



MEDICAL SERVICES
HEALTH & NUTRITION EDUCATION
SOCIAL SERVICES & WIC

SIXTEENTH STREET COMMUNITY HEALTH CENTER

1032 SOUTH 16TH STREET
MILWAUKEE, WISCONSIN 53204
(414) 672-1353

TO: Sixteenth Street Board of Directors

FROM: John Bartkowski

RE: Public Relations Activities

DATE: June 28, 1995

It has been a little more than a year since we embarked upon a more aggressive public relations program for the Sixteenth Street Community Health Center.

As a part of that campaign, we have been working with a number of organizations to assist us in our efforts to expand the awareness of our Center and increase local news media coverage. The firms have provided their professional services either as paid consultants or through in-kind services. They include:

- Remsik - Mueller & Associates
- Growth Design
- Pro-Video
- Time Insurance

I am pleased to report that our efforts have been successful. Our media coverage has focused on a number of areas. This memorandum will outline some of those areas and include specific instances of media coverage.

Staff

The announcement of new staff helps to keep our name in the community and highlights some of our programs and services. Examples of that type of coverage from the past year includes:

Maria Jiminez and Susan Blomstrom join Center Staff
The Business Journal

Laura Heiser Appointed Development Director
The Milwaukee Times
The Milwaukee Journal
The Milwaukee Sentinel
FOBTA - From One Business to Another

Sixteenth Street Board Memorandum
June 28, 1995
Page Two

Dr. John Dunn Joins Medical Staff

The Business Journal
The Milwaukee Sentinel
FOBTA - From One Business to Another

Kristen Sardina Named Medical Records Director

FOBTA - From One Business to Another

Sharon Fleischfresser Named Medical Director

The Milwaukee Sentinel
The Business Journal
FOBTA - From One Business to Another

Grants

Media coverage of our grants helps to draw attention to some of the specific programs that we provide. It is an opportunity to publicly thank our donors and, in some cases, causes other potential donors to think of us when they have dollars to give to an organization.

Examples of that type of coverage from the past year includes:

Milwaukee Foundation Grant for Prenatal Care Program

The Milwaukee Journal

Helen Bader Foundation Grant Awarded for South Division Wellness Center

The Business Journal

U.S. Bureau of Primary Health Care Grant Awarded for South Division Wellness Center

The Milwaukee Times
The Business Journal

Milwaukee Foundation Grant Awarded for Lead-Poisoning Prevention Project

The Business Journal

Features

There are regularly other media opportunities that can help to generate awareness of our many programs and services. The feature types of articles offer us a chance to focus on individuals or programs to expand the level of understanding among key audiences.

Sixteenth Street Board Memorandum
June 28, 1995
Page Three

Some feature story examples include:

South Division High School Wellness Center Student Survey Results

WTMJ-AM

The Milwaukee Sentinel

Associated Press (statewide coverage)

Letter to the Editor in The Milwaukee Sentinel

Neighborhood Health Clinics Feature Article (including a focus on Sixteenth Street patient)

The Milwaukee Journal

Hmong Folk Art Exhibit at Center

The Milwaukee Journal (Three articles - November 6, November 10, and November 13)

Feature Story About Volunteers - Including Focus on Carolyn Augart

The Milwaukee Journal

The Center's Use of Computer Technology and the Internet

The Business Journal

Assistant Surgeon General Marilyn Gaston Visits Center

The Milwaukee Journal

WTMJ-TV 4

The Milwaukee Courier

Immunization Program in Milwaukee's Hispanic Community

WTMJ-TV 4

WISN-TV 12

WITI-TV 6

The Milwaukee Journal Sentinel

Office on Environmental Health Opens

WUWM-FM

WISN-AM

WTMJ-AM

The Business Journal

The Milwaukee Journal Sentinel

WISN-TV 12

WTMJ-TV 4

Sixteenth Street Board Memorandum
June 28, 1995
Page Four

Government Affairs

The Sixteenth Street Community Health Center has matured as a community-based health care facility. As a result of that growth, one of the responsibilities we have assumed is a greater role in the government process. This is particularly true when it comes to the impact on programs and services for our clients.

Our public relations program has helped us to increase our role as a voice for our community. This is reflected in some of the news articles that have addressed certain topics. An example:

The Struggle Over Health Care for General Assistance Recipients

The Milwaukee Journal

The Milwaukee Journal (In My Opinion Article)

The Business Journal

One benefit to this public relations approach is that legislators are more aware of the Sixteenth Street Community Health Center. Over the past year we have had an opportunity to host some of the federal and state legislators and administrators at the Center. Among our special visitors:

- U.S. Senator Herb Kohl
- Congressman Jerry Kleczka
- Congressman Tom Barrett
- State Senator Brian Burke
- State Senator Alberta Darling
- State Senator Peggy Rosensweig
- State Representative Ben Brancel (co-chair of the Joint Finance Committee)
- U.S. Health and Human Services Secretary Donna Shalala
- Wisconsin Department of Health Administrator Ann Haney.

This has enabled us to demonstrate to key legislators how community-based health care works. We are viewed as good resources by legislators and their staff.

Development Activities and Special Events

Media coverage has been helpful in increasing interest in some of our special events that we have instituted as a part of our development program.

Examples of the coverage include:

Sixteenth Street Board Memorandum
June 28, 1995
Page Five

Health and Human Services Secretary Donna Shalala Participates in Grand Opening Ceremony For Center Addition

WTMJ-TV 4
WITI-TV 6
WISN-TV 12
WISN-AM
WTMJ-AM
WOKY-AM
Milwaukee Community Journal
Milwaukee Courier
Associated Press (Statewide distribution)
The Milwaukee Journal

Congressman Kleczka Roast to Benefit Center

The Milwaukee Journal
The Milwaukee Courier

An Evening in Spain Fund Event at Villa Terrace

Milwaukee's City Edition

We have had some individuals and, in at least one instance, a Foundation, come to us with a contribution because they have noticed news media coverage of the Sixteenth Street Community Health Center.

The roast of Congressman Kleczka provided us with an opportunity to either strengthen our existing relationship, or develop a new relationship with Milwaukee's business community. The Corporate Sponsors of the event included:

- Allen - Bradley Company
- American Family Insurance
- Arnow & Associates
- Bank One
- Blue Cross/Blue Shield
- Children's Hospital of Wisconsin
- CompCare
- Conley McDonald & Company
- D.G. Beyer
- Family Health Plan
- La Casa De Esperanza
- Managed Health Services Insurance

Sixteenth Street Board Memorandum

June 28, 1995

Page Six

- Medico-Mart, Inc.
- MGIC Investment Corporation
- Michael Best & Friedrich
- Miller Brewing Company
- Miller Compressing Company
- Milwaukee Indian Health Center
- Northwestern Mutual Life
- Payne and Dolan, Inc.
- PrimeCare Health Plan
- Professional Insurance Services
- Sinai Samaritan Medical Center
- St. Mary's Hospital
- Time Insurance
- United Community Center
- United Professional Companies
- Whyte, Hirschbeck & Dudek
- Wisconsin Health Organization

In addition, the roast raised approximately \$25,000 and helped us to develop a new marketing brochure and videotape presentation. Both will be of value as we increase our development efforts.

The Evening In Spain not only helped to raise more than \$5,000, it offered us an opportunity to reach some new individuals and corporations.

As we look ahead, I am confident that the successes we have enjoyed can only continue to grow.

For your convenience, I have attached copies of the various news articles.

Enclosures