

MEDIA RELATIONS COMMITTEE CHAIR

The media relations chair is appointed by the president of NABIP.

The Media Relations Committee will strive to educate members as to the tools that are available for chapters to utilize on the website as it relates to media relations. The committee will work to consistently have available press releases and editorials and support when it comes to sharing NABIP's message with the media. The committee will also strive to keep current and relevant presentations available for our chapters to use to educate the public. And lastly the committee will ensure that members of the committee speak on behalf of NABIP and will do so while speaking with one voice, NABIP's voice.

The media relations chair will:

- Select the committee made-up of "subject matter experts" in print, broadcast and social media, public speaking, and training.
- Assign regional representatives and monitor the committees' progress.
- Develop and execute the committees' goals that complement NABIP's strategic plan.
- Communicate regularly with the vice chair and staff liaison to ensure that committee goals are being accomplished.
- Train all national media chairs to "Speak with One Voice."
- Assist with the development of media tools and resources.
- Lead monthly teleconference calls and in-person meetings.
- Conduct an evaluation at the end of each year to determine if the committee accomplished its goals.