The NABIP Media Playbook

A Practical Guide to Building Relationships, Earning Coverage and Telling Our Story

National Association of Benefits and Insurance Professionals

NABIP

Shaping the *future* of healthcare

2026 Edition

PREFACE

Media coverage is one of the most credible and influential ways to reach policymakers, consumers, business leaders and the public. Print, television, radio, podcasts and digital news outlets can amplify NABIP's voice and reinforce the value health insurance agents and brokers provide.

Effective media outreach must be timely, relevant and newsworthy. Whether educating the public, responding to a developing issue or highlighting the role of agents and brokers, NABIP members should communicate clear, compelling and accurate messages.

This **Media Guide** provides NABIP members and chapters with practical guidance and best practices for building relationships with journalists, creating earned media opportunities, preparing for interviews and effectively communicating NABIP's positions.

This guide focuses on earned media and media relations. NABIP maintains a separate Social Media Guidebook with best practices and resources for LinkedIn, Facebook, Instagram, X and other social platforms.

This guide will be most effective when used to:

- **Build relationships before you need them.** Become familiar with local reporters, editors, producers and media outlets. Establish yourself as a knowledgeable and reliable resource so that when healthcare or insurance issues arise, journalists know whom to call.
- **Understand the tools of effective media relations.** Learn how press releases, media advisories, op-eds, letters to the editor, interviews and other media tools can support a successful communications strategy.
- **Connect national issues to local audiences.** Look for meaningful ways to explain how federal and state healthcare policy, legislation and regulatory developments affect individuals, families, seniors, employers and communities in your area.
- **Make complex issues understandable.** Translate complicated healthcare and insurance topics into clear, practical information that demonstrates why an issue matters to consumers and employers.
- **Use real-world examples responsibly.** When appropriate, share trends, experiences and anonymized examples that illustrate how healthcare policies affect the people and businesses NABIP members serve. Always protect client confidentiality and personally identifiable information.
- **Position yourself as a trusted expert.** Be prepared to provide accurate, timely and useful information within your area of expertise while following NABIP's Speak with One Voice principles.
- **Recognize media opportunities.** Monitor current events, emerging industry issues and local developments for opportunities to provide useful context, expert commentary or NABIP's perspective.

The most successful media relationships are built over time. Consistent, credible and helpful communication can establish NABIP members as trusted resources for journalists while helping the association advance its mission and reinforce the value of professional health insurance agents and brokers.

Throughout this guide, remember one fundamental principle: **the goal is not simply to gain media attention — it is to provide credible information, advance understanding and communicate NABIP's message effectively.**

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RESPONSIBILITIES/JOB DESCRIPTIONS

A. GENERAL OVERVIEW

NABIP's Media & Communications Committee is designed to equip members and chapters with the tools, resources and support they need to communicate effectively with the media and the public.

The Media & Communications team works to ensure chapters have access to timely, relevant resources, including press releases, op-eds, media advisories, talking points, presentations, training materials and other communications tools available through NABIP.

The team also supports members and chapters in building relationships with journalists, responding to media opportunities and communicating NABIP's positions clearly and consistently.

Above all, anyone speaking on behalf of NABIP should follow the association's Speak with One Voice principles to ensure that NABIP's messages are accurate, coordinated and aligned at the national, state and local levels.

A. 1. NATIONAL MEDIA & COMMUNICATIONS CHAIR

The National Media & Communications Chair is appointed by the NABIP President and provides leadership and strategic direction for the national Media & Communications Committee.

Responsibilities include:

- Select committee members with expertise in areas such as print, broadcast and digital media, social media, public speaking, media relations and training.
- Assign committee members to regions and monitor progress toward committee and regional objectives.
- Develop and execute annual committee goals that support NABIP's strategic plan and communications priorities.
- Communicate regularly with the Vice Chair and NABIP staff liaison to ensure goals, projects and responsibilities remain on track.
- Ensure national, state and local Media & Communications leaders understand and apply NABIP's Speak with One Voice principles.
- Assist in the development and refinement of media tools, training materials and communications resources.
- Lead monthly committee conference calls and in-person meetings, as appropriate.
- Encourage collaboration and information sharing among national, state and local Media & Communications leaders.
- Conduct an annual evaluation of committee goals, accomplishments and opportunities for improvement.

A. 2. NATIONAL MEDIA & COMMUNICATIONS COMMITTEE MEMBER

Each National Media & Communications Committee member may be assigned a region and serves as a liaison between the national committee and state and local chapters within that region.

Responsibilities include:

- Introduce yourself to chapter leaders within your assigned region and serve as their national Media & Communications Committee contact.
- Establish and maintain relationships with state and local chapter leaders and Media & Communications Chairs.
- Coordinate regular calls or other communication with chapter leaders to share ideas, discuss media opportunities and collaborate on effective local and regional outreach.
- Provide regional updates and submit a brief report to the National Media & Communications Chair prior to national committee meetings, as requested.
- Work with chapters to establish realistic media relations goals and encourage progress throughout the term.
- Serve as a resource to NABIP staff in distributing press releases, media advisories, statements and other communications materials throughout the region.
- Encourage state and local Media & Communications Chairs to use NABIP's media tools, training materials and resources.
- Share successful chapter initiatives, emerging issues and media opportunities with the national committee.

B. CHAPTER MEDIA RELATIONS ROLES

There are two primary roles for NABIP members who work with the media:

- **Media & Communications Chairs,** who typically coordinate media relations activities, identify opportunities, build relationships with journalists and prepare spokespersons; and
- **Media Spokespersons**, who are qualified and authorized to participate in interviews and communicate NABIP's perspective on specific issues.

These roles should work closely together and coordinate with NABIP leadership and staff when appropriate, particularly on national policy, legislative, regulatory or potentially controversial issues.

B.1. MEDIA & COMMUNICATIONS CHAIR

The Media & Communications Chair helps organize and execute media relations activities at the chapter level.

Responsibilities include:

- Identify relevant local, state and national media outlets and reporters.
- Identify qualified local and state spokespersons with expertise in specific subject areas.
- Monitor news coverage and emerging issues that may affect NABIP members, healthcare consumers or the employee benefits and health insurance industry.
- Establish and maintain relationships with reporters, editors, producers and other media professionals.
- Respond promptly to media inquiries and coordinate interview requests.
- Coordinate with local, state and national NABIP leadership to ensure consistency with Speak with One Voice principles.
- Prepare or adapt press releases, media advisories and other media materials, when appropriate.
- Submit locally developed press releases, media advisories and statements for appropriate review before distribution.
- Distribute approved press releases and media advisories to relevant media outlets.
- Place or pitch NABIP-approved letters to the editor, op-eds and other commentary.
- Participate in NABIP media relations training, webinars and educational programs.
- Regularly use and promote the media relations tools and resources available through NABIP.

B.2. MEDIA RELATIONS SPOKESPERSON

A Media Relations Spokesperson serves as an authorized voice for NABIP or a NABIP chapter and may participate in interviews on topics within their area of expertise.

