

## **P2Rx Marketing Committee Conference Call**

August 4, 2010

12:00pm – 1:00pm (EST)

### **Participants:**

Madeline Sten (P2Rx); Rachel Smith (NEWMOA); Julie Woosley (ESRC); Bob Iverson and Laura Barnes (GLRPPR); Myla Kelly (Peaks); Donna Walden (WSPPN); and Paula Del Giudice and Jonathon Stumpf (PPRC).

### **P2Rx Calendar:**

For the past four or five years, P2Rx has printed out a wall calendar highlighting different products and resources. The calendar is always well-received by clients, but takes a lot of effort to pull together. It is expensive and time consuming to create and distribute. There are also some concerns about whether or not the calendar is really an effective marketing tool, as most Centers send it to the same people each year. Madeline asked the group whether or not Centers were still interested in printing out the calendar and distributing it as a marketing tool.

Bob and Laura both expressed the desire not to continue with the wall calendar as GLRPPR has not used the calendar for marketing purposes in the past – they typically receive fewer calendars than the other Centers and even then usually have a lot of extra. Laura also noted that as a P2 organization, she felt that P2Rx should not be printing out so many hard copies of the calendar. Julie and Paula reported that their Centers have used the calendars effectively as a marketing tool, but also had concerns about printing so much paper.

Donna noted that the calendar is really the only hard-copy printed material that P2Rx distributes, besides the brochures, which people are not likely to hang on their wall or put in their office. However, she also noted that the same people get the calendar every year, so Centers are not adequately using the calendar to promote P2Rx products and services to new audiences. Rachel and Myla said that feedback from the calendar has always been very positive and some of the Centers hand-out the calendars at meetings, conferences, and training events, which could reach new clients.

However, Myla acknowledged that it takes a lot of staff time and money to mail the calendars to clients each year – this is in addition to the few hours takes Centers to submit a write-up of a product or service they offer as their contribution for one of the months. It is a big commitment for something that may or may not be serving its intended purpose. However, the Centers agreed that most of the people that receive the calendar have come to expect it and will likely be disappointed if they don't get one this year.

Madeline proposed that instead of printing out a wall calendar, P2Rx should create an online calendar for the website that all Centers can use and link to. This will cut costs significantly and also bring more people to the website. For this year, P2Rx will create a postcard or other marketing item that explains to people how we are transitioning to the online calendar, which saves paper and reduces our carbon footprint. In this way, we hope to turn a potentially negative experience (i.e., no calendar) into a positive one (i.e., P2Rx is becoming greener).

P2Rx will also consider creating other hard-copy marketing items in place of the calendar that take less time to produce and use less paper. One suggestion is to reinvigorate the one-page fact sheets. Another is to create a P2 poster, similar to what NPPR does for P2 Week, except that P2Rx would distribute it at the beginning of every year. The group agreed that a poster with a clever tagline and graphic would be a good marketing tool as people are likely to hang them up on a wall and will be reminded of P2Rx. Laura suggested having a contest for the illustration or graphic to put on the poster – people could go to the P2Rx website and vote on their favorite. The rest of the group liked this idea and noted that it would also increase traffic to the website.

#### Next Steps:

- Madeline will set up a call with NEWMOA re: the online calendar for the P2Rx website
- Madeline will ask NPPR about logistics of creating a poster, including time and costs

#### **Press Release Process:**

P2Rx will be creating a press release in conjunction with the upcoming publication of the P2 Results data. Madeline would like to use this opportunity to discuss the possibility of developing a standard press release template or concept that P2Rx can use for marketing other products and services as well.

The goal of the P2Rx press releases should be to reach beyond the P2 community. Donna noted that the TRI data from EPA is published in many national news outlets. Although P2Rx is not allowed to use EPA's logo, it might be worthwhile to mention EPA in the release because news services are aware of EPA and may be more likely to pick up the story. Madeline will check with someone at EPA to see if they can also put out an announcement.

Madeline also suggested that P2Rx try to build relationships with reporters at national newspapers, such as the New York Times, Washington Post, Wall Street Journal, Chicago Tribune, and LA Times. However, it is uncertain whether this effort would be fruitful. Julie suggested that P2Rx focus instead on online environmental magazines, such as Environmental Science and Technology, which also gets national exposure. In addition, she recommended linking up with the Society of Environmental Journalists – this organization has a twitter account that P2Rx may be able to use to push out press releases. Paula noted that most P2Rx news items have a local or regional focus and therefore, it might be better for centers to work on building relationships with their local media outlets. Therefore, it might be beneficial to have two separate lists of media contacts – a regional list and a national list.

#### Next Steps:

- Centers will consult existing lists of media contacts in their regions (e.g., outlets that print news stories about government award recipients or distribute newsletters).
- Madeline will research and develop a general format to use for all P2Rx press releases
- Madeline will set up a call with Laura and Andy to discuss adding a “media spot” on the P2Rx website to put links to P2Rx press releases and other newsworthy items

**Next Marketing Committee Conference Call TBD.**