ratio restrictions. Those were removed.
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1. The OAPA Staff requested to be granted discretion in sharing social media posts from AAPA, NCCPA, and PA Programs. This would allow more opportunities for the OAPA to be active on social media and boost the algorithm. The staff has a goal to have 1 social post a day.
    - a. **Motion Made by Don Guthrie to allow the OAPA staff discretion on social media; Jeanine Smith second. All in favor. Motion passes.**
  2. The committee looked over the Staff Driven Social Media plan for March and had no changes.
  3. The committee needed to vote on allowing the PA History Society the ability to have unrestricted access to the oral history/PR videos the OAPA has.
    - a. **Motion made by Don Guthrie to allow the PA History Society access to the PR videos; Jeanine Smith seconds. All in favor. Motion passes.**
  4. Does the PR committee want a professional email sent out introducing Tamara Brown to the OAPA staff. All agreed to have an email sent out to the membership.
- **All motions will be brought up for a final vote at the March 2 Board Meeting.**
  - **Helga will follow up with Gooden Group.**
  - **Audrey will touch base with Mega Media on PAs for the March Sleep and Stress pitch.**
  - **ACTION ITEM For COMMITTEE – Look over the media pitch topics, email back on THIS thread any additional topics AND any suggested PAs to do these interviews.**