



Working with the Media

“Media Relations 101”

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National Media Chair

Value of Media Relations

What Can Media Outreach Do?

- Project a positive image about our industry
- Generate understanding of role in healthcare
- Educate public about insurance
- Identify NAHU members as a source of information
- Provide balanced commentary
- Advance legislative agenda

Media Relations Overview

Now that I'm a new media chair what do I do??

- First and foremost...**don't panic!**
- **Media Tools** section of the NAHU website will be your new best friend.
- Specific **job descriptions** for each type of media chair.
- Tools and **guidebooks** to help you do your job.
- Conduct "Working with the Media" webinars.

Media Relations Chair

The Media Relations Chair coordinates media activity within the chapter. The Media Relations Chair does NOT need to be a “spokesperson” but does need to coordinate the communication between the “spokesperson” and media.

- Identify media outlets and reporters in the area using local, state and NAHU resources
- Identify MR spokespersons on specific issues
- Monitor media outlets daily
- Establish relationships with local reporters
- Respond to media requests for information and interviews
- Prepare and submit press releases, media advisories, and editorials with the approval of your local and state leaders

Media Relations Roles

- Media Coordinator/Media Chair
- Media Spokesperson
- Media “Journalist”

Media Spokesperson

The Media Spokesperson needs broad general knowledge of our issues and typically is the “go-to” person for broadcast media outlets.

- Identify yourself as a local or state media spokesperson
- “Speak With One Voice”
- Establish relationships with local media
- Respond to reporter requests for information and interviews
- Respond to MR Chair/Coordinator requests

Media Relations “Journalist”

A member with expertise in a specific area, willing to write and submit Editorials and serve as a resource for the Media Chair.

- Identify yourself as a local, state or NAHU Media Journalist, and about which topics you can write about
- Utilize NAHU’s MR tools and resources to help draft articles and Op-Ed pieces
- Coordinate with Media Spokesperson, MR Coordinator and NAHU staff to “Speak With One Voice”
- Forward articles to local and state awards chairs

NAHU Media Relations Tools

- **Media Relations Tools on Website**
 - Multiple media guidebooks
 - Press release templates
 - List of canned editorials
 - PowerPoint presentations on media relations
 - FREE ads
 - FREE radio PSAs
 - Talking Points/Sound Bytes
 - **So much more ... !**

