



EXECUTIVE FORUM

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FEATURE ARTICLE

THE CIRCUS COMES TO PR

By Peggy Frank

Yes, it is a PR circus world that drives media attention. You can be an observer and enjoy the show, or you can be in one of the three rings that dominate the circus tent, reaping all the attention. The choice is yours!

Publicist Lee Solters, who publicized Theda Bara in *A Fool There Was*, gives the best definition of publicity I have ever heard. "When the circus comes to town and you paint a sign about it, that's advertising," says Lee. "Put the sign on the back of the elephant and march through town, that's promotion. If the elephant walks through the mayor's flowerbed, that's publicity. And if you can get the mayor to comment about it, that's public relations!" Lee made that observation some years ago when he handled Ringling Bros. Circus.

Staying with the circus theme -- PT Barnum is considered by many to be the father of public relations. He is credited with developing the concept of the three-ring circus we know today. In order to get people to attend the circus, PT Barnum created bizarre, tantalizing, and sometimes death-defying sideshows to bring circus goers into the big tent. Without the sideshows, people were simply not sure if the circus was worth attending. PT Barnum's staged events like the bearded lady, the fire enhanced sword swallowed by a "freak," etc. was all done to draw attention for the circus to increase interest in attendance. No kidding! It was the birth of the "PR stunt."

Thus was born the idea of creating media interest by creating an event, or other newsworthy happening to invite and entice media coverage.

Many times you will notice that PR coverage is attracted through a "staged event," though naturally occurring events are more credible, timely, and more easily embraced by the public. So, when you sometimes think that the media coverage you are witnessing looks similar to a three-ring circus, like various criminal trials, e.g., the Anna Nicole coverage, you are right. The media "circus" you witnessed actually has its roots from the early days of the circus!

With this background in mind, what do you do if you are in the driver's seat in your organization and responsible for advertising, promotion, publicity, and public relations? Do you hire an in-house person, or a PR agency? What are the advantages of each type?

The US Department of Labor's Occupational Outlook Handbook puts it this way, "An organization's reputation, profitability, and even its continued existence can depend on the degree to which its targeted public support its goals and policies. Public relations is key to both the growing economy and to key institutions. The amount of resources dedicated to public relations should be aligned with this significant piece of information."

Whether you should hire an in-house public relations professional (I spent 23 years of my career in-house), or a PR agency, is strictly a business decision. Many start-up companies have
(article continued on page 2)

**IT'S NOT TOO LATE TO
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WHA FIRESIDE CHAT

**"The Successful Woman:
Finding Empowerment in
Any Situation"**

featuring

Beverly Tillman, D.Min, MPH, MA
Founder of The Maximum Performance Group, Inc.

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FEATURE ARTICLE (CONT'D)**... the Public Relations Circus**

limited resources, and find it more economical to deal with a PR agency to manage their account. PR agencies are very attractive in that they work in the particular "space" or discipline of the client, and have the ability to leverage their media contacts with their various clients.

In-house PR counsel is strictly dedicated, devoted, to YOU, your company and its products. Hopefully they are part of your strategic executive management team, and participate regularly in all meetings involving strategy and tactics.

Sometimes, PR agency representatives are left out of this loop - which is really not affording the organization the full complement of skills that today's PR pro brings to the table.

Public relations is a strategic business tool, which should be respected by all members of the organization. When looking for a PR professional, in-house or agency, according to the Council of Public Relations Firms (www.prfirms.org), you should look for professionals who provide the following skills: problem solving, sociability, a sense of urgency, tenacity, persuasiveness, assertiveness, self-confidence, empathy, aggressiveness and stamina.

And finally, although I am not addressing the discipline of advertising here - what is the difference between advertising and public relations? Simply put: You pay for advertising versus "free" coverage from public relations. Public relations is considered earned media. With advertising, you create and place exactly what you want the public to see, where it appears, how often, the content, etc. With public relations, though you pay for the agency or in-house public relations professionals to develop press releases and collateral materials, you do not have control over when it appears, how much of it appears, or where it appears.