Responsibilities include:

- Identify yourself appropriately as a local, state or national NABIP spokesperson.
- Develop professional relationships with reporters and other members of the media.
- Coordinate with NABIP leadership and communications representatives to ensure adherence to Speak with One Voice principles.
- Respond promptly to reporter requests for information or interviews.
- Review current NABIP talking points, policy positions and supporting materials before interviews.
- Participate in media training and interview preparation as appropriate.

- Schedule and conduct media interviews.
- Speak only within your area of expertise and authority.
- Avoid speculation and verify information when an answer or NABIP position is unclear.
- Notify the appropriate NABIP communications contact of significant interviews and share resulting media coverage when available.

B.3. STATE MEDIA & COMMUNICATIONS CHAIR

Each state chapter is encouraged to establish a Media & Communications team responsible for coordinating statewide media relations efforts and supporting local chapters.

Responsibilities include:

- Develop and direct the state chapter's media relations strategy.
- Coordinate statewide media initiatives with local chapter implementation.
- Work with state legislative and advocacy leaders to identify communications opportunities related to the chapter's legislative priorities.
- Conduct strategic planning to identify priority issues, target audiences and communications goals.
- Develop an integrated media outreach program designed to advance those goals.
- Assist local chapter Media & Communications Chairs in developing and achieving media relations objectives.
- Establish a process for monitoring priority issues, emerging developments and relevant news coverage.
- Identify and prepare qualified spokespersons on priority issues.
- Monitor progress toward state and local media relations goals.
- Participate in regional calls, training programs and other NABIP communications initiatives.
- Coordinate with NABIP staff when national policy, legislative, regulatory or reputational issues are involved.

B.4. LOCAL MEDIA & COMMUNICATIONS CHAIR

The Local Media & Communications Chair is uniquely positioned to identify community issues, media opportunities and developments that affect NABIP members and the consumers they serve.

Responsibilities include:

- Lead local chapter media relations activities.
- Participate in the development of state media relations priorities and communications strategies.
- Participate in state and regional Media & Communications calls and training.
- Identify local issues and emerging developments that may warrant media attention.
- Identify qualified local spokespersons with expertise in priority and emerging issues.
- Develop and maintain relationships with local reporters, editors, producers and other media professionals.
- Identify opportunities to position NABIP members as trusted local experts.
- Coordinate media outreach with state and national NABIP leadership when appropriate.
- Use NABIP-approved messages, talking points and resources to help maintain a consistent association voice.

C. MEDIA RESPONSE TEAM

The NABIP Media Response Team helps ensure the association is prepared to respond quickly, accurately and consistently when important healthcare, insurance, legislative, regulatory or policy developments generate media attention.

The team may be activated in response to breaking news, significant legislative or regulatory developments, emerging industry issues, inaccurate or misleading coverage, or reporter inquiries that require a coordinated national, state or local response.

The objective is straightforward: deliver the right message through the right spokesperson at the right time, while following NABIP's Speak with One Voice principles.

ROLE OF THE MEDIA RESPONSE TEAM

The Media Response Team works collaboratively with NABIP staff, association leadership, subject-matter experts and chapter representatives to:

- ***Assess the Issue***
  Determine the significance of the development, its potential impact on NABIP members and healthcare consumers, the level of media interest and whether a proactive or reactive response is appropriate.
- ***Confirm NABIP's Position***
  Review current policy positions, advocacy priorities, approved talking points, facts and background information before any public response is made.
- ***Develop Core Messages***
  Identify two or three clear, concise messages that communicate NABIP's perspective, explain why the issue matters and reinforce NABIP's broader priorities.
- ***Prepare Spokespeople***
  Provide approved talking points, anticipated questions, relevant facts, background information and other materials needed for an effective interview.
- ***Respond Quickly***
  Recognize that media deadlines can be extremely short. Team members should prioritize timely communication and immediately alert the appropriate NABIP communications contact when a reporter inquiry or emerging issue requires attention.
- ***Follow Up***
  When appropriate, provide reporters with additional data, statements, background information, supporting materials or access to subject-matter experts following an interview.

REMEMBER: SPEED MATTERS. ACCURACY AND CONSISTENCY MATTER MORE.

- Effective media relations require both responsiveness and discipline.
- A coordinated approach protects NABIP's credibility, strengthens relationships with journalists and helps ensure that members, policymakers, healthcare consumers and other audiences receive a clear, accurate and consistent message.
- When in doubt, coordinate before you communicate, and always Speak with One Voice.

TOOLS OF THE TRADE

A. BUILDING THE PRESS LIST

Before beginning any media outreach, you need one essential tool: a strong, targeted media list. Even the most compelling story can be overlooked if it doesn't reach the reporter, editor or producer who covers the issue.

Identify the Right Media and Reporters

Start by identifying the local and regional media outlets most likely to cover your news, including newspapers, television and radio stations, digital news outlets, newsletters, podcasts and relevant industry trade publications.

For NABIP-related issues, look for journalists who cover topics such as:

- Health insurance and healthcare
- Medicare and the individual market
- Employee benefits and workplace issues
- Business and the local economy
- State government and legislation
- Consumer affairs and personal finance
- Small businesses and employers

Review recent coverage to determine which reporters regularly write about these subjects. A reporter who has already covered a related issue is often a much stronger contact than a general newsroom email address.

For newspapers and digital publications, business, healthcare, consumer affairs and state government reporters are often good starting points. Depending on the story, columnists, editorial writers or local business reporters may also be appropriate.

For television and radio, identify assignment editors, producers and reporters who cover health, business, consumer or political issues. Also consider morning shows, public affairs programs, podcasts and talk shows that regularly feature local experts or discuss healthcare and business topics.

Industry trade publications should also be part of your media list. Insurance, employee benefits, healthcare, Medicare, business and related trade outlets may be particularly interested in NABIP news and subject-matter experts.

Research Each Contact

Media organizations change frequently, and reporters often move to new outlets or switch beats. Never assume an old media list is still accurate.

Use the outlet's website, recent articles, LinkedIn and other professional resources to confirm who currently covers your topic. Look at a reporter's recent work before adding them to your list. This not only helps verify that they are the right contact but also gives you a better understanding of the stories and angles that interest them.

When contact information is not readily available, call the newsroom and ask who covers healthcare, health insurance, business or the specific issue related to your story.

Whenever possible, collect:

- Reporter, editor or producer name
- Media outlet
- Job title or coverage area ("beat")
- Email address
- Direct phone number, if available
- Links to recent relevant coverage
- Notes about interests or previous interactions
- Preferred method of contact, if known

Target Your Outreach

Avoid sending every announcement to every person on your media list. A smaller, well-researched list of relevant journalists is generally more effective than a large, generic distribution list.

Before sending a pitch or press release, ask: Why would this reporter—and their audience—care about this story?

Whenever possible, tailor your outreach accordingly. A healthcare reporter may be interested in how a policy affects consumers, while a business reporter may be more interested in the impact on employers, insurance professionals or the local economy. A state government reporter may focus on the legislative or regulatory implications.