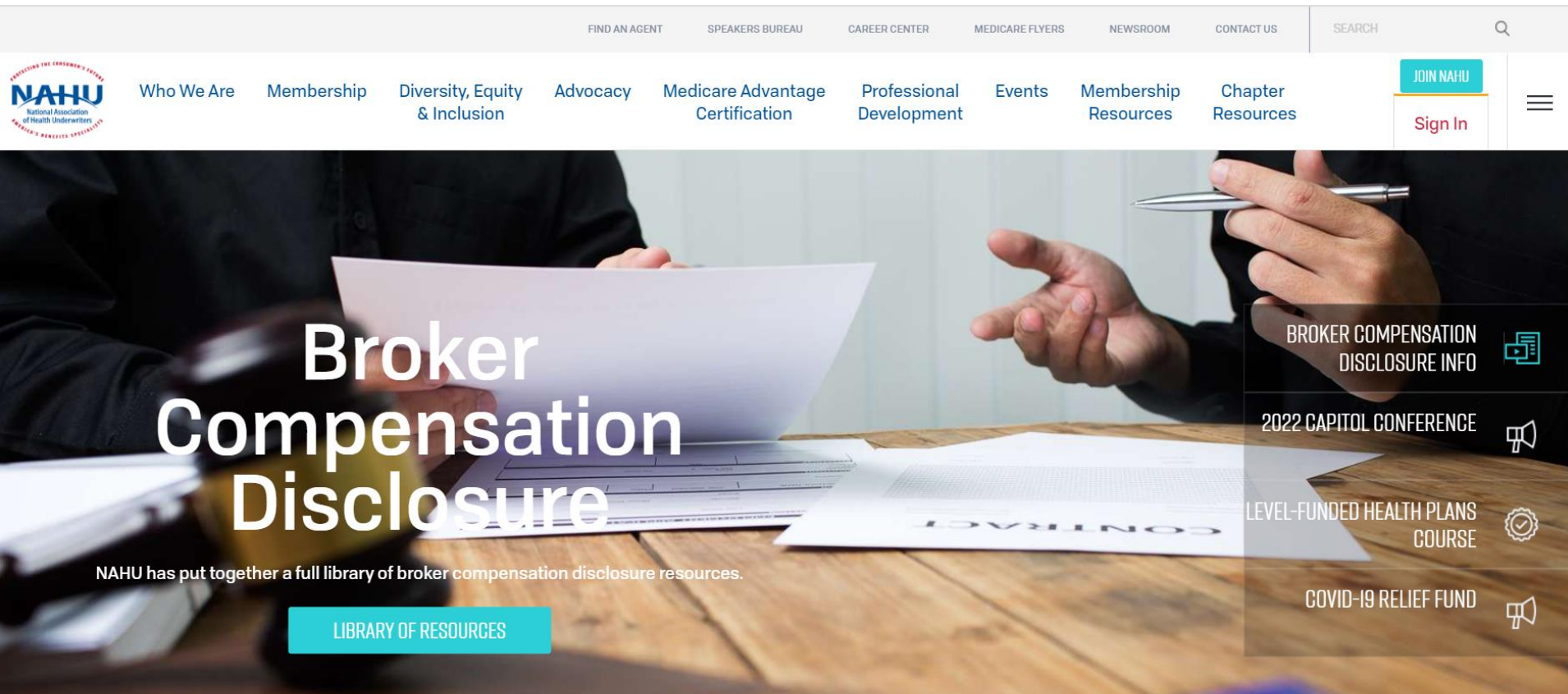
Media Relations Guidebooks

- “How To” Media Guide
- Health Insurance Awareness Week Guide
- Guide to Buying Media
- Guide to Planning a Press Conference
- Social Media Guide
- Branding Booklet

NAHU Tools on the Web

The place to start:

1. *NAHU Homepage*
2. *Chapter Resource Tab*
3. *Media Tools & Social Media Tools*

A screenshot of the NAHU website homepage. The top navigation bar includes links for 'FIND AN AGENT', 'SPEAKERS BUREAU', 'CAREER CENTER', 'MEDICARE FLYERS', 'NEWSROOM', and 'CONTACT US'. A search bar is on the right. Below this is a secondary navigation bar with links for 'Who We Are', 'Membership', 'Diversity, Equity & Inclusion', 'Advocacy', 'Medicare Advantage Certification', 'Professional Development', 'Events', 'Membership Resources', and 'Chapter Resources'. On the far right of this bar are a 'JOIN NAHU' button, a 'Sign In' link, and a hamburger menu icon. The main content area features a large image of hands holding a pen over a document. Overlaid on this image is the text 'Broker Compensation Disclosure' in large white font. Below this text is a teal button labeled 'LIBRARY OF RESOURCES'. To the right, a vertical sidebar contains four items: 'BROKER COMPENSATION DISCLOSURE INFO' with a document icon, '2022 CAPITOL CONFERENCE' with a megaphone icon, 'LEVEL-FUNDED HEALTH PLANS COURSE' with a gear icon, and 'COVID-19 RELIEF FUND' with a megaphone icon.

NAHU
National Association
of Health Underwriters
RESEARCH • BENEFITS SPECIALISTS

Who We Are Membership Diversity, Equity & Inclusion Advocacy Medicare Advantage Certification Professional Development Events Membership Resources Chapter Resources

[JOIN NAHU](#)
[Sign In](#)

Broker Compensation Disclosure

NAHU has put together a full library of broker compensation disclosure resources.

[LIBRARY OF RESOURCES](#)

- BROKER COMPENSATION DISCLOSURE INFO
- 2022 CAPITOL CONFERENCE
- LEVEL-FUNDED HEALTH PLANS COURSE
- COVID-19 RELIEF FUND

Nuts and Bolts of Media Relations

Know Your Local Media

Types of Media

- Print – daily and weekly newspapers, trade publications and magazines
- Broadcast – radio and TV
- Social Media – online communication channels
- **Be a Media Monitor!**

Distinctions Between Print and Broadcast Media

- **Print**

- Allows more in-depth coverage
- Often more lead-time
- Great range of venues

- **Broadcast**

- Sound bites – message must be more concise
- Must have experienced spokesperson



Building Relationships with the Media

Where do I start?

