



NAHU Media Relations Committee Chair

The media relations chair is appointed by the President of NAHU.

The NAHU Media Relations Committee will strive to educate NAHU members as to the tools that are available for chapters to utilize on the NAHU 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 NAHU'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 NAHU and will do so while speaking with one voice, NAHU'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 compliment NAHU'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.

NAHU Staff Liaison will:

- Assist the chair in the selection of the national committee.
- Prepare and distribute monthly conference call agenda.
- Provide monthly reports on media coverage.
- Provide monthly update on the Media Moment.
- Prepare and present quarterly "Working with the Media" webinars.
- Help determine committee goals and media strategies and implement them.
- Develop new media tools and resources.
- Maintain the media tools section of the NAHU website.
- Take meeting minutes.