

BOS

BRITISH ORTHODONTIC SOCIETY

Registered Charity No. 1073464

Unconfirmed Minutes of a meeting of the Communications Committee of the British Orthodontic Society held on 6 March 2008 commencing at 2.00 p.m. at BOS Headquarters, 12 Bridewell Place, London EC4V 6AP

Members present:

Chris Kettler	Executive Secretary, BOS, and Committee Chairman
Phil Benson	Incoming Editor, Journal of Orthodontics
Friedy Luther	Editor, Journal of Orthodontics
Baz Parmar	Editor, BOSNews
Tracy Posner	Communications Manager
David Tidy	Website Manager
Ann Wright	Society Administrator, BOS

By invitation: Andrew Hayward-Dunn from Dodds the Printers

08/01 Welcome by Chairman

Chris Kettler welcomed members to the meeting and thanked everyone for attending.

08/02 Apologies for absence

Apologies have been received from Gavin Barry, Editor, Clinical Effectiveness Bulletin.

08/03 New Members

The Chairman welcomed Phil Benson, incoming Journal Editor, and Tracy Posner, BOS Communications Manager, to the meeting.

08/04 Minutes of previous meeting on 1 March 2007

The minutes of the meeting held on 1 March 2007 were agreed subject to three amendments:

07/6 Role of Media Spokesman

At the moment, Caroline is actively preparing the second edition of *Wired:*, the new patient newsletter.

Remove the comma after Wired: ,

Caroline was disappointed that she had been aware that a paper written by Ama Johal...

aware should be changed to unaware

07/12 Journal of Orthodontics

Chris has met Blackwall

Blackwall should be spelt Blackwell

08/05 Notice of AOB

There was none.

08/06 Role of Committee

The role of the committee is to co-ordinate communication between the Society and members, between the Society and the public and between the Society and public bodies and organisations. The Committee meets annually and communicates by email/phone as necessary in the interim. Tracy Posner has succeeded Caroline Holland as the Society's Communications Manager. She is quickly getting up to speed on all Society matters.

08/07 Role of Executive Secretary in Communications

The Executive Secretary will co-ordinate responses as necessary with the assistance of Tracy Posner.

08/08 Role of Media Spokesman

Caroline Holland was very pro-active in initiating articles and responding very swiftly to orthodontic issues which arose. Chris Kettler said he was sure that Tracy would gradually take over this mantle as she becomes more knowledgeable about the Society and the way it runs. Tracy was concerned about the lack of available data in areas such as orthodontic waiting lists/times, adult patients, private treatment etc which she needs to answer media enquiries. Statistical evidence and validated data is needed. An email survey of BOS members to help answer commonly recurring questions for which no data is available would be helpful. Tracy offered to draw up a list of potential questions for a survey based on the questions she has fielded from journalists. The easier the survey is to complete, the more likely members

are to fill it in. Chris Kettler will seek to have this included on the agenda for the next Board meeting. Friedy Luther suggested that the Paedodontic Society might know the number of children being referred for orthodontic treatment.

08/09 Role of BOS office

The BOS office is often the first port of call for the media who are then directed to the Executive Secretary or to the Communications Manager. The list of BOS spokespeople which Caroline Holland developed needs to be updated. A good source of photographs for press purposes is required. Jonathan Sandler was suggested as a good contact for these and the printers also have a good supply. Phil Benson suggested that it would be good to consent all the patient photographs in the entries for the Against the Odds Competition so they can be used for publicity purposes. Some of the photographs in the PILs leaflets need updating. Tracy could gradually put together a press photography file which would build up into a very useful resource. For publicity purposes and for inclusion in the Society publications, photographs need to be high resolution

08/10 Advertising at meetings

It was agreed that it is important that Society meetings are not seen as promoting one company. Jason Cope will be speaking at Celtic Manor and has been advised that he should not promote 3M products. There was a problem last year where a TGG meeting almost looked as if it was a 3M meeting and this must not happen. Speakers are already requested to declare in advance any commercial association with products/treatments related to their presentation.

08/11 Communications with Public

The large number of calls and emails from the public about IOTN which followed the introduction of the new contract reduced. The IOTN document is a well visited part of the website. The FAQ section could be enlarged to include FAQs on all the most commonly sought after information. Chris will audit the enquiries he has received and then discuss with Tracy other FAQs which could be included. It is difficult to put together a set of stock answers to email back to members of the public because each query includes an individual element but being able to link the email answer to the website FAQs saves an enormous amount of time. David Tidy will forward a database of enquiries/topics accessed to Chris Kettler as a CSV file.

08/12 Communications with Members

Communication with members is increasingly by email. The Society must remind members regularly about the need to provide an email address and update as necessary.

