

REPORT OF THE COMMUNICATIONS AND PUBLIC RELATIONS

A-2010

Subject: Annual Report

Presented by: Stacie Sawvell, OSMA Publication Manager

INTRODUCTION:

The activities of the Association with respect to public relations and public service projects are governed by the Association's Annual Program of Activities as determined and interpreted by the Board of Trustees. All PR activities, as well as planning, development and distribution of internal and external communications are handled by OSMA staff, in cooperation with OSMA Committees and Councils. The OSMA Officers, as well as OSMA Council and Committee Chairs, serve as the key contacts for all media inquiries.

REVIEW OF ACTIVITIES:

- In conjunction with other OSMA staff, the OSMA Publication Manager continuously works to keep the OSMA website up-to-date providing membership with timely information. Additional improvements to both the public and private sections of the website are planned for the future. All physicians are encouraged to visit the website at www.okmed.org.
- OSMA News Now, a weekly Blast Fax/Email Communication, is sent to OSMA members with information on important issues and upcoming events, as well as posted on www.okmed.org.
- In addition, the OSMA *JOURNAL* of Medicine is published on a monthly basis and provides non-dues revenue in adverting and subscription sales of approximately \$31,000. The *JOURNAL* serves as the premier, peer reviewed publication of the OSMA and includes both scientific and organizational content; it is a forum for the explanation and discussion of issues vital to the physicians and the practice of medicine in Oklahoma. In January 2009, the issue contains a complete 2008 Post-election report. In June/July 2009, an issue was dedicated to the proceedings of the 2009 Annual Meeting. The March 2009 thru October 2009 contained a Narrative Medicine Symposium in Seven Parts authored by Jerry Vannatta, MD; Ronald Schleifer, PhD; Sheila Crow, PhD .
- The OSMA publishes the Annual OSMA Directory of Physician Members and provides a complimentary copy to each OSMA member. In addition to advertising sales of nearly \$19,500, this publication also brings in non-dues revenue of over \$15,000 from sales to outside organizations, such as hospitals. The 2009 Directory was published and distributed in February of 2009.
- Other publications of the OSMA were also published in 2009, such as promotional/informative materials which were provided to the OSMA membership.
- The OSMA continues to respond to media inquiries on various topics related to health issues and is working to continually interact with the news media to provide the physician/patient aspect on current issues. OSMA Executive Staff and/or Leadership are the first-line responders to such inquiries. The OSMA also maintains a list of resources of physicians who can respond on specialty topics.