Keep Your List Current

Your media list should be a living resource. Update it as you conduct outreach, meet reporters and identify new opportunities.

Pay attention to bylines and broadcast coverage in your market. When you see a reporter covering health insurance, healthcare policy, Medicare, employee benefits or another issue relevant to NABIP, consider adding them to your list.

Periodically review your contacts—and always verify your highest-priority contacts before a major announcement or campaign. Remove reporters who have changed beats or left an outlet and add new journalists, podcasts, newsletters and programs as you discover them.

Over time, your goal is not simply to build a larger media list. It is to build a better one: a reliable network of journalists and media contacts who understand the issues NABIP and its members care about.

Need help building your list?
If you need a customized media list for your area or assistance identifying the appropriate reporters for a particular story, please contact Kelly Loussedes at kloussedes@nabip.org.

B. LETTER OF INTRODUCTION – BEGINNING A MEDIA RELATIONSHIP

A brief introductory email can be an effective first step in building relationships with reporters, editors and producers who cover healthcare, insurance, business or public policy. The goal is not to pitch a specific story, but to introduce yourself as a knowledgeable, accessible local resource who can provide background, perspective and commentary when relevant issues arise.

Keep your introduction concise and personalized. Before reaching out, review the journalist's recent coverage and, when appropriate, reference an issue or topic they regularly cover. Focus on the expertise you can provide and make it easy for the journalist to understand when and why they might contact you.

B.1. MEDIA INTRODUCTION – EMAIL TEMPLATE

Dear <Reporter/Editor/Producer>,

I'd like to introduce myself as a local resource for your coverage of health insurance, healthcare policy and employee benefits.

I am <your title> with <your company> and have worked in the health insurance and benefits industry for <number of years>. I am also actively involved with the <Chapter> chapter of the National Association of Benefits and Insurance Professionals (NABIP), where I serve <on the legislative council/Media & Communications Committee/in a board leadership role>.

Through my work with employers, individuals, families and insurance carriers, I have a firsthand perspective on how healthcare policy and changes in the insurance marketplace affect the people and businesses in our community. I also stay closely informed about legislative, regulatory and marketplace developments affecting health coverage.

My areas of expertise include:

- Health insurance affordability and access
- Medicare and coverage options for seniors
- Individual and employer-sponsored health coverage
- Employee benefits and workplace healthcare trends
- Healthcare legislation and regulatory developments
- Rising healthcare and prescription drug costs
- Strategies employers are using to manage benefit costs
- The role of agents and brokers in helping consumers and employers navigate coverage
- <Relevant state/local issue or current topic>

I'd be happy to serve as a resource if you need background information, local perspective, industry context or an interview for an upcoming story. Even when I'm not the right person for a particular topic, I may be able to help connect you with an appropriate expert.

Please feel free to contact me anytime. I look forward to being a resource to you and your colleagues.

Best,

<Name> <Title>, <Company> <Role, if applicable>, <Chapter> NABIP <Phone> <Email>

C. PRESS RELEASE – ANNOUNCING THE NEWS

A press release is one of the most common public relations tools for announcing news to the media. To be effective, it should be clear, concise and newsworthy, quickly answering the essential questions: **Who? What? When? Where? Why? and How?**

A standard press release includes:

- **A strong headline** that clearly communicates the news.
- **An opening paragraph** featuring the most important and newsworthy information.
- **Supporting paragraphs** that provide additional details, context and relevance.
- **A meaningful quote** from a credible spokesperson that adds perspective or insight.
- **A boilerplate** that briefly describes the organization issuing the release.
- **Media contact information** including a name, email address and phone number.

Make Sure It's Newsworthy

Not every announcement requires a press release. Before writing one, ask: Is this genuinely newsworthy, and why would the media outlet's audience care?

Good topics may include legislative or regulatory developments, advocacy initiatives, major chapter activities, new research or industry findings, consumer information, leadership announcements, awards or significant member achievements.

Above all, write like a reporter—not a marketer. Avoid promotional language and industry jargon, put the most important information first and, whenever possible, provide a **local angle** that explains how the news affects employers, families, seniors or healthcare consumers in your community.

Distribution and Follow-Up

Send your release directly to the reporters, editors and producers most likely to cover the topic, along with a brief note explaining why the story is relevant to their audience.

Follow-up should be strategic rather than automatic. Instead of calling simply to ask whether a reporter received your release, add value by offering an interview, providing additional information or data, or suggesting a compelling local angle.

Remember: **The press release is a tool. The goal is meaningful media coverage and stronger relationships with journalists.**

NABIP press releases can be found here.

PRESS RELEASE SAMPLE – RESPONDING TO THE NEWS

FOR IMMEDIATE RELEASE
June 1, 2026

Press Contact
Kelly Loussedes, SVP Public Relations
kloussedes@nabip.org or 703.496.0624

NABIP Applauds Consumer Protection Victories in 2027 ACA Marketplace Final Rule

Washington, D.C. — The National Association of Benefits and Insurance Professionals (NABIP) welcomed several provisions included in the 2027 HHS Notice of Benefit and Payment Parameters Final Rule that align with the association's longstanding advocacy priorities to strengthen Marketplace integrity, protect consumers, and preserve access to care.

NABIP-supported policies finalized by CMS include:

- Permanent removal of the 150% Federal Poverty Level Special Enrollment Period (SEP), a policy vulnerable to misuse and unauthorized enrollments.
- Restoration of the one-year Failure to File and Reconcile (FTR) requirement for premium tax credit eligibility.
- Preservation of the Essential Community Provider (ECP) participation threshold at 35%, helping maintain access to safety-net providers and vulnerable populations.
- Return of primary network adequacy oversight authority to State-Based Exchanges and State-Based Exchanges on the Federal Platform beginning in Plan Year 2027.
- Restoration of standards governing state-mandated health benefits beginning in Plan Year 2028.

"NABIP has consistently advocated for stronger safeguards against fraud while ensuring consumers maintain access to quality coverage and care," said NABIP President Susan Rider. "These provisions represent meaningful progress toward those goals."

NABIP continues to evaluate several provisions that may create additional challenges for agents, brokers, and consumers, including:

- Mandatory HHS consumer consent form requirements beginning January 1, 2028.
- Elimination of the third-party training vendor pathway for Marketplace certification.
- Expanded eligibility verification requirements that may increase documentation burdens.

"NABIP appreciates CMS's decision to delay implementation of the consent form requirement, which provides additional time for agents and agencies to prepare," Rider said. "However, documentation requirements alone are unlikely to prevent fraud. We continue to support stronger safeguards, including enhanced identity verification and authentication tools that protect consumers from unauthorized enrollments."

NABIP is also monitoring potential future changes to the federal Medical Loss Ratio (MLR) standard and will continue advocating for policies that promote market stability, consumer choice, and access to professional guidance.

