

## Minutes for the 2000 USMS Convention

Committee Name: Marketing/Publications Committee Session: \_\_\_\_\_

Day and Date of Meeting: Thursday, 10/12/00

### 2 Action Items

\*\*\* See attached

#### Attendance

Number of committee members present: 12 Number of committee members absent 2

Total number of delegates attending the meeting: 24

### Minutes

**I.** Chair and Committee members were introduced

**II. USMS Display.** The Committee was updated on the production of the display, completed by Public Relations/Sponsor Liaison Mel Goldstein. The Committee discussed potential display sites and usage policies for the display. The display will be exhibited at 3-5 sites by the Public Relations/Sponsor Liaison and/or a Marketing Committee member, and will be available for use by others. A usage request policy and form is currently being developed by committee members. The Committee approved a motion for a request of funds to cover the transport of the display. \*See action items.

**III. Press and Media.** The committee was updated on the press release and media information collection underway. Committee members have been working on local distribution of press releases and collection of media contact information. The potential for a media "kit" was also discussed to assist local efforts to get media coverage. A motion was made, and unanimously passed, to request approval from the House to proceed with a professional public relations group search. \* See action items.

**IV. USMS Public Relations/Sponsor Liaison.** The Committee discussed the separation of duties of the liaison committee, and how the two can complement each other.

**V. USMS Poster.** The Committee was shown the USMS poster contest results and supported the movement forward with production of a new poster, upon approval by the Executive Committee. It was also suggested that the poster be made accessible via electronic media.

#### Adjournment

### **Tasks for Upcoming Year:**

- \* Completed policy and procedures for use of USMS display and promote its widest possible usage
- \* Develop a profession public relations strategy
- \* Continue with efforts to bring media information to and distribute press releases at local levels
- \* Produce a new USMS poster

## **Marketing/Publications Committee Action Items**

#1

To support the goal of 45,000 members by year-end 2001, the Marketing/Publications Committee recommends the following “Public Relations” proposal:

The Marketing committee will solicit proposals from qualified public relations individuals/firms to work with the USMS to provide publicity and public relations service in fiscal year 2001. The Committee Chair will appoint a task force to provide liaison with the candidate(s) to establish the communication outreach, structure of relationship, measurement meters and other criteria for program development and evaluation.

The task force will evaluate proposals and, pending the identification of a qualified proposal, recommend to the Executive Committee that USMS carry forward with engaging the services in the year 2001.

We make a motion that the House of Delegates authorize the Executive Committee to allocate up to \$25,000 in 2001 for public relations services pending a qualified recommendation from the marketing task force.

#2

The Marketing/Publications Committee proposes to the House of Delegates additional funds for the use of the USMS Booth Display by Zones, LMSCs and Clubs:

That the Marketing/Publications Committee, in concert with the Public Relations/Sponsorship Relations Officer (Mel Goldstein), will develop guidelines for the use of the USMS Booth Display to encourage its widest and most frequent exposure. The criteria will involve appropriate events and locals, shipping procedures, security and maintenance, event schedule and strategy and other applicable issues. The committee proposes that the House of Delegates approve a budget addition of \$3,000 to subsidize the shipping to Zones, LMSCs and Clubs and to facilitate the use of the USMS Booth Display around the country.