

**Oklahoma Academy of Physician Associates
Public Relations Committee Meeting
April 14, 2026 via Zoom**

Committee Members Present: Helga Price, Natasha Simonson, Christ Niehues, Don Guthrie

Committee Members Not Present: Elizabeth DiSalvatore, Jennifer Putman, Melissa Loftis, Audra Ball, Lisa Eckhardt

Other Present: Susan Thomas, Audrey Poole, Tamara Brown, Tara Watson, Courtney Patin, Sheila Walker, Jeanine Smith

Summary:

Key Updates & Discussion:

- **Gooden Group Contract**
Helga shared that the final day of the Gooden Group contract is April 30th. Moving forward, they will be utilized on an as-needed basis.
- **Monthly News & Editorial Contributions**
Lisa provided a list of monthly topics and is seeking assistance in identifying PAs who may be interested in contributing. If you know of a PA who specializes in a particular area, please share their information with Helga or Lisa.
- **Melanoma Monday**
Christy will coordinate content for **Melanoma Monday (May 4th)**.
- **Social Media Initiatives**
 - The “Question of the Week” concept was discussed and received positive feedback.
 - Social media continues to show strong growth.
 - It was suggested to highlight conference speakers and upcoming conference activities on social media.
- **Newsletter Topics:**
Newsletter topics were reviewed and discussed.
- **Student Engagement at Conference**
 - A **Pioneer Breakfast for students** was proposed for Friday, alongside the previously discussed student track.
 - It was noted that a pharmaceutical company could potentially sponsor the student breakfast.
 - Audrey confirmed that the hotel can accommodate flipping the room for the student track, with a capacity of up to 94

- - **Pictures for Conference**
 - It was suggested to find away to make sure we are getting conference pictures.
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Assignments:

- **Christy** - Coordinate Melanoma Monday content (May 4th)
 - **Audrey** - Provide Helga with necessary contact information
 - **Natosha** - Share Jillian Chambers' contact information with Lisa
 - **Courtney** – Report quote from Singo
 - **All Members** – Assist in identifying PAs for monthly news and editorial contributions
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Next Steps:

- Retrieve updated member contact information to support outreach for monthly content
- Continue planning social media initiatives and conference promotions