



Media Relations Committee June 2020 BOT Report

The Media Relations Committee again assisted the Membership Council with the final 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).

Several MRC regional chairs shared their ways in which they are staying in touch with their members and sponsors during this time of separation. Denisse Bravo from Region 7, continues to find creative ways to stay in touch including creating a virtual back drop to promote carriers who continue to support their locals. These backdrops are being used on social media to thank carriers for their continued support. Denisse has also been hosting virtual social hours to keep members connected. Naama Pozniak from Region 8 has been hosting a series of virtual yoga sessions to keep people connected and promote stress management. These are also promoted on social media.

A new SM campaign related to the 2020 Virtual Annual Convention is being completed. It will be circulated down through the regions as soon as it is final. We are also making plans for our Happy Hour breakout session following the leadership training on June 23. To make it more interesting, we will be playing a game called Media Mania, which is a take on Jeopardy. The participants will be asked a series of questions which relate to print, broadcast and social media. The “contestant” with the most points will win at \$25 Starbuck’s gift card. The MRC is just trying to make our time together more interesting.

Finally, MRC leadership (Suzy Alberts, Debbie Stockes and Kelly) met to review the applications for next year’s MRC board. We are still looking for a representative for Region 1. Debbie is reaching to the RVP for suggestions. In absence of a representative, she will ask the vice chair and representative from Region 2, to be in contact with chapters from Region 1. We want to ensure that communications are flowing to them, even without an official representative.