

Date: April 25, 2021

To: MedChi House of Delegates

From: Bruce Smoller, Stephen Rockower, Bernita Taylor, Mary Melati

Re: Communications Council Report

The primary focus of the Communications Council has been to increase MedChi's exposure in the media and coordinate communications across MedChi and its components. The council consists of co-chairs Dr. Bruce Smoller and Dr. Stephen Rockower along with Dr. Bernita Taylor, and Mary Melati, University of Maryland Medical School Student. The council meets six times per year and is always open to new members joining.

Over the past year the Communications Council has focused on the following:

1. MedChi is developing a new podcast with members serving as its editorial board and Gene Ransom serving as host. Guests will include prominent and engaged members. It will be publicly available, not just for members or physicians, though our membership will be our target audience.
2. MedChi has been very active in the media. Gene Ransom, Dr. Shannon Pryor, and various MedChi members have been interviewed or featured in print, radio, and TV media. Print articles were featured in the Baltimore Sun, The Washington Post, Maryland Matters, Center Maryland, The Frederick News-Post, The Capital Gazette, The Daily Record, and My Eastern Shore MD. Radio interviews were featured on WBAL NewsRadio and State Circle. TV pieces were featured on CBS news, WDMV News, Montgomery Municipal Cable (MMC) TV, and various YouTube videos.
3. Maryland Medicine, our print magazine, was delivered digitally for most of 2020, but a print edition is coming out this spring for our legislative review. Moving forward, research and analysis will be undertaken to review the magazine's production schedule, readership, content, and member expectations.
4. MedChi has had a very active social media presence. To date, MedChi's FaceBook page has 1,489 followers and 1,224 page likes. MedChi's Twitter page has 1,774 followers and MedChi's Instagram page has 275 followers.
5. Potential future project include: public relations initiatives; social media ambassador programs; legislative shadowing campaigns; and social media enhancement.

Respectfully submitted,
Bruce Smoller, Stephen Rockower, Bernita Taylor, Mary Melati