



Communication

consensus

and advocacy

HEALTH PROFESSIONS NETWORK MEDIA TEAM REPORT

Louisville HPN Fall 2005 Meeting September 25-26, 2005

HPN Participant List:

The Media Team discussed several areas in which it could serve HPN. An extensive updating of the HPN Participant List was a project successfully achieved by the Outreach Team prior to the meeting in Louisville. The Media Team will partner with the Outreach Team to assist in the next phase of the project due to the fact that the list will need refreshing on an ongoing basis. Communication between the two teams between HPN meetings will allow for optimal sharing of information and collaboration of this project, and prevent duplication of efforts. The primary objectives are to verify continued participation and to update contact information. The Media Team is certainly pleased to have the opportunity to work with our colleagues on the Outreach Team more closely.

HPN Newsletter

Discussion about the newsletter centered around the Media Team being tasked with working to provide current content to the HPN Newsletter Staff. The staff does a tremendous job in acquiring materials already, and the thought was that the Media Team could assist in gathering allied health-related news and distributing it to Fred Lenhoff and Theresa Green, HPN Newsletter Editors.

HPN Meeting Promotion

Writing press releases for HPN participant organization newsletters is another goal of the Media Team. This endeavor will also assist in satisfying the responsibility of many HPN attendees have by creating reports that ultimately serve as submissions to their respective newsletters. A post-mortem report of the Louisville meeting was created in press release format and submitted by the Media Team to the Coordinating Team for review and approval. It is the hope of the Media Team that this will increase awareness of allied health and HPN among readers of participating organization publications.

Additionally, the Media Team proposes to work with visitor's bureaus of our future meeting host cities to ensure that local press coverage is being arranged surrounding our events.

Attendee Testimonials

HPN Participant feedback about their "Louisville experience" was captured by the Media Team in the form of testimonials. The objective was to gather comments to share with the Louisville Visitor's Bureau in the event that they might like to use them for promotions. To do this at future meetings is planned. It's

also a small way for HPN to say thank you to the various host city tourism representatives. These comments were of interest to the Louisville Visitor's Bureau. The feedback assists the bureau as a marketing tool, and is a small way HPN can say thank you to our host cities.

HPN Web site

The Media Team will be looking to provide the HPN Web site with new information and communicate with Web Master on a regular basis about the preferred format the Web master to ensure posting submissions are created in the appropriate working format of the site. The team will also be looking at content of the site to see where updates are appropriate.

Lastly, many thanks to the members of the Media Team for their input into the above initiatives.

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