08/13 Communications with Outside Bodies

Tracy reported that she is beginning to receive phone calls direct to her as BOS Communications/PR manager. Media interest has been good including enquiries from the Guardian, Sunday Times and Sunday Telegraph. Newspaper interest tends to be political; magazine interest is usually in cosmetic and adult orthodontics. She asked members to advise her of any issues that should be covered and any questions/answers which could be added to the FAQs.

08/14 Co-ordination

It is important not to duplicate or repeat articles in the Society publications. David suggested keeping a composite running list of contents for BOSNews, Wired, OBS.

08/15 Annual Review

Copy has been written by Tracy with financial input from Les Joffe and is ready for production.

08/16 Journal of Orthodontics

Phil Benson attended a meeting with Mark Simon of Maney Publishing earlier in February. BOS has agreed to renew the publishing contract for the Journal with Maney. OTA have negotiated with Maney for their members to receive the Journal at a reduced fee. Discussions have been taking place between the BOS and the ONG aimed at closer co-operation between the two Groups. There was a suggestion that ONG members could have an on line version at a reduced fee and/or that there could be a supplement aimed at members of ONG in the Journal. ONG could also have a supplement in the BOSNews. The ONG have renamed their organisation to retain and encourage orthodontic therapists to belong. David Tidy asked about the arrangements for the ONG website. These have not been finalised thus far. Phil Benson has discussed Blackboard, the virtual learning environment tool, with Mark Simon. Access to the Blackboard site is available to SpRs, FTTAs and DwSIs using a username and password. BOS members will be able to access it for CPD in 2009. There has been ongoing discussion about including MSc abstracts in the Journal; Mark Simon is not enthusiastic and Phil Benson commented that he did not want to see the Journal filled with abstracts. However, David Tidy suggested that there could be a special section on the BOS website where these abstracts could be housed and available for members to browse.

Mark Simon and Phil Benson also discussed special issues of the Journal on particular topics. This might stimulate submissions and also advertising. The number of issues will be increased to six per year from 2010 but this is submission dependant. Tracy has been liaising with Caitlin Meadows at Maney regarding public relations issues. A table of contents for future issues of the Journal will be sent to Tracy.

08/17 Website

The website receives around 6,500 visits a month with pages aimed at the general public being the most frequented. The link between the website and the BOS office database has meant that the "Find an Orthodontist" service is available to members of the public and members can log on and find full contact details for their colleagues. On-line sales and on-line registration for meetings directly via the website is now available. Chris Kettler asked why non members could not buy on line. David Tidy will check this as they should be able to. David will also query with Dataware the possibility of adding practice websites to the database so they appear when the Find an Orthodontist service is used. A charge could be made for doing this. The website does not handle video clips at the moment but David Tidy can check with Cubik whether this is possible. Tracy asked if company product news could be featured at an agreed cost to the advertiser. This might be possible but with a link to the company website which would take the visitor away from the BOS site immediately. A disclaimer would be required. David urged caution and said the site must not become too overtly commercial.

08/18 BOSNews and OBS

OBS is temporarily without an Editor and there will be no supplement issued with the March BOSNews. Deadline for copy for the BOSNews is 14 March. Some Groups/Committee have still to submit articles. Ann agreed to chase non responders. There will be a meeting on 26 March to go through the content. Andrew Dodds commented that some of the photographs supplied with articles are not of a sufficiently high quality for reproduction. Changing the quality of the paper to go some way to improving this was agreed. A professional photographer is usually employed at the Spring meeting and the Conference but not necessarily at Group meetings. Tracy will obtain the cost of a photographer to cover Group events. For other articles, photographs are usually supplied by the authors and therefore there is little the Society can do except not to publish any particularly bad photographs.

Chris Kettler would very much like the BOSNews to be published on the website as it was in the past. It has not been possible to upload larger files than 500K but David Tidy will check with Cubik following this meeting to see if the situation has changed. David Tidy will advise following discussion with Cubik. The size of the files cannot be decreased too much because reproduction becomes much poorer.

Tracy agreed to write two articles for the next issue, copy date July: lingual braces and adult orthodontics.

08/19 Wired

The next edition of Wired has been compiled but needs to be shortened. Andrew Dodds will give Tracy a word count. The articles will then be précised down to that number of words. Photographs have been included with the articles. It was suggested that Wired could be published on the BOS website including the public side of the site. Practices could then download copies but whether this is possible needs to be checked with Cubik as the files might be too large. To encourage readership, a competition could be run in each issue. Tracy indicated she could source prizes.

08/20 Clinical Effectiveness Bulletin

Gavin Barry was unable to attend the meeting. In future, there will be two editions of the Clinical Effectiveness Bulletin per year.

08/21 Other publications

Tracy will draft a press release about the publication of the new Retainer leaflet. Andrew will email a copy to her.

08/22 AOB

There was no other business.

08/23 Future Meeting

The next meeting was agreed as 5 March 2009, lunch at 1.30 for a 2.00 start.

The meeting finished at 4.45 p.m.