

NSMA PUBLIC RELATIONS COMMITTEE FACT SHEET

TERM: One year

Appointed by the Vice President with NSMA BOD approval

QUALIFICATIONS: Active member of NSMA in good standing
Familiar with NSMA Bylaws and Standing Rules
Understand basic parliamentary procedures
Strong communication and networking skills
Thorough understanding of NSMA/AAMA goals
Pioneering and innovative

RESPONSIBILITIES: Attend all NSMA BOD meetings and the annual NSMA General Assembly
Communicate NSMA/AAMA goals and policies to the professional community and the public
Organize promotional events for Medical Assistant Recognition Week
Promote the proper use of the CMA (AAMA) credential
Devise ways of increasing recognition of the CMA (AAMA)
Promote access to the AAMA website www.aama-ntl.org and the NSMA website www.nsmaonline.org
Prepare year-end report

AUTOMATIC APPOINTMENT: Website Committee
Membership Committee

BOD NOTEBOOK CONTENTS:
Current NSMA operating budget
Retain year-end report for 7 years
Roster of all Nebraska County medical societies
The roster of Nebraska community newspapers, professional medical publications, high school guidance counselors
The roster of mass media outlets as well as social media resources
Current NSMA Bylaws and Standing Rules
Replace NSMA BOD roster yearly
Current NSMA Planning Calendar
Current Public Relations Committee calendar
Revise/replace forms and samples as needed

NSMA PUBLIC RELATIONS COMMITTEE

The purpose of the Public Relations Committee is to communicate to the professional community and the public a strong positive image of medical assisting that includes an awareness of the policies and goals of NSMA and AAMA. The Chair should foster a cooperative interaction with other allied health organizations and encourage working together to form a cohesive partnership. The Chair should strive for recognition of the CMA (AAMA) credential and NSMA through the education of the public.

The chair shall design, develop, and distribute NSMA communication and promotional materials. The chair will work closely with the Membership Chair to promote AAMA membership.

The AAMA Communications Department has a variety of resources available to assist this committee in promoting the profession of medical assisting. A wide range of activities can be utilized to inform the public and raise awareness including holding a special meeting, utilizing social media and traditional media notices through newspapers, radio, television and even bumper stickers.

The chair is responsible for contributing ideas that will help increase recognition of AAMA as the premiere spokesperson for the field of medical assisting. With limited resources and time making our message travel requires a lot of creativity. Promotional materials are available from the NSMA Membership Chair and the AAMA Marketing Strategy Team.

The Public Relations Chair is responsible for disseminating timely news releases and pertinent articles regarding NSMA and the medical assisting profession. Remember that NSMA news will reach the radio, TV, newspaper, and social media only through the efforts of this committee. Press releases for current activities or accomplishments of NSMA may also be sent to editors of the Nebraska Medical Society journal. Sample press releases are available through the AAMA Communication Department. All news releases/articles should be reviewed and approved by the NSMA BOD before submission. The release should be factual, typed, and double-spaced. It's a good public relations gesture to send a thank you note after a submitted release is published.

NSMA promotional materials will be designed and updated by this Chair. NSMA produces a brochure about NSMA emphasizing membership benefits for both the employer and the member (red pamphlet) and "About Our Society" a fact sheet that is also used by the Membership Committee. There is an information handout titled "NSMA Fact Sheet" which is also a useful membership recruiting tool that should be kept current.

There is a difference between promotion, advertising, and publicizing. Publicity is using the options at your disposal to advertise that require no monetary outlay. Examples include word-of-mouth and social media posting. Advertising consists of methods that require spending money. Promotion is all of the above and more. NSMA should spend as much time promoting an event as it spends on planning it. Programs that aren't promoted are generally not good financial or membership investments.

The chair should never be discouraged if event participation produces low numbers. There is still a lot of goodwill and professional information shared from publicizing an event. Initial contacts open the door for interaction, even if later.

The AAMA is committed to the increased recognition and advancement of the medical assisting profession and ensures continued growth and success through the publication of the Occupational Analysis of the CMA (AAMA). This study serves as a description of the field of medical assisting for review by other health care professionals and should be referenced when marketing the CMA (AAMA).

A public relations/marketing idea is to send out information about the CMA (AAMA) to high school guidance counselors and advanced practice/midlevel providers who have independent practices.

The Public Relations Chair may choose to organize and encourage membership participation in civic health projects, high school career days, health fairs, community flu immunization clinics, cholesterol and diabetic screening programs, or public blood pressure testing. NOTE: Please check with the AAMA legal counsel before making final preparations as in some cases it may be necessary to obtain a disclaimer for distribution to participants.

The Public Relations Chair should maintain a current list of Nebraska community newspapers and professional medical publications including their address and contacts where news releases can be mailed. Maintain a roster of other mass media options (i.e., radio, public broadcasting). Listing should include media source, address, phone, fax, email, website, and name of contact person. Electronic social media is often the best approach.

There is also an AAMA Marketing Video for use at local Medical Society meetings, community groups, and high school career days. The Chair should be a resource available to instruct how members can market themselves locally.

The chair should promote State sponsored workshops, meetings, and conferences through free public service announcements and other available media.

At regular intervals, AAMA will mail the names of newly certified medical assistants from Nebraska to the NSMA President and the Membership Chair. The Membership Chair will follow up on the nonmembers by sending them congratulations, and information regarding joining AAMA and offer an invitation to the next state meeting. The Public Relations Chair will be given a copy of the list and will mail a letter of congratulations from NSMA to each member on the list as well as send congratulatory notices to the employers and/or the schools that the new CMAs have graduated from.

The Public Relations Chair should encourage members to visit the AAMA website, www.aama-ntl.org, and the NSMA website www.nsmaonline.org regularly which will promote awareness of the latest information available. The AAMA website offers a link to CAAHEP and ABHES-accredited medical assisting programs, information on how to earn the CMA (AAMA) credential, information on how to keep the CMA (AAMA) credential current, access to member

CEU transcripts and resources for continuing education. The Public Relations Chair should work with the NSMA Website Chair to devise ways to best utilize the NSMA website for marketing and public relations purposes.

The chair should send extra copies of all note-worthy news articles, appropriately labeled, to the NSMA Archive Chair for permanent recording in the NSMA history books.

Communicating a change of address to both levels of the organization is very important. A change of address form that includes email address, fax number and employment information should be posted online and paper copies available at all meetings of the members. NSMA members also have the option of changing demographic information directly on the AAMA website.

All public (non-society) requests for the NSMA membership mailing list should be reported to the BOD for review and approval before release. The Chair shall make known to the membership what AAMA communication services are currently available and how these programs can best be utilized by the membership and the NSMA BOD.

MEDICAL ASSISTANTS' RECOGNITION WEEK

Annually, the Public Relations Chair is responsible for advertising and promoting Medical Assistants Recognition Week which is the third full week of October. Develop creative ways to publicize the event and share it with local media including the NSMA website and Facebook postings.

When possible, a representative from NSMA should make personal visits to the medical assisting classrooms; and bring treats and membership literature for students and instructors. The chair may wish to recruit local area members to help in this statewide effort.

Other ideas for promoting Medical Assistant Week include arranging for spot announcements on local radio stations or the use of message reader boards. Submit an article to the county medical society for publication in its newsletter or a press release in newspapers throughout Nebraska. Direct mailings can be sent to office addresses in the area hosting the next annual conference.

The chair may elect to co-sponsor a fun night open house for nonmembers in conjunction with the Membership Chair.