For more information, please review the CMS 2027 Notice of Benefit and Payment Parameters Final Rule: https://www.cms.gov/files/document/cms-9883-f-patient-protection.pdf

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PRESS RELEASE SAMPLE – ANNOUNCING CHAPTER ACCOMPLISHMENT

FOR IMMEDIATE RELEASE
DATE

CONTACT: Name, Title
Phone Number, Email

NABIP Region III Earns Region of Membership Excellence Award

[CITY, STATE] — The National Association of Benefits and Insurance Professionals (NABIP) has named Region III, representing Michigan, Illinois, Indiana, Ohio, Kentucky and West Virginia, the recipient of the NABIP Region of Membership Excellence Award. The honor was presented during NABIP's Annual Convention in Atlantic City, New Jersey.

Each year, NABIP regions are evaluated in three membership categories: most new members, highest growth rate and highest retention rate. The region with the highest overall score receives the coveted Region of Membership Excellence plaque, with retention rate serving as the tiebreaker.

"Region III's achievement is a powerful reflection of what makes NABIP strong — engaged members, dedicated volunteer leaders and a shared commitment to advancing our profession," said NABIP President Mychal Walker. "Growing our membership and keeping members engaged strengthens our collective voice and our ability to advocate for benefits and insurance professionals and the millions of Americans they serve."

Region III's achievement reflects the commitment of its state and local chapter leaders, volunteers and members to growing NABIP and building a strong, engaged professional community.

"This award belongs to every member and volunteer leader across Region III who has worked to strengthen our chapters, welcome new professionals into NABIP and keep our members engaged," said Sara Walker-Hite, NABIP Region III Vice President. "I'm incredibly proud of the strong relationships and sense of community we've built across our six states, and it is an honor to represent such a dedicated region."

The Region of Membership Excellence Award underscores the important role NABIP's state and local chapters play in strengthening the association, engaging benefits professionals and advancing NABIP's mission nationwide.

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PRESS RELEASE SAMPLE – ANNUAL CONVENTION

FOR IMMEDIATE RELEASE
June 28, 2025

Press Contact:
Kelly Loussedes, SVP Public Relations
kloussedes@nabip.org or 202.595.3074

NABIP Hosts 95th Annual Convention in Miami

(Miami, FL)—The National Association of Benefits and Insurance Professionals (NABIP) proudly hosts its 95th Annual Convention from June 28 to July 1 at the historic Fontainebleau Hotel in Miami. This highly anticipated event brings together the nation's top brokers, agents, and healthcare policy leaders to engage in professional development, explore emerging industry trends, and celebrate leadership excellence at the highest level.

As the premier gathering for benefits and insurance professionals, NABIP's Annual Convention offers an immersive experience featuring cutting-edge breakout sessions, influential keynote speakers, and dynamic networking events—all designed to empower attendees with the insights, tools, and connections they need to thrive in today's rapidly evolving healthcare environment.

"Our Annual Convention is more than a meeting, it's a movement," said Jessica Brooks-Woods, CEO of NABIP. "This event reflects our commitment to positioning brokers as essential partners in transforming health outcomes across the country. We are proud to gather our members here in Miami, where innovation, inspiration, and impact intersect."

This year's agenda focuses on key topics such as regulatory compliance, pharmacy benefit management reform, Medicare modernization, digital transformation in employee benefits, and strategies to improve health equity and wellness. Attendees can expect high-value content that translates directly into enhanced service for clients and communities nationwide.

Among the 2025 featured speakers:

- **Mark Cuban**, Founder of Cost Plus Drugs, shares a bold vision for drug price transparency and PBM reform.
- **Vani Hari**, wellness advocate and bestselling author known as The Food Babe, speaks on consumer empowerment and health advocacy.
- **Peter Nelson**, Director of CCIIO, provides federal policy updates directly from the ACA's front lines.

This convention also marks the conclusion of Alycia Riedl's tenure as NABIP President. Guided by her "Future Forward" theme, Riedl reflects on the year with pride. "Serving as NABIP President has been one of the most rewarding experiences of my professional life," said Riedl. "As I conclude this chapter, I am incredibly optimistic about the path ahead. "Our industry's future is bright because our members are bold, visionary and relentlessly committed to transforming healthcare for the better."

A detailed agenda is available at: https://nabip.org/events/annual-convention/agenda.

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D. MEDIA ADVISORY—ANNOUNCING AN EVENT

A media advisory is a brief, easy-to-scan communication used to alert reporters to an upcoming event, interview opportunity or expert who is available to comment on a timely news development.

Unlike a press release, a media advisory focuses on the essential details and typically follows a simple **Who, What, When, Where and Why** format. It should be labeled **MEDIA ADVISORY**, include a clear headline and provide media contact information.

For events, include the date, time, location, participants and a brief explanation of why the event is newsworthy. For expert availability, identify the spokesperson, establish their credentials and highlight the topics they can address.

MEDIA ADVISORY EXAMPLE

Local Health Insurance Expert Available for Interviews

As consumers, employers and policymakers navigate changes in healthcare and health insurance, **<Name>**, **<Title/Company>**, is available to provide local perspective, industry expertise and interviews on current healthcare issues.

EXPERT:
<Name> has <number> years of experience in the health insurance and employee benefits industry and serves as <leadership position> with the <Chapter> chapter of the National Association of Benefits and Insurance Professionals (NABIP). <Include one or two additional sentences establishing relevant expertise, credentials or media experience.>

TOPICS INCLUDE:

- Healthcare affordability and access
- Medicare and health insurance enrollment
- Employer-sponsored health coverage
- Healthcare legislation and regulatory developments
- Prescription drug and healthcare costs
- Health insurance options for individuals and families
- The role of professional agents and brokers
- Issues affecting local employers and healthcare consumers

MEDIA CONTACT:
For interviews or additional information, contact <Name> at <phone number> or <email address>.

ABOUT NABIP:
<Insert approved NABIP or chapter boilerplate.>

MEDIA ADVISORY SAMPLE – CAPITOL CONFERENCE

MEDIA ADVISORY
June 28, 2025

Press Contact:
Kelly Loussedes, SVP Public Relations
kloussedes@nabip.org or 202.595.3074

WHAT: The National Association of Benefits and Insurance Professionals (NABIP) will host its annual Capitol Conference, convening national health policy leaders, federal and state regulators, congressional staff, and industry experts for discussions on Medicare, the ACA Marketplace, employer-sponsored coverage, and the future of healthcare policy. The program will feature a special address from FDA Commissioner Dr. Marty Makary on the agency's priorities and regulatory outlook impacting drug policy and patient access.

WHEN: Mon., February 23 from 8:00 am – 5:00 pm

WHERE: Hyatt Regency on Capitol Hill (400 New Jersey Ave., NW., Washington, D.C.)

WHY: As Congress and federal agencies grapple with healthcare affordability, transparency, and access, NABIP's Capitol Conference offers reporters direct access to experts shaping policy implementation and oversight nationwide, including those who work daily with Medicare beneficiaries, ACA Marketplace enrollees, employers, and families.

