

From: Bill J. Hebrock [mailto:BillHebrock@HebrockSteiner.com]
Sent: Monday, March 06, 2006 3:21 PM
To: Zook Tim
Cc: Laws Martin; Foster Kimberly
Subject: DOH billboards

Tim,

I just spoke with two Department of Health (DOH) officials regarding the unlicensed chiropractor billboards. Please feel welcome to pass along this information to anyone you wish. This information is from DOH Division of Medical Quality Assurance Marketing Manager Bill Parizek (850) 245-444 ext. 3794 and DOH Communications Office staff member Thometta Cozart (850) 245-4111.

First, some background information. These chiropractic billboards were, in fact, paid for by the State of Florida (DOH) through a public/private partnership with the Florida Outdoor Advertising Association (FOA) which donated the actual billboard and bus stop advertising space. Such State and FOA partnerships are common and are used by many State agencies to maximize their limited promotional dollars. Typically, the State approaches FOA with limited advertising funds and contracts with FOA to take whatever unsold ad space that any of the FOA member outdoor advertisers might have available in a particular market at a discounted rate. This particular advertising deal between DOH and FOA runs through June 2006 (FY 2005-2006) and has included about 108 billboards and 20 bus benches thus far in the counties of Pinellas, Hillsborough, Orange, Palm Beach, Broward and Miami-Dade. Again, the current DOH/FOA contract ends this June. In addition, the campaign has included 5,000 brochures that were distributed through Florida's 67 county health departments.

Most important to note, however, is how this PR idea and campaign came about. According to Bill Parizek, this campaign (including approval of the billboard's design and wording) was the work of the State Board of Chiropractic Medicine (BOCM). BOCM decided in early 2005 to use a \$5 fee collected from chiropractors when they obtain or renew their state license for the purpose of this PR campaign to warn the public against unlicensed chiropractors. This is a perfectly legal use (and the intended use) of the \$5 fee, which in FY 2005-2006 totaled about \$65,000 according to Bill Parizek. BOCM voted in 2005 to use those funds for this campaign and directed DOH staff to develop an advertising campaign focused on the aforementioned counties which are believed to be the areas of highest incidence of unlicensed activity. DOH used their own in-house graphic artist to create a billboard and bus bench design as well as a handout brochure. DOH staff also approached FOA, as many State agencies do, to contract for their outdoor advertising members' discounted, unsold signage in those particular counties. DOH staff returned to the BOCM for final approval of their proposed FOA contract and visual designs for the billboards, bus benches and brochure.

According to Bill Parizek, the BOCM fully discussed the idea that the designs might cast all chiropractors in a negative light, so some changes were made to the draft ads to increase the wording "unlicensed" and other changes. In particular, Bill Parizek said Dr. Sal LaRusso was adamant that the original designs be changed to the final version; and he also said Dr. LaRusso and the BOCM members agreed upon the final billboard, bus bench and brochure designs that were eventually produced.

Given this information, it is clear that the State Board of Chiropractic Medicine (not DOH) is the driving force behind the concept and details of this advertising campaign; and that the BOCM (not DOH) made the final decision on the billboard and bus bench designs.

If FCS decides to object further, I would recommend our objections be directed to the BOCM and its members, not DOH or FOA. Most likely, the \$5 fee will continue to be collected by the State after June 2006; and most likely there will likely be another annual contract entered into between DOH and FOA to leverage the State's limited advertising dollars. The key concern, however, should be this: what graphic designs will the next round of billboards and bus benches have, and will the FCS have any input or influence on those designs? In order for the FCS to have that input and influence we need to make our concerns know now, both in writing and in person to the BOCM members and to BOCM Executive Director Joe Baker. Let me know how you wish to proceed.

Again, Tim, I have only sent this email to you, so please forward it to whomever you wish.

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