On the other hand, PR has an enhanced credibility over advertising material, and in fact, the next time you pick up your newspaper, read it very carefully. More than 90 percent of what you read has been generated by a press release! This is referred to as editorial content. Therefore, editorial content is more widely embraced as "news" written by a non-biased reporter versus advertising, which naturally is biased. Think about it - is editorial content really unbiased? Now let's go back to the circus and put all the elements together. How does a sound, strategic public relations campaign come into play with a strategic marketing action plan?

Let's have a little fun and use PT Barnum again. This is a visual response so get prepared. Picture the circus tent on the ground (the business plan), and picture the poles holding up the tent (the strategic marketing campaign to give rise to the plan). Now assign a name to each pole: marketing promotion, advertising (on and offline), and public relations - a sound strategic public relations campaign is part of the total marketing campaign. These poles are components keeping the tent up and ready for action.

Underneath the tent are all the organization's team players who are onboard with the strategic marketing campaign. Through all of their efforts, whether they are accountants, sales representatives, customer service, etc. - the best PR is that which is advanced by your own team of employees. A good strategic marketing plan, with the PR component, includes all employees. Be sure they know the direction of the organization so that they can serve as individual PR ambassadors.

Please do not leave out the strategic partners, alliance members, consortium partners, vendors, and others who are playing a vital role to advance your organization. They, too, are excellent PR ambassadors, not just of good will, but they can also spread substantive value-added information, which may help you retain current, and perhaps help you garner new clients/customers. Never underestimate the power of your employees. They have the ear of at least 10 people outside of your organization. They can be champions of your organization's mission. Work towards helping them deliver the best message possible. Communicate regularly, communicate effectively, and most importantly communicate respectfully.

Parting words: There will always be a circus ring filled with action and spectators eager to watch and know more. It is up to you and your organization to decide if you will stay a spectator or choose to be in the center ring of attention as the result of an inspired PR strategy and well executed tactics. ✨

Article taken from Frank Public Relations Worldwide's "Frankly Speaking" series of PR tips.

Frank Public Relations Worldwide is an innovative, results-oriented marketing communications company focused on the dynamic alignment of business development, strategic marketing and public and employee relations. Founded in 1999 by award winning public relations expert Peggy C. Frank, MBA, Frank Public Relations Worldwide is renowned for communication and engagement skills as well as a proven ability to train and mentor at all levels of an organization to both deliver consistent messaging and to enhance performance and profitability. Peggy Frank is a member of WHA.

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WHA would love to hear from you! Please let us know of any important news in your lives, ideas for events and activities, book reviews, articles, etc. Better yet, get involved and lend your talent and ideas by joining one of the WHA committees!

APRIL SPEAKER EVENT

Health Disparities: Health Management Challenges and Strategies

By Frances Chung

On April 25, 2007, healthcare professionals gathered at the Faculty Center on the UCLA campus to hear two dynamic speakers: Dr. Antronette Yancey, a professor in the UCLA School of Public Health, Department of Health Services, and a former local health administrator; and Dr. Trudi Carter, WHA Member-At-Large, and Chief Medical Officer of CalOptima, the county-organized health system federally authorized to administer Medicaid benefits for Orange County residents.

Thanks to the speakers' complimentary expertise and captivating presentations, the audience learned broadly about disparities in health, the strategies employed to improve health and new approaches that can be put into practice.

In addition to sharing data on health disparities and discussing the underlying issues forming and binding social and health behaviors, Dr. Yancey emphasized changing organizational practices. These include integrating short bouts of physical activity into daily routines, setting stair prompts, incentivizing individuals to park farther away from their destinations, providing breaks for employees, and making nutritious food available.

As if her presentation had not already energized the crowd, Dr. Yancey then held one of her famous "lift-offs" to give the audience a first-hand experience of the fun and effectiveness of this intervention to promote workplace physical-activity. This 10-minute exercise incorporates a number of difference dance styles, and it is typically done with music. If your organization would like to introduce this activity at your workplace, visit http://www.ph.ucla.edu/cehd/activity_breaks.htm to learn more.

Dr. Carter discussed additional disparities for various race/ethnicities and predictors of health – particularly lack of health coverage and limited access to care. She highlighted the shared challenges of health organizations: engaging patients to be active participants in the pursuit and delivery of care, building the capacity of and incentives for providers to meet the needs of their patients, and removing constraints within the healthcare system (for example, addressing language barriers and working with uncertain public funding).