Morning Sessions:

8:30 am Rebranding the Profession: A Necessity, Not a Choice with Sachin Jain, CEO, SCAN

8:45 am Hospital Pricing After CAA with Michael Patton, Excel Health & Jarred Pierce, Unity

9:30 am Prescription Drug Policy & the Administration's Healthcare Agenda with John Brooks, Deputy Administrator & Chief Policy and Regulatory Officer, CMS

Late Morning Sessions:

10:45 am State of the ACA Marketplace with Peter Nelson, CCIIO Deputy Administrator & Director

11:30 am Breaking Through the Noise with Mosheh Oinounou, Founder & Editor-in-Chief, Mo News

Afternoon Sessions:

2:15 pm Fireside Chat with Congressman Tom Suozzi (D-NY-03)

2:30 pm Inside the FDA: A Conversation with FDA Commissioner Dr. Marty Makary

MEDIA RSVP: NABIP SVP Public Relations Kelly Loussedes at kloussedes@nabip.org or 703-496-0624.

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E. PHOTOS - HOW TO USE THEM EFFECTIVELY

A strong photo can help tell your story and increase its appeal to the media. Photos are especially valuable for awards, leadership announcements, community events, meetings with elected officials, advocacy activities and other visually compelling news.

Choose Strong, High-Quality Photos

Whenever possible, provide a clear, well-lit, high-resolution digital image in JPEG or PNG format. Avoid blurry photos, screenshots, excessive editing and distracting backgrounds.

Choose photos that help tell the story. Candid, action-oriented images are often more compelling than posed group photos. For example, a photo of NABIP members engaged in conversation with a legislator may be more effective than everyone simply posing for the camera.

Before distributing a photo, make sure you have appropriate permission to use it and can accurately identify the individuals pictured.

Include a Photo Caption

Every photo shared with the media should include a brief caption, or cutline, that explains who and what is pictured and provides relevant context.

A strong caption should:

- Identify individuals by full name and title, generally from left to right.
- Explain what is happening in the photo.
- Include the location and date, when relevant.
- Briefly explain why the event or activity is noteworthy.

SAMPLE CAPTIONS

Leadership Announcement
<Full name> has been named <position/title> of <organization>. <Last name> previously served as <former title> and has been with the organization since <year>.

Event or Award
<Full name, title> participated in <event/awards ceremony/public hearing> on <date> in <location>. The event focused on <brief explanation>. Pictured from left: <names and titles>.

Meeting with an Elected Official
<Full name, title> met with <elected official name and title> on <date> in <city> to discuss <healthcare or legislative issue>. The meeting was part of <NABIP/chapter advocacy initiative or event>.

F. EDITORIAL AND OPINION OPTIONS

Newspapers and digital news outlets often provide **Opinion** sections where community members and subject-matter experts can share perspectives on important issues. Unlike traditional news coverage, opinion content is intended to present a particular viewpoint or argument.

There are three primary types of opinion content:

- **Editorial:** Written by a publication's editorial board or staff and generally represents the publication's position on an issue.
- **Letter to the Editor:** A short response from a reader addressing a recent article, current issue or community concern. Letters are most effective when they are timely, concise and focused on a single point.
- **Op-Ed/Guest Commentary:** An opinion piece submitted by an outside author, often a community leader or subject-matter expert. A strong op-ed presents a clear point of view, supports it with facts and examples, and explains why the issue matters to the publication's audience.

For NABIP members and chapters, letters to the editor and op-eds can be effective ways to educate the public, respond to healthcare developments and bring a local perspective to state or national policy issues.

Some publications also offer **paid or sponsored opinion content**. Because this is advertising rather than earned media, it should be clearly distinguished from independently published editorial content.

F. 1. LETTER-TO-THE-EDITOR (LTE)

A **Letter to the Editor (LTE)** is a short, timely way to respond to a news article, editorial or current issue and offer an additional perspective to the publication's audience.

For NABIP members and chapters, an LTE can be particularly effective for addressing healthcare or insurance issues affecting the local community. A letter might reinforce an important point, offer a perspective that was missing from the original coverage, correct inaccurate information or explain how an issue affects consumers, employers or insurance professionals.

Tips for an Effective LTE

- **Be timely.** Submit your letter as soon as possible after the article or issue appears.
- **Check the publication's guidelines.** Word limits and submission requirements vary and are typically available on the outlet's website.
- **Keep it focused.** Address one primary issue or argument.
- **Reference the original coverage.** When responding to an article, include its title and publication date.
- **Support your position.** Use credible facts, examples or local context.
- **Be concise.** Most effective letters are approximately 150–300 words but always follow the publication's requirements.
- **Be professional.** Focus on the issue rather than criticizing the reporter or publication.

Because publication is never guaranteed, submit a polished letter that can stand on its own and clearly communicates your most important message.

LTE SAMPLE

Link to article: https://www.marketwatch.com/story/the-medicare-scandal-hiding-in-plain-sight-73a3c8d6

Email Subject: Letter to the Editor

Hi,

I'm submitting the following letter on behalf of Susan Rider, President of the National Association of Benefits and Insurance Professionals (NABIP). Is there any chance you might be able to run it?

Best,

Kelly

Kelly Loussedes
National Association of Benefits and Insurance Professionals
202-595-3074

To the Editor,

Your recent article, “The Medicare Scandal Hiding in Plain Sight,” effectively sheds light on the daunting complexities facing Medicare beneficiaries. However, it overlooks a crucial resource: the licensed health insurance agents who work tirelessly to guide these beneficiaries through an often overwhelming maze of health plan choices, particularly during this chaotic open enrollment period.

The National Association of Benefits and Insurance Professionals (NABIP) represents more than 100,000 licensed agents, brokers, consultants, and benefits specialists dedicated to helping individuals and businesses alike navigate their health insurance options. Our members, especially those specializing in Medicare, invest countless hours ensuring that beneficiaries understand their options and secure coverage that fits their needs, whether through Medicare Advantage, Part D, or Supplement plans. This dedicated support is essential, especially with new changes like the $2,000 annual cap on Part D out-of-pocket costs, which agents proactively communicate to their clients.

While misconduct exists, it is far from the norm. Ethical, community-trusted agents rely on positive referrals and repeat business, which inherently drives them to act in beneficiaries' best interests. Removing the bad actors only strengthens the reputation and impact of those committed to doing right by Medicare recipients.

NABIP remains steadfast in promoting industry-wide reforms to protect beneficiaries and ensure that agents continue to be trusted allies in a complex healthcare landscape. Recognizing the indispensable role of these agents not only supports beneficiaries but ultimately fortifies the Medicare system as a whole.

Sincerely,
Susan Rider
President, NABIP

F. 2. OPINION-EDITORIAL (OP-ED)

An **op-ed** is an opinion article written by an outside author and published by a newspaper, digital news outlet or trade publication. While op-eds can be competitive to place, they provide an excellent opportunity to establish thought leadership, influence public discussion and bring attention to important healthcare and insurance issues.

