

National Association of Benefits and Health Professionals
Treasure Valley Chapter
Media Training Minutes
July 24, 2024

BOARD MEMBERS PRESENT: Marcia Benton, Knute Kleven, Doug Fry, Daniel Skelton (Zoom), Joe Morgan, Lisa Wilson, CarrieAnne Kowalczyk, Stephanie Hartruff, Isaac Skelton, Amity Harrison, Claudia Callahan, Michelle Taylor, Kim Pennington, Michelle Taylor, Alex Kane, Kelcy Mann (Zoom), Maya Moser, Samantha Venable Harjo and Sebrina Chevalier-Koehler

GUEST PRESENT: Stacie Anthony – NABIP-Idaho President; Jeff Erickson and Frank Rodriguez – Your Health Idaho.

BOARD MEMBERS EXCUSED: None

Meeting called to order at 2:00 p.m.

1. Roll call and Introductions
2. Pedro Rojas – NABIP Idaho Media Chair and Region 7 Media Chair lead the NABIP-Treasure Valley Media Training, which included the following topics:
 - a. Value of media relations, what can media outreach do?
 - b. Media relations chair overview
 - c. Media relations roles
 - Media relations chair
 - Media spokesperson
 - Media relations “Journalist”
 - d. Media Relations tools: guidebooks, press release templates, List of canned editorials, PowerPoint presentations on media relations, FREE ads, FREE radio PSAs, Talking points/sound bytes, etc.
 - e. Nuts and bolts of media relations – know your local media
 - f. Distinction between print and broadcast media
 - g. Building relationships with the media
 - h. Content - Message Management
 - i. When and How to Use the Tools – Media Advisory, Letter to the Editor, Op-Ed
 - j. Opportunities for Visibility
 - k. Media Militia
 - l. Social Media
 - m. Speakers Bureau
 - n. Media Relations Award
 - o. Speak with one voice, always – designate a media spokesperson from your chapter.
3. 2024-2025 NABIP-TV Media Chairs
Joe Morgan and Lisa Wilson
4. Update media List will be available in September.

Joe Morgan made a motion to adjourn the Media Training Meeting. **Knute Kleven** seconded the motion. Motion passed, unanimous vote. Meeting adjourned at 2:30 p.m.