Upon request, we will search a national media database to find reporters and editors in your area.

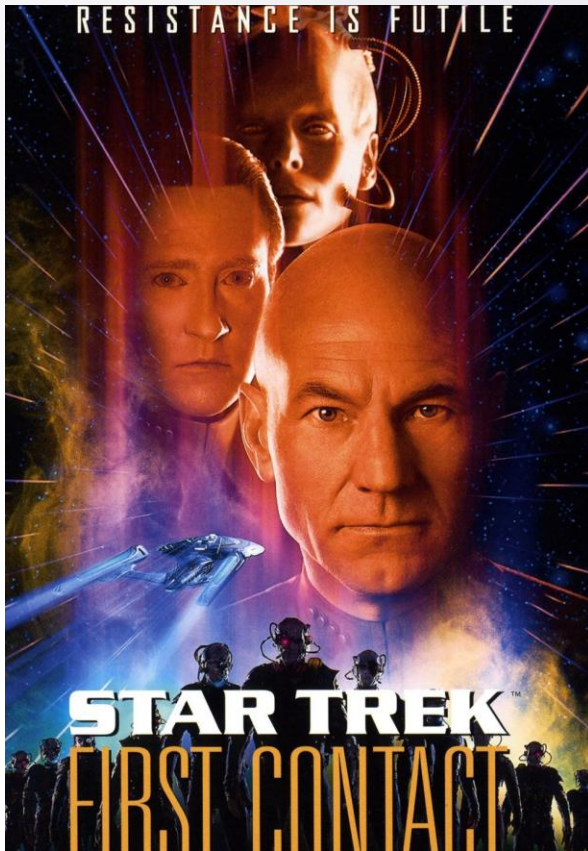
We will send you:

- Print media list
- Broadcast media list
- Sample letter of introduction



Building Relationships with Media

Make First Contact!

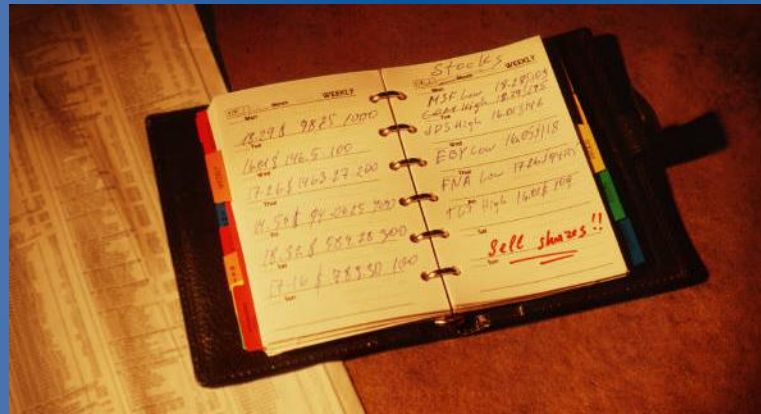


- Contact a reporter by:
 - Sending an email
 - Making a phone call
 - Introducing yourself at an event
- Have a specific purpose!
- Don't:
 - Send snail-mail or fax
 - Just “drop by”
 - Let several months go by without contact

Building Relationships with Media

Keep Press Lists Current

- Newspapers have always had a high turnover rate, and it's only getting worse.
- Pay attention to bylines: Who is writing about insurance/healthcare reform?
- Look out for local blogs, newsletters and forums.



Building Relationships with Media

First Step -- Write a letter of introduction

- A “letter of introduction” establishes your professional credentials and invites the reporter to call on you as a resource.
- Your email should be brief and to the point, including such things as your professional background, the topics/issues you are prepared to discuss and how you can be reached.
- Within a couple days of sending the email, you should follow-up with a personal phone call to make certain the email was received and to reinforce your offer to be contacted as a resource.

Building Relationships with Media

Establish yourself as an expert



Media Advisory

Local Healthcare Reform Expert Available for Interviews

As questions and concerns increase about health insurance exchanges and the implementation of the Patient Protection and Affordable Care Act, get information from one of the most trusted sources in **City**. **First and Last Names**, **Title of Chapter**, is available to answer media questions.

Bio: **First Name**, **Title of Company** in **City**, has worked for many years to improve the health insurance industry through **his/her** extensive legislative work. A member of NAHU since **year**, **s/he** is the current **Leadership Title** of the **Chapter** Association of Health Underwriters (**XAHU**) and has received **name of awards** for **his/her** legislative work on **specific topic** in **State**. **He/she** has been previously featured in articles in **Publication**. (This is not the time to include personal information about family and hobbies, unless those things are directly related to the subject of the testimony.)

Building Relationships with Media

What do you know that everyone else should too?

**When pitching a story idea,
make sure your proposal is:**

- Local
- Timely
- Unique
- Personal/Relatable



Content – Message Management

- Localize story or issue
 - Refer to local people and how issue will affect them and local businesses
 - Use quotes from local people about the story
- Craft meaningful, **short** messages with relevance to community
- Tell **why** it is relevant with facts/statistics and tangible examples

When and How to Use the Tools

Press Release - Announces “news”

- Include contact information and date of release
- Include an eye-catching “headline”
- Describe the “core” news message in first paragraph (who, what, when, where, why)
- Expand the news story in following paragraphs
- Include a quote from a recognized spokesperson in the organization
- Close with a “boilerplate” paragraph about the organization announcing the news
- Limit to 1 or 1 1/2 pages
- Use ### at end of release

When and How to Use the Tools

Media Advisory - Announces an upcoming news event or offers a resource person to address a current “hot” issue

- Include an eye-catching “headline”
- Distribute several days in advance of the news event
- Use a “Who, What, When, Where, Why” format
- Bullet the main points
- Provide contact information and date

When and How to Use the Tools

Letter to the Editor - Responds to an article or editorial that has appeared in a publication

- Make certain it relates directly to the topic
- Include name of article, date and page for reference
- Be concise and brief (usually 100-200 words)
- Share your unique perspective
- Give examples
- Close with your name, title and affiliation
 - (Advance Chapter approval required if identified)

When and How to Use the Tools

Op-Ed - An “opinion piece” *submitted by* an individual or on behalf of an organization *to a publication*. Placement can be *paid for* or a publication may decide to publish on its own.

- Needs to be linked to a topical issue of interest.
- Offers a unique perspective.
- Is brief (usually 300-600 words).
- Includes name of author and affiliation.

Opportunities For Visibility

- **Chapter News**

- Legislative Activities
- “Day on the Hill”
- Meeting with Governor or Legislators
- Awards, Member Professional Achievements
- Charitable Activities
- Speaking Engagements
- Public Hearings
- Client Feature Stories

- **Feature Material**

- Consumer Tips or Advice

- **National News**

- Reaction
- Local Impact

Social Media

Twitter- @nahusocial

Facebook-

@NationalAssociationofHealthUnderwriters

LinkedIn- NAHU

Instagram- nahusocial

Sample posts from social media campaigns:

- This week, hundreds of agents and brokers will attend #NAHUCapCon2022 to discuss ways to boost Americans' access to affordable health insurance that meets their needs. Follow along @nahusocial! #NAHU
- Follow @nahusocial and #NAHUCapCon2022 for updates during this year's exciting event to advocate for #agents and #brokers!



HEALTH INDUSTRY HEAVYWEIGHT

The New York Times

THE WALL STREET JOURNAL

AP

The Boston Globe

Los Angeles Times

FOX BUSINESS
THE POWER TO PROSPER™

The Washington Post

The Philadelphia Inquirer

msnbc

U.S. News & WORLD REPORT

n p r

abc NEWS

CBS NEWS



REUTERS

POLITICO

USA TODAY



NBC NEWS

Bloomberg Businessweek

YAHOO! FINANCE

Forbes

WebMD

THE HUFFINGTON POST

Media Relations Award

Winners will be selected for their outstanding media relations activities at the chapter level.

- Media Relations committee in place
- Press list of local media contacts
- Sending press releases
- Publication of Op-Eds and other editorials
- Prints and broadcast press hits
- Keeping NAHU informed on press exposure
- Attend “Working with the Media” webinars
- Social Media Engagement

Questions?

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