Most op-eds range from **600–800 words**, although requirements vary. Always review the publication's submission guidelines before writing or submitting an article.

Tips for a Successful Op-Ed

- **Be timely and relevant.** Focus on a current issue that matters to the publication's audience.
- **Find the local angle.** Explain how a state or national issue affects local consumers, employers, seniors or businesses.
- **Choose the right author.** Select a knowledgeable, credible spokesperson with expertise or a meaningful connection to the issue.
- **Know NABIP's position.** Before writing about legislative, regulatory or policy issues on behalf of NABIP or a chapter, confirm current messaging, talking points and supporting information.
- **Make a clear argument.** Establish your position early, support it with credible facts and examples, and offer a solution or call to action.
- **Avoid industry jargon.** Write for the general public, not insurance professionals.
- **Follow submission requirements.** Include the author's name, title, affiliation and any other information requested by the publication.

If the op-ed is tied to breaking news or a fast-moving policy issue, submit it quickly. Timeliness can make the difference between an article being considered and the opportunity passing.

Remember: **A strong op-ed doesn't simply explain an issue—it makes a compelling case for why readers should care and what should happen next.**

OP-ED SAMPLE

When Insurers Steer, Seniors Lose
By Susan Rider

For years, agents and brokers have been accused of steering seniors in Medicare Advantage toward plans that benefit themselves. But brokers are not the ones with the power to shape the market that power lies with regulators and carriers.

This is not about blame, it's about accountability. Brokers serve seniors directly, but carriers and regulators set the rules and decide whether seniors gain or lose.

CareFirst Blue Cross Blue Shield recently announced it would cut renewal payments on two popular PPO Medicare Advantage Prescription Drug plans. This is not a routine adjustment, it is a deliberate tactic that restricts consumer choice, discourages long-term service, and signals to brokers that these plans are off limits. Such cuts do more than shift business strategy, they reshape the marketplace in ways that leave seniors with fewer advocates and less reliable guidance over time.

Let's call this what it is: steerage. Not by brokers, but by health plans.

NABIP's national Medicare survey, which drew more than 14,000 responses, clearly shows how essential brokers are in helping seniors make informed coverage decisions.

Behind those numbers are stories that show what is at stake. One beneficiary shared: "When my husband passed away, my income dropped overnight. My broker helped me switch to a plan that kept my doctors and lowered my monthly costs. I felt like someone was truly looking out for me at the hardest time in my life."

These stories represent thousands of seniors whose health and financial stability depend on ongoing broker support. In any other industry, refusing to support long-term customers would be called a breach of trust. Healthcare should be no different.

The stakes could not be higher. Seniors include retirees seeking stability, grandparents still working, and those living paycheck to paycheck many just one setback away from hardship.

Protecting seniors and protecting brokers are not competing priorities, they are one and the same. Seniors rely on brokers for trusted guidance, and brokers rely on support to sustain that service model. When that support is stripped away, seniors lose their advocate, and brokers lose the ability to keep seniors protected.

The problem is compounded when carriers make last-minute changes. Last year, several did so, blindsiding brokers and leaving seniors without adequate notice or support during enrollment. Others were forced into confusing manual enrollment processes or left without clear notice to understand their options.

Reducing or eliminating ongoing support for brokers is not simply a business decision. It undermines the infrastructure of trust and accountability that protects millions of older Americans.

The solution requires decisive leadership. CMS must move quickly to bring health plans, brokers, regulators, and consumer advocates to the same table and ensure that seniors remain at the center of every decision. Seniors deserve a system built on transparency, accountability, and fairness. And that means recognizing brokers not as adversaries, but as allies who make the system work for the people it is supposed to serve.

If CMS acts now, we can prevent harmful precedents from calcifying into standard practice. If not, the damage to seniors' access, trust, and health outcomes will be felt for years to come.

If broker support disappears, seniors will be funneled to call centers and government hotlines raising the question: is this a failure of accountability, or an effort to sideline the very advocates seniors trust most?

This is not about blame. It is about partnership. Carriers, regulators, brokers, and industry leaders must all take responsibility for the choices that shape the future of senior care. CMS has the unique authority to convene us, to lead us, and to help forge a system that protects seniors today and tomorrow. The path forward is clear: let's come to the table together not to point fingers, but to build solutions. Seniors deserve nothing less.

Susan Rider is the President of the National Association of Benefits and Insurance Professionals (NABIP).

G.1 TIPS PART 1: BEFORE THE MEDIA INTERVIEW

Whether you are speaking with a television reporter, radio host, podcast producer or print journalist, a successful interview begins with preparation. Before agreeing to an interview, understand the opportunity, confirm that you are the appropriate spokesperson and make sure you are prepared to communicate clearly and consistently.

WHEN A REPORTER CONTACTS YOU

- **Get the Details:** Ask for the reporter's name, media outlet, contact information, topic, interview format and deadline. Find out whether the interview will be live, recorded, by phone, virtual or in person.
- **Understand the Story:** Ask what the reporter is working on and what issues they would like to discuss. It is appropriate to ask about the general focus of the interview, but do not expect a reporter to provide specific questions in advance.
- **Don't Feel Pressured to Respond Immediately:** A reporter may be working on a tight deadline, but you do not have to answer questions the moment you are contacted. Ask when the reporter needs a response, take time to prepare and respond promptly.
- **Know Your Role:** Make sure the subject is within your area of expertise and that you are the appropriate person to speak on behalf of NABIP or your chapter. If you are not, help connect the reporter with the appropriate spokesperson.
- **Coordinate When Appropriate:** If the interview involves national policy, legislation, regulation, breaking news or a potentially controversial issue, coordinate with NABIP leadership or communications staff before participating.
- **Review NABIP's Position:** When speaking on behalf of NABIP, review current talking points, policy positions and supporting information. If NABIP's position is unclear, verify it before the interview.
- **Know What You Want to Say:** Identify the two or three points you most want the audience to understand. Think about how the issue affects consumers, employers, seniors, families or your local community.
- **Prepare for the Tough Questions:** Anticipate questions that may be difficult, critical or unexpected. Think through how you will answer them accurately and return naturally to your most important messages.
- **Always Remember to Follow NABIP's Speak with One Voice Principles.**

REMEMBER: YOU ARE ALWAYS ON THE RECORD

Assume that anything you say to a reporter may be published, quoted or broadcast. Never share information you would not want attributed to you, your chapter or NABIP. Do not assume a conversation is "off the record" unless the terms have been clearly established with the reporter in advance.

If you do not know the answer to a question, **do not guess or speculate.** Tell the reporter you will verify the information and follow up.

Remember: Your goal is not to know everything or answer every question perfectly. Your goal is to be accurate, credible and helpful while communicating NABIP's message clearly and consistently.

G.2 TIPS PART 2: MASTERING BROADCAST MEDIA INTERVIEWS

Broadcast interviews—whether live, recorded, in-studio or virtual—offer an important opportunity to educate the public, establish credibility and communicate NABIP's perspective on healthcare and insurance issues. The best way to feel confident on camera is to **prepare, practice and know your message.**

WHAT SHOULD YOU DO?