Healthcare organizations can address these challenges in unique ways. For instance, to address a shortage of physicians in certain specialties, organizations can use pri-



Dr. Toni Yancey, UCLA School of Public Health



Dr. Trudi Carter, CalOptima

mary care providers appropriately or share specialists across counties. CalOptima is employing several strategies to fight these challenges: implementing a new initiative to engage patients in addressing childhood obesity, developing a new pilot program to ensure coordinated, continuity of care, and providing 24-hour interpreter services. Looking to the future, the organization has already identified new strategies to take to task.

Audience members were clearly energized by these knowledgeable women, particularly at the end of a Q&A that could have gone on had the event not ended. WHA extends its gratitude to Dr. Yancey and Dr. Carter for a thoughtful and thought-provoking evening. This discussion highlighted that regardless of whether you are a payer, provider or employer, there is a great need – but fortunately, also unlimited opportunities – to take action to reduce health disparities and improve health for the entire community. ✦

FIRESIDE CHAT

February's Chat on Leadership with Dr. Hilberman

by Nina Niu-Ok

Over 30 women gathered at the Curtin House at the Pasadena Museum of History on February 24, 2007, to enjoy a delicious brunch and to listen to UCLA School of Public Health's Diana Hilberman* speak on the latest research on leadership potential and gender differences. The Curtin House provided an intimate and appropriate setting for the Fireside Chat, as Dr. Hilberman's casual presentation was conducted in cosy chair in front of an actual fireplace.

Diana Hilberman began the discussion with some recent research in the area of leadership that found that there is no significant difference between men and women in their capabilities as leaders, e.g., the commonly held belief that women tend to be more collaborative whereas men tend toward a more top-down leadership style. If there is no real gender-differentiated leadership capabilities—and the stereotypes really are just stereotypes—then the question is begged regarding preferences for a male leader versus a female leader. Provocatively, there appears to be a preference for male leaders among both males *and* females. This information lead to a discussion concerning the personal experiences of the Fireside Chat participants with male and female leaders.

Dr. Hilberman proceeded to review various leadership models and their relevance to the healthcare industry. She presented the audience with the Health Leadership Competency Model, which is based on the findings of a national survey conducted by the National Center for Healthcare Leadership (NCHL) in conjunction with the Hay Consulting Group. The NCHL Model defines the competencies required for outstanding healthcare leadership, with three domains (Transformation, Execution, and People) containing twenty-six competencies.

Dr. Hilberman wrapped up the Chat with her own top 10 list of essential leadership characteristics and a "Leader's Bookshelf" reading list. She also urged that women need to be aware that the stereotypes that keep the "Glass Ceiling" in place are perpetrated by both men and women. Women should engage in self-promotion activities, e.g., network with people who have power, and learn to "sell" their capabilities to others.

WHA thanks Diana Hilberman for sharing her knowledge and insight with WHA members! ❖

* See Jan-Mar 2007 Issue of WHA Executive Forum for Dr. Hilberman's detailed bio.



NEXT FIRESIDE CHAT:

The Successful Woman: Finding Empowerment in Any Situation

You will learn how to balance your life so that you can have maximum success in all areas while you minimize stress and add more enjoyment and fun doing what you do best!

Come join us at our next Fireside Chat, featuring Beverly Tillman, D.Min, MPH, MA. Dr. Tillman is a skills expert specializing in strategies that work for business professionals and organizations leading to higher levels of performance, job satisfaction, increased revenue, time management and goal accomplishment. She is the author of "Outrageous Success in Business" and "Making the Most Out of Your Life." She has worked for over thirty years in health management, marketing and sales. She is founder and President of The Maximum Performance Group, www.themaximumperformancegroup.com

Dr. Tillman received her D.Min and Masters in Theology from Fuller Seminary, her Masters in Management from California State University, Dominguez Hills, and her Masters in Public Health from the UCLA School of Public Health.

