



## Media Relations Committee March 2020 BOT Report

The Media Relations Committee again assisted the Membership Council with the **#justaskone** social media campaign – Round 3. 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).

Media training at Cap Con was a huge success, featuring Maya Rodriguez, a National Correspondent for all E.W. Scripps television stations across the country. She spoke to the group about putting together a story idea and selling it to the media. Maya also shared her coverage of the cost of air ambulance services, which is a key part of the surprise billing issue. Her presentation was preceded by media training from Media Militia Chair, David Mordo. David spoke on the responsibilities of being a member of the Media Militia.

The MRC is putting together a Social Media training session on enhancing the use of SM by including video. We are looking to an expert on this subject from our membership and will either conduct a training webinar or hold a session at Annual Convention. Look for more details to come.

Finally, the MRC wants to make it easier for chapters to find media resources on the NAHU website. We are identifying the most important features that are available (press releases, infographics, media guides, etc...) and will be creating a “road-map” to finding them. This “road-map” will be distributed to all chapters to increase ease of use of the resources we provide.