- **Define Your Message:** Know the main point you want the audience to remember. Focus on two or three supporting messages.
- **Know Your Audience:** Consider who will be watching or listening and explain the issue in terms that are meaningful to them.
- **Keep It Simple:** Avoid industry jargon, acronyms and overly technical explanations. Use clear, conversational language.
- **Be Prepared:** Ask what topics the reporter plans to cover and anticipate likely—and difficult—questions.
- **Practice:** Rehearse your messages and practice answering questions aloud. Keep responses concise and conversational.
- **Be Yourself:** Speak naturally and confidently. Your tone, facial expressions and body language are part of your message.
- **Stay on Message:** Answer the question, then use **bridging techniques** when appropriate to return to your most important points.
- **Remember Your Role:** You are there to provide expertise and perspective—not to promote yourself or your business.

APPEARANCE—QUICK TIPS

For television and video interviews, choose professional clothing that makes you feel comfortable and confident.

- Wear solid or subtle colors that look good on camera.
- Avoid small checks, narrow stripes, busy patterns and distracting graphics.
- Keep jewelry and accessories simple to avoid visual or audio distractions.
- Make sure clothing is comfortable while seated, since interviews may show more than your face and shoulders.
- Avoid clothing or accessories that may interfere with a microphone.
- For virtual interviews, use a clean, professional background and position the camera at eye level.
- Check your lighting, sound and camera before the interview begins.
- Most importantly, choose a polished, professional appearance that allows the audience to focus on **you and your message**.

Remember: Preparation builds confidence. Know your message, practice delivering it and focus on having a conversation—not giving a performance.

G.3 TIPS PART 3: MASTERING PRINT & DIGITAL MEDIA INTERVIEWS

Print and digital media interviews provide an opportunity to share your expertise, educate readers and reinforce NABIP's perspective on important healthcare and insurance issues. Preparation and message discipline are essential to ensuring your comments are clear, accurate and effective.

WHAT SHOULD YOU DO?

- **Be Prepared:** Know your subject and stay current on relevant news, policy developments and industry trends. Review NABIP's current talking points when speaking on association issues.
- **Know Your Messages:** Identify two or three points you want the reporter—and ultimately the reader—to understand.
- **Anticipate Questions:** Think through likely questions, including difficult ones, and practice answering them clearly and concisely.
- **Build Rapport:** Familiarize yourself with the reporter and their recent coverage. Be professional, helpful and respectful of deadlines.
- **Keep It Simple:** Avoid jargon, acronyms and lengthy explanations. Use examples that make complex issues easier to understand.
- **Stay on the Record:** Assume anything you say to a reporter may be published. Never share information you would not want attributed to you or NABIP.
- **Don't Guess:** If you don't know the answer, say so. Offer to verify the information and follow up rather than speculate.

BRIDGING TO YOUR KEY MESSAGES

Bridging is a technique that helps you answer a reporter's question while transitioning naturally to one of your most important messages. It is especially useful when a question focuses on only one part of a larger or more complicated issue.

The goal is **not to avoid the question**. Answer it directly, then bridge to the point you want the audience to understand.

USEFUL BRIDGING PHRASES

- "What's important to remember is…"
- "The larger issue is…"
- "What this means for consumers is…"
- "Another important consideration is…"
- "The key point is…"
- "To put that in perspective…"
- "While that is important, we should also consider…"
- "What we're hearing from employers and consumers is…"
- "Ultimately, this comes down to…"

Remember: Answer the question, bridge naturally and reinforce your key message. The most effective interviews feel like conversations—not rehearsed talking points.

H. MEDIA RELATIONS AWARD

The NABIP Media Relations Award recognizes state and local chapters that demonstrate excellence in promoting NABIP, elevating the visibility of our members and advancing the association's voice through effective media relations.

The award also serves as a roadmap for chapters to build a successful media relations program—from developing relationships with reporters and preparing local spokespersons to generating earned media coverage and promoting NABIP's advocacy priorities.

AWARD CRITERIA

Chapters can earn credit for activities in the following areas:

1. Maintain an Active Media & Communications Program
Designate a Media & Communications Chair or other chapter leader responsible for coordinating media outreach and communications activities.

2. Build and Maintain a Media List
Develop an up-to-date list of local and regional reporters, editors, producers and other relevant media contacts covering healthcare, insurance, business, consumer affairs and public policy. Include name, outlet, beat or area of coverage, email and other available contact information.

3. Conduct Media Training
Incorporate NABIP media training materials into a chapter meeting, leadership training or strategic planning session. Provide the meeting agenda or other documentation demonstrating participation.

4. Participate in NABIP Communications Training
Participate in NABIP webinars, training sessions or other programs focused on media relations, communications, messaging or spokesperson development.

5. Participate in NABIP's Capitol Conference and Annual Convention
Media & Communications Chairs or other chapter communications leaders are encouraged to participate in national NABIP events to stay informed about association priorities, messaging and advocacy initiatives.

6. Develop Media Materials
Create and distribute professional media materials, such as press releases, media advisories, fact sheets, spokesperson biographies or other resources that help journalists understand NABIP, the chapter and relevant healthcare issues.

7. Conduct Proactive Media Outreach
Pitch reporters and distribute press releases, media advisories, expert availability notices, photos or other materials related to chapter activities, advocacy initiatives and timely healthcare or insurance issues.

8. Engage in Editorial Outreach
Submit letters to the editor, op-eds or guest commentaries that advance NABIP's positions, educate the public or provide a local perspective on healthcare and insurance issues.

9. Coordinate Messaging with NABIP
When communicating on legislative, regulatory or national policy issues, use current NABIP messaging

and coordinate with NABIP staff as appropriate to help ensure the association speaks with a consistent and credible voice.

10. Generate Earned Media Coverage
Earn coverage that mentions NABIP or a state or local chapter, including newspaper and digital articles, television and radio interviews, podcasts, trade publications and other credible media outlets. Documentation should include the outlet, date and link or copy of the coverage when available.

11. Demonstrate Creativity and Innovation
Additional recognition may be given for creative approaches that generate media attention, strengthen reporter relationships, increase chapter visibility or successfully position members as trusted subject-matter experts.

DOCUMENTING YOUR SUCCESS

Keep examples of your media relations activities throughout the year, including media lists, press releases, advisories, pitches, published letters and op-eds, links to media coverage, screenshots and other supporting materials.

Don't forget to celebrate your members' accomplishments. NABIP provides customizable, “plug-and-play” media templates that chapters can use to recognize member awards, leadership appointments, professional achievements and other milestones. Promoting these successes helps raise the visibility of your members, your chapter and NABIP while creating additional opportunities to build relationships with local media.

The strongest submissions will demonstrate not simply the quantity of media activity, but the quality, consistency and impact of the chapter's media relations efforts.