Saturday, June 2, 2007

Marie Callender's
1560 Albatross Road
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11:15 am - 1:30 pm

\$25 registration fee
(lunch will be provided)

Please contact Michelle Tuimauluga (mtui@ca.rr.com or (951) 272-8101) to register for this event



NETWORKING EVENT

Educational and Fun Wine Tasting in Orange County

By Veronica Orrick

A dozen of us gathered on April 5 for an educational wine tasting at MAWL, a wine store in Garden Grove. Music Art Wine Love (MAWL) proprietor David Scales started the fun by “sabering” open a bottle of Spanish sparkling wine (Cava) with a kitchen knife--the cork flew away and not a drop of the bubbly was spilled. We went on to taste whites and reds from throughout California accompanied by a California blue cheese and a creamy soft-ripened from French cow’s milk (Fromage d’Affinois) with bread and crackers. When one of us asked about how to know if wine has gone bad, David swiftly provided an example from a case he had ordered on spec. My assessment is that wine gone bad smells awful and tastes worse--like gasoline! Finally, we paired a dessert wine from Israel with dark-chocolate-covered cranberries. Most of us headed next door to Jak’s Bistro for a bite to eat. Networking ensued...and so did the karaoke, although we were only spectators. All in all fun was had by all. ☒



L to R: David Scales (wine guru), with WHA members Kelly Leong (Loma Linda), Joanne Ortiz (Molina), and Maria Jones (PacifiCare).



Jan Frates (CSULB) and Stephanie Surbida (Kaiser Permanente) talking to Veronica Orrick (PacifiCare)



Ling Kung (Kaiser Permanente) and Janet Peaslee (Kaiser Permanente)

If you haven't yet attended one of our **Business Card Brunches**, you should make sure to sign up for the next one that is in your area. The brunches are a great way to get to know other WHA members, and to learn about their contribution to the health care industry. We've had 6 to 10 attendees at each brunch, and the conversation has been terrific. We hope you can join us for brunch soon!

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Extra! Extra! Birth Announcement!

Krisianna Bock, WHA Membership Chair, celebrated the arrival of her daughter Lilianna Dorothy Bock, on May 4, 2007. Little Lili Dot weighed in at 8 lbs, 7 oz.

Congratulations to Krisianna and her husband Jeff!

MEMBERS ON THE MOVE & NEW MEMBERS**New Members:**

Montserrat "Monina" Alvarenga is a Director, Provider Network Management at Health Net of California.

Angela Baca is a MHA Candidate USC and an Administrative Resident at LA Care.

LaKeisha Ballard is a student at CSUDH.

Sarah Bellefleur is a Business Development Analyst at SCAN Health Plan.

Amma Asamoah-Boadu is Student at Cal State Long Beach and in Bill Collections at Pete De Lellis.

Frances Chung is a MPH Candidate at UCLA School of Public Health.

Elizabeth Elson is Senior Counsel at Foley & Lardner LLP.

Monica Flores is a student at Cal State Long Beach.

Cecilia Foschetti is a Manager, Provider Relations and Contracting at Health Net, Inc.

Nicole Haskell is Project Manager at Cedars-Sinai Health Systems.

Yuriana Hernandez is a Student at Cal State Long Beach.

Veronica Lopez is a student at California State University Long Beach and Administrative Assistant at Reproductive Associates Medical Group

Neelam Patel is a student at Loma Linda Univ.

Denise Rodriguez is an Attorney at Foley & Lardner LLP.

Rebecca Smith is a Researcher at Cerner LifeSciences.

Members on the Move:

Tiffany Akins-Dunbar is now Project Management Assistant at Glide Health Services.

Ana Fradkin is now Project Manager, Physician Services Department at DaVita Inc.

Laura DeLaCruz is now Operations Director at North County Health Services.

Jean Joseph PhD is now Laboratory Director at Beverly Hospital.

Karen Kennedy is now Chief Executive Officer at Impel Management Services & Medical Clinic of North Texas.

Jennifer Kozakowski is now Director of Quality Improvement at Childrens Hospital Los Angeles.

Jill Parma is now a Director at Chapman University.

ATTENTION MEMBERS!

We need your input! WHA will be sending out a **member survey** soon, in order to collect information about your topics of interest, the kind of activities that interest you, and the locations that work best for you. The survey will be delivered to your in-box from Survey Monkey. Please take a few minutes to follow the link and fill the survey out. Thank you!