

## Bridging Gaps of Communication

At the Ad Interim Board Meeting held in San Francisco, there was a strong advocacy on the part of the Board to enhance communication within the Academy. The Board has passed many resolutions which will have far-reaching benefits for Academy members in the years to come.

For example, Dr. Steve Moss, President-Elect, and Dr. Lewis Kay, Chairman of the Public Relations Committee, have planned a meeting in Chicago for the entire committee to discuss an exciting campaign which would promote the specialty of pedodontics to the lay public and allied professions. We do not have the membership size nor the budget to launch major public relations programs such as television spots, however, the Board was surprised at the large number of methods and avenues available to the Academy at relatively low cost which would accomplish similar goals.

A Director of Communication for the Academy would greatly assist the Central Office, the Board of Directors, the officers, and the editor to communicate with the membership. However, that is currently beyond our budgetary means and will need further justification and study. For example, the President of the Academy, Dr. Ted Oldenburg, usually attends many meetings on behalf of the Academy. Likewise, the Dental Care Committee has been most active, and their members have participated and testified on numerous occasions on behalf of the Academy on legislative, political, and social issues that affect our specialty. Their activities are occasionally acknowledged and are included in the Annual Report each year. However, the significance of some of these activities is often buried in the legal and technical jargon.

Consequently, the Board of Directors has approved the appointment of a "correspondent" to work with the Dental Care Committee. The correspondent will "translate" the legal and political issues into more readily understandable language which will be more

relevant to busy practitioners. Dr. Bill Vann, our newly-appointed correspondent will also attempt to expand on implications of pending legislative measures, e.g., the proposed National Health Insurance programs, the CHAP Bill, and other programs. His contribution will become a regular feature of the newsletter and a portion of the news section of the *Journal*.

The support of the *Journal* by the membership and the Board of Directors has been overwhelmingly positive and the Board recommended the hiring of a full-time managing editor to assist the editor. With the additional assistance, the editorial office should be able to increase the frequency of the newsletter from four to six issues a year. The newsletter will also be mailed by first class postage in order to reach the members rapidly. Currently, we are exploring mechanisms whereby the newsletter could maintain its quality format and yet be published in a short time. By press-time, we will also have engaged the services of a National Advertising Representative in order that our advertising policies and strategy could be consolidated in future years.

The membership may be pleased to hear that nominations to committee membership, to the Board of Directors, and the American Board of Pedodontics were discussed at great length at the Board meeting. These are further signs that the Board of Directors is concerned with any potential existing policies which may not be fully representative of membership views. There were also discussions on the need to rejuvenate regionalization. Only time will tell if this is a grassroots movement, or whether the present form of government best represents the membership in achieving the Academy's goals.

These are all positive signs that improved communication is and will be a high-priority item for the Academy in the 80s.



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