

COPIN General Membership Meeting
October 08, 2014, 1:30-3:30 pm
Franklin County EMA

Attendance:

Jeannie Bihl, Fayette County Health Dept.	Jayne Moreau, Columbus Public Health
Denise Alex-Bouzounis, Columbus Police Dept.	Dennis Oliver, Fairfield Dept of Health
Amber Breedlove, Franklin Co. Public Health	Kandyce Reeves, Union Co. Health Dept.
Anne Brown, City of Worthington	Corinne Riegler, Logan Co. Health Dept.
Lynne Bruno, Jackson Twp	Darcie Scott, Pickaway Co. Health Dept.
Alexis Comer, Madison/London Health Dept.	Melissa Smith, Fayette Co. Health Dept.
Christa Dickey, City of Westerville	Kelsey Sommers, Delaware General Health Dist.
Leslie Dybiec, Washington Twp	Mallory Sribanditmongkol, Gahanna Jefferson Schools
Tabitha Haynes, Licking Co. Health Dept.	Donna Stalter, Fairfield Medical Ctr.
Marty Homen, Franklin County Commissioners	Jennifer Thrush, Union Co. Health Dept.
Kevin Kilbane, City of Westerville	Traci Whittaker, Delaware General Health Dist.
Dan Kochensparger, Upper Arlington Fire	Joanna Worthington, Mt. Carmel College of Nursing
Scott McAfee, Village of New Albany	Laura Young Mohr, Columbus Dept. of Public Utilities
Kelly McGuire, Franklin Co. EMA	

1. **Call to Order:** Meeting was called to order at 1:38 pm by COPIN Chair, Dan Kochensparger.

2. **Meeting Minutes Approved:** Amber Breedlove moved, Donna Stalter seconded to approve the minutes for the July 9, 2014 COPIN General Membership meeting. The motion carried unanimously.

3. **Introduction of New Members:**
 - a. Kelsey Sommers, Delaware General Health District (Multi-media Specialist)
 - b. Joanna Worthington, Mt. Carmel College of Nursing (College Relations Coord)
 - c. Jeannie Bihl, Fayette County Health Department (PIO for Emergency Response)
 - d. Tabitha Haynes, Licking County Health Department (PIO)
 - e. Kandyce Reeves, Union County Health Department (CDC Assoc. on 2 yr Assignment)

4. **Inactive Member Survey:** COPIN Chair, Dan Kochensparger, emailed and called individuals on our COPIN roster who have not made it to a COPIN meeting within the last 2 years to see if they still wished to be on our COPIN roster. COPIN bylaws state members must attend at least one meeting a year to be considered active members. This contact of inactive members was done to have an idea of our current membership and to help ensure we have an accurate response rate when COHAN tests/call-outs are done on COPIN membership. Mr. Kochensparger received positive responses from many members who expressed their desire to continue as a COPIN member.

5. **Review of COHAN Emergency Notification Registration:** COHAN (Central Ohio Health Alert Network) is the automated notification system used by COPIN to alert members of a request for PIO assistance or to share emergency information. This system is paid for by Columbus Public Health who graciously allows COPIN to use the service. The service provider for COHAN has recently switched, necessitating a re-registration process. If you are new to COPIN or if you are an existing member who has not completed the COHAN re-registration process in 2014, you will receive an email from Everbridge or Columbus Public Health to register in the COHAN system. If you have not received a registration email and don't think you are registered, please let a COPIN Board member know. Mr. Kochensparger reviewed the instructions on registering in COHAN.

6. **Report on Philadelphia EMA Inquiry:** Mr. Kochensparger reported that he was contacted by the Philadelphia EMA about what COPIN is and how it is utilized as a PIO resource in an emergency. Mr. Kochensparger shared that COPIN is listed as an asset by the Franklin County EMA. COPIN serves an umbrella network to help disseminate the call for PIO assistance in the event of an emergency. However, individual COPIN members availability is at the sole discretion of their employer, and a call for COPIN does not mean COPIN members or the Board are required to respond.

7. **Update on Status of Student & Media COPIN Membership Eligibility:** The COPIN Board reviewed feedback from the July 2014 General Membership Meeting and made the following decisions based on the feedback from COPIN members.
 - a. Media – We are not inviting media to join COPIN. Instead, have a media panel scheduled for once a year (next would be April 2015).
 - b. Students – We do not need to recruit students or universities as an organization. Instead, individual members can share information about COPIN with universities/students they have existing relationships with.
 - c. Retired – We are welcoming retired PIOs/communications professionals to be members of COPIN and to serve on the COPIN Board (see proposed bylaw amendment in #8)

8. **Voted on Proposed Bylaw Amendment Regarding Board Qualification Criteria:** The COPIN Board proposes we consider the following amendment to the COPIN bylaws in order to allow retired public information officers to serve on the COPIN Board. Bylaws amendment: In Section IV, Item 2 - delete "public info officers who are". Leslie Dybiec moved, Alexis Comer seconded to approve the amendment to the COPIN Bylaws. The motion carried 23-0, securing required two-third majority.

The membership also inquired as to whether we want to look at charging a membership fee. The thought is that we could bring in some dynamic speakers or trainers with the revenue. The COPIN Board has discussed this and is looking at possibilities for how money would be handled.

