



TEXAS ASSOCIATION OF HEALTH UNDERWRITERS

CHAPTER MEDIA AWARD

(For timeframe 01/01/2020 to 12/31/2020)

Chapter Name: _____

Chapter Chairperson Name: _____

Description: The media relations award honors a local chapter for outstanding media relations – preparation and outreach activities and results. To be eligible, the following events must have occurred during the calendar year January 1, 2020 through December 31, 2020.

Criteria: The chapter media award will recognize a chapter who has achieved outstanding relationships with the media, including but not limited to coordinating an active Media Relations Committee, compiling a listing of local media contacts and sending press releases to them, making significant contributions to publications through op-eds and editorials, keeping NAHU informed on press exposure, and educating the membership on working with the media.

1. Appoint chapter media relations chairperson responsible for coordinating media outreach _____ x 5 = _____ (Max 5 pts)
2. Compile list of local media contacts (including print and broadcast). (must include all of the following items: name, publication or broadcast station, phone and fax or email address) _____ x 1 = _____ (Max 10 pts)
3. Sending original chapter press releases to media contacts _____ x 5 = _____ (Max 75 pts)
Bonus: Send photos, when appropriate with press releases (submit copy of photo – points are per release) _____ x 3 = _____ (Max 45 pts)
4. Send media advisories to reporters announcing chapter events. _____ x 5 = _____ (Max 50 pts)
5. Copy NAHU's media relations staffer on press releases, advisories and other communications with the media (NAHU to document receipt) _____ x 1 = _____ (Max 75 pts)
6. Submit letters to the editor to local publications (submit copy of the letter, name of editor and publication) _____ x 5 = _____ (Max 125 pts)
7. Submit op-ed articles to local publications (submit copy of article and name of publications; points per different article) _____ x 5 = _____ (Max 50 pts)

8. **Press "Hits"** Radio and TV must be documented by providing Board minutes that include a report including time, place, topic and who participated in the interview. Also provide original or authenticated copies of any print publications (newspapers, magazines, etc.). Publications in state and local chapter newsletters are not eligible for points.

- a. Information from press releases used in news articles or features _____ x 10 = _____ (no max)
- b. Photo published _____ x 15 = _____ (no max)
- c. Letters to editor published _____ x 15 = _____ (no max)
- d. Op-ed articles published _____ x 15 = _____ (no max)
- e. Appearances on radio talk show to discuss NAHU or TAHU position _____ x 25 = _____ (no max)
- f. Appearances on television program to discuss NAHU or TAHU position _____ x 25 = _____ (no max)

Total Points = _____

Chapter Name: _____

Nominator's Name (Print): _____

Nominator's Signature: _____

Nominator's Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email address: _____

Return form and award submission requirