

Regional Association of Public Information Officers (RAPIO)

Membership Meeting

Date: May 20, 2011

Time: 11:35 a.m. – 1 p.m.

Place: Mid-America Regional Council, 600 Broadway, Suite 200, Kansas City, MO

The meeting was a work session that began with attendees talking about significant programs or updates in their organization.

Jody Craig asked for individuals to offer help with the Program Committee, which Joan Dickey co-chairs with Merideth Parrish.

Marsha Bennett provided a quick overview of the survey about RAPIO programs. [Click to download a copy of the survey.](#)

The group focused discussion on ideas for future RAPIO programs. The Program Committee hopes the June 24 meeting will feature a presentation by Jabulani Leffall, KCUR's Central Standard talk show host. The Program Committee is developing the schedule for the rest of the year and asked for additional topic suggestions from the group during the May 20 meeting.

The following ideas for future programs came from the discussion:

- Performing Arts Center
 - Tour of the new facility; panel of communications staff from Ballet, Lyric and Symphony
 - Information about the marketing process for the facility to gain insight into facility marketing/communication.
- Social Media
 - Joe McBride presented this subject and would be a good candidate for presenting to RAPIO.
- Communications Plans
 - Creation of plans for cities and organizations – lessons learned, tips for inclusion
 - Evaluating and measuring feedback from programs, campaigns etc.
 - Updating to include use of social media
 - Role of focus groups and usability standards
- Disaster Communications – deployment of PIOs to disaster areas, lessons learned, tips etc.
 - Tom & Adam are assisting PIOs in Tuscaloosa
 - Meredith Parrish served in a PIO function in Iowa during the floods.
- Mechanisms and Tools to Obtain Citizen Feedback
 - Surveys — when, how, writing questions (Chris Tatham) Focus Groups
 - Usability Studies
 - Question Pro, Survey Monkey
 - Non-traditional methods – social networking
 - Responding to negative feedback (Justin Meyer)

- Transparency
- Who is empowered to speak?
 - Employees' ability to respond in real time to situations
 - Sprint (Social Ninjas employees trained to respond in real time to information on blogs, social networking sites about Sprint to spread positive and accurate messages about the organization.)
 - Monitoring Social media, peer-to-peer communication, hierarchies?
- Psychology of marketing
 - What topics get the attention of others?
 - Two-way conversations
 - Creative marketing techniques (Jo Co Library's use of fake ads on their delivery trucks)
 - Guerrilla marketing – edgy to get attention
 - College professor may be able to talk about this subject
- Google Announcement
 - Bistate initiative (Kansas City, Kansas, and Kansas City, Missouri)
 - Impact on cities and the region
- KC Star Announcement
 - Mark Zeiman is leaving the KC Star to become a vice president of McClatchy, the parent company; his replacement (a woman from Idaho) might be able to talk about the vision for the newspaper moving forward.
- Branding on a shoestring
 - Nixa, Mo. PIO
- Sales tax campaigns – how to run one without violating the rules

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