



## Media Relations Committee May 2020 BOT Report

The Media Relations Committee again assisted the Membership Council with the **#justthanone** social media campaign. The materials created by Kevin Trokey and the Membership Council were again distributed by MRC members to all regional and state media chairs (or presidents in the absence of a media chair). The MRC is also ready to assist with the final campaign, theme TBD.

A new SM campaign surrounding COVID-19 has been approved and is being sent to the MRC for distribution. The messaging includes the importance of having health insurance, purchasing it from an NAHU-member advisor and education on the fact that testing and treatment for COVID-19 are at not cost. We will introduce some new hashtags including #COVID-19, #Coronavirus, #Pandemic and #FlattenTheCurve.

A new member flyer has also been created to reinforce the important of NAHU membership.

Finally, we are awaiting final instructions on holding our media training as part of the virtual annual convention. We will be excited to welcome some new MRC members and demonstrate the resources available to chapters from the media committee.