

**Treasure Valley Association of Health Underwriters**  
Media Training Minutes  
July 19, 2022

**BOARD MEMBERS PRESENT:** Lisa Wilson, Korey Ashton, Lisa Brown, Hilary Swidecki, Knute Kleven, Joe Morgan, Phaedra Anderson, Stephanie Hartruff, Doug Fry, Pedro Rojas, Dawna Aragon, Kim Pennington, Annie Simmons, Marcia Benton and Sebrina Chevalier-Koehler

**GUEST PRESENT:** None

**BOARD MEMBERS EXCUSED:** Lisa Fritz and Emma Santoyo

Meeting called to order at 1:05 p.m.

1. Roll call and Introductions
2. Pedro Rojas lead the Media Training, which included the following topics:
  - a. What can media outreach do
  - b. Media relations chair overview
  - c. Media relations roles
    - Media relations chair
    - Media spokesperson
    - Media relations journalist
  - d. Media tools on NAHU website
  - e. Media relations guidebook
  - f. Nuts and bolts of media relations
  - g. Building relationships with the media
    - Keep press list current
  - h. Media militia
  - i. Social media
  - j. Media relations award

**Hilary Swidecki** made a motion to adjourn the Media Training Meeting. **Dawna Aragon** seconded the motion. Motion passed, unanimous vote. Meeting adjourned at 1:25 p.m.