MEDIA RELATIONS AWARD SAMPLE TEMPLATE

[INSERT CHAPTER LOGO]

FOR IMMEDIATE RELEASE
[Date]

MEDIA CONTACT:
[Insert Contact Information]

[CHAPTER NAME] Receives NABIP Media Relations Award

[CITY, STATE] — [DATE] — The [Chapter Name] has received the **Media Relations Award** from the National Association of Benefits and Insurance Professionals (NABIP). The award was presented during NABIP's [Annual Convention/Leadership Conference] in [City, State].

The Media Relations Award recognizes state and local chapters that demonstrate excellence in promoting NABIP, elevating the visibility of health insurance and benefits professionals, and educating the public through effective media relations.

"Effective communication is essential to helping policymakers, the media and the public better understand the important role benefits professionals play in our healthcare system," said **[NABIP President Name], president of NABIP**. "[Chapter Name] has demonstrated an outstanding commitment to telling that story, building relationships with the media and strengthening NABIP's voice in its community."

Throughout the year, [Chapter Name] conducted a variety of communications and media relations activities, including [briefly highlight two or three accomplishments—media interviews, press releases, op-eds, advocacy outreach, media training, community initiatives, etc.].

"We are incredibly proud to receive this recognition," said **[Chapter President Name], president of [Chapter Name]**. "Our goal is to be a trusted resource in our community and help people better understand the healthcare and coverage issues that affect individuals, families and employers. This award reflects the dedication of our members who work every day to educate, advocate and make a difference."

The chapter was also recognized for [optional: insert additional noteworthy accomplishment, media coverage or communications initiative].

About [Chapter Name]

[Insert two- to three-sentence chapter boilerplate, including geographic area served, membership and mission, if applicable.]

NABIP is the leading organization for health insurance and employee benefits professionals. NABIP represents more than 100,000 licensed agents, brokers, general agents, consultants and benefits professionals through more than 150 chapters nationwide.

###

I. VIDEO UPLOADING

CREATING AND SHARING VIDEO CONTENT

Video is a powerful way to educate consumers, explain complex healthcare issues and showcase the expertise of NABIP members. Videos can be shared through chapter websites, email, YouTube, LinkedIn, Facebook, Instagram and other digital channels.

Tips for Effective Video

- **Choose a Relevant Topic:** Focus on timely healthcare and insurance issues, consumer questions, legislative developments or topics where NABIP members can provide valuable expertise. Use current NABIP talking points and messaging when addressing association priorities.
- **Plan Your Message:** Identify the one or two points you want viewers to remember. A brief outline or script will help keep your video focused, clear and concise.
- **Keep It Short and Engaging:** Get to the point quickly and use conversational language. Avoid industry jargon and explain complex topics in terms consumers can easily understand.
- **Focus on Quality:** You don't need expensive equipment, but good lighting, clear audio and a clean background are essential. Frame the speaker at eye level and minimize distractions.
- **Add Captions:** Include closed captions or on-screen text when possible to improve accessibility and allow viewers to understand the content without sound.
- **Protect Copyright and Privacy:** Only use music, images, graphics and video clips you have permission to use. Obtain permission from individuals featured in your video when appropriate.
- **Share Strategically:** Post your video on the platforms where your intended audience is most active. Use a strong title, brief description and relevant tags or hashtags, and encourage chapter members to share the content.
- **Be Authentic:** Let your expertise and personality come through. Speak naturally and focus on being helpful, credible and informative.

Videos can also be used to promote chapter events, interview industry experts, highlight advocacy activities, recognize members or respond to timely healthcare developments.

When creating content on behalf of NABIP or using NABIP's name, logo or official policy positions, follow current NABIP brand and communications guidelines and coordinate with NABIP staff as appropriate.

J. NABIP WEBSITE & COMMUNICATIONS RESOURCES

NABIP provides chapters with a growing library of **ready-to-use, customizable communications and media relations tools** designed to make it easier to promote your chapter, engage members, educate consumers and amplify NABIP's voice.

Available through NABIP.org, these resources include comprehensive chapter toolkits developed around major campaigns, advocacy priorities, enrollment periods and timely healthcare issues. Many are designed as "plug-and-play" resources that chapters can easily customize for their local markets.

Depending on the campaign, chapter toolkits may include:

- Press releases and media advisories
- Letters to the editor and ready-to-place editorials/op-eds
- Reporter pitches and talking points
- Videos and video scripts
- Television and radio public service announcements (PSAs)
- Social media posts and graphics
- Flyers and consumer handouts
- Print and digital advertisements
- Infographics and educational materials
- Website and newsletter content
- Media interview tips and spokesperson resources
- Customizable chapter and member promotional materials

NABIP has developed chapter toolkits supporting Medicare Annual Enrollment, Marketplace Open Enrollment, broker and agent awareness, advocacy and legislative initiatives, consumer education, member recognition and other national campaigns and timely industry issues.

Chapters are encouraged to take advantage of these materials rather than starting from scratch. By customizing and sharing NABIP-created content locally, chapters can extend the reach of national campaigns while helping ensure that NABIP and its members speak with one voice.

Visit NABIP.org and the chapter leadership resources regularly for the latest toolkits, templates, media training materials and communications resources.

CONCLUSION

MAINTAINING MEDIA RELATIONSHIPS

Once you have introduced yourself to reporters, the next step is to build and maintain those relationships.

Effective media relations is not about contacting journalists only when you want coverage, it's about becoming a credible, responsive and valuable resource they can turn to when healthcare and insurance issues arise.

Look for meaningful opportunities to stay connected. Share timely information about industry developments, legislative or regulatory changes, consumer issues and local trends that may be relevant to a reporter's audience. When major healthcare stories make national or state news, offer a local perspective and explain how the issue could affect consumers, employers, seniors or businesses in your community.

Other ways to strengthen media relationships include:

- Offer yourself or another NABIP member as a subject-matter expert for interviews.
- Alert reporters to timely local trends, data or developments.
- Invite media to newsworthy chapter events, advocacy activities or presentations.
- Repurpose speeches or presentations into op-eds, letters to the editor or guest articles.
- Share useful background information—even when you are not seeking coverage.
- Respond promptly when reporters reach out and always respect their deadlines.

Most importantly, focus on the relationship, not just the media hit. Be helpful, accurate and accessible. When appropriate, thank reporters for their time and stay in touch between stories.

Over time, consistent and thoughtful outreach can position you, your chapter and NABIP as trusted sources for healthcare and health insurance expertise.

Every media relationship is also an opportunity to strengthen NABIP's voice. By providing journalists with credible information, useful perspective and real-world insight, we can help policymakers, consumers, employers and the public better understand the issues shaping healthcare—and the essential role benefits and insurance professionals play in helping Americans navigate their coverage.

Build the relationship. Be a trusted resource. Tell our story. And always Speak with One Voice.

NEED HELP?

The NABIP Public Relations and Communications team is available to help chapters identify resources, customize materials, develop media strategies and respond to communications needs.

For assistance, contact:

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202-595-3074 | kloussedes@NABIP.org

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Senior Director of Communications
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