9. **Professional Development, "insider Trading for the Communications Professional":**
 - a. PROACTIVE COMMUNICATION: Laura Young Mohr, Columbus Dept. of Public Utilities – shared a case study and after action report on a water main breaking in downtown. Found Columbus Dept. of Public Utilities wants to be proactive in communication with

critical customers (schools, hospitals, etc.). Mailing magnets with direct phone numbers to 1,500 critical customers. Magnets are simple but will keep the utilities number top of mind. Vendor for the magnets is Chisano. Feel free to get and use the artwork from Columbus Dept. of Public Utilities.

- b. REACTIVE COMMUNICATION:** Laura Young Mohr, Columbus Dept of Public Utilities – shared a case study of having to correct misinformation after it is ran by the news media. Encountered difficulty getting the correction to run even after multiple phone calls to the news station. Columbus Dept. of Public Utilities took to twitter and said the information being reported by the media outlet was incorrect. Within 5 min, the news outlet removed the incorrect information from their website and broadcast. The news director called Ms. Young Mohr and discussed how to correct their process for gathering and reporting on the topic.
- c. NEXT DOOR, A COMMUNICATION TOOL FOR NEIGHBORHOODS:** Leslie Dybiec, Washington Twp – Get information out to individual neighborhoods within your community. This is a closed online group for individual neighborhoods. It was started by a police depart. It is free, all members of the group are verified, and it allows for multi-direction communication. Great tool to communicate directly with residents.
- d. FACEBOOK ADS:** Kelsey Sommers, Delaware General Health Dist – The Health District has invested in Facebook Advertising with success. Have spent approx.. \$800 and got 90,000 reach. They have reached people outside their page likes, and are experiencing more engagement with people they don't normally connect with. They have tripled their followers since the beginning of the year.
- e. PROMO TO BOOST FACEBOOK ENGAGEMENT:** Donna Stalter, Fairfield Medical Center – The hospital gave away a water bottle to people who commented on Facebook with what they put in their water bottle fruit infuser. Saw increase in engagement.
- f. NEWSLETTER SURVEY SHOWS PEOPLE WANT IT IN PRINT:** Leslie Dybiec, Washington Twp – Township does a printed newsletter two times a year. Starting asking in a survey in the newsletter, do you want this in print or electronic format. Outpouring of response to keep the printed version. They don't want to click, are tired on the computer, and like to save the print copy. Similarly, Fairfield Medical Center added that they too do a printed newsletter to staff and had about half of their staff say they wanted the newsletter to stay in printed format
- g. IABC.COM, A TRAINING RESOURCE:** Leslie Dybiec, Washington Twp – This site has lots of good trainings on communications. Membership is mostly corporate.
- h. CALENDAR FORMAT FOR ANNUAL REPORT:** Traci Whittaker, Delaware General Health Dist – Use a calendar format for their annual report. Have different program/department featured on each month. Worthington also does this format. Others encouraged everyone to embed their frequently requested information into their annual report.
- i. READABILITY STUDIO & TAGCLOUD.COM, TOOLS TO DETERMINE READING LEVEL:** Jayne Moreau, Columbus Public Health – Costs approx. \$70 to buy. Will tell you the reading level and identify words that are difficult, offers suggestions for replacement words.

Licking County Health Dept. also recommended tagcloud.com. Tagcloud.com is free and you can put in your press release and it will pop up with words that are difficult.

- j. **DIFFICULT COMMENTS ON FACEBOOK:** Jennifer Thrush, Union County Health Dept – Shared a case study of a situation on Facebook that quickly exploded. A resident was concerned with a raccoon in a restaurant and called the health dept to report it. The resident felt as though her call was dismissed and next placed her complaint on Facebook. After hundreds of shares and more than 70 comments, the situation was resolved by addressing her concerns and showing action and empathy.
- k. **RESOURCES & TOOLS FOR PIOs:** Dan Kochensparger, Upper Arlington Fire Division –
 - i. FAAT manual which provides a comprehensive guide to governmental acronyms.
 - ii. Surviving the Storm, a guide on how to shape the story.
 - iii. Hardware all PIOs should consider having: car charger/wall outlet adapter and/or an inverter for phone and computer

10. Review Board Election Procedures for January:

- a. Will vote on Board members at the January 2015 meeting.
- b. Need nominations by Dec. 14, 2014. Send to a COPIN Board member.
- c. Can have up to 10 members on the Board.

11. Announcement of 2015 Meeting Dates:

- a. Jan. 14, 2015, 1:30-3:30pm, Franklin Co. EMA, 5300 Strawberry Farms Blvd, Columbus
- b. Apr. 08, 2015, 1:30-3:30pm, Franklin Co. EMA, 5300 Strawberry Farms Blvd, Columbus
- c. Jul. 08, 2015, 1:30-3:30pm, Franklin Co. EMA, 5300 Strawberry Farms Blvd, Columbus
- d. Oct. 14, 2015, 1:30-3:30pm, Franklin Co. EMA, 5300 Strawberry Farms Blvd, Columbus

12. Announcement of “Annual Meeting”:

- a. Jan. 14, 2015, 1:30-3:30pm, Franklin Co. EMA, 5300 Strawberry Farms Blvd, Columbus

13. Update on Former COPIN Members:

- a. **Jodi Andes** – Formerly with the City of Dublin, now a Supervisor of Investigative Reporting at Channel 10
- b. **Mike McNutt** – Formerly with Columbus Public Health, now a PIO for Palmville, FL
- c. **Brian Hoyt** – Formerly with the City of Gahanna and COTA, now an Advertising/Marketing Director of SBC

14. Adjournment: Scott McAfee moved, Christa Dickey seconded. Meeting adjourned at 3:20 pm

- a. Networking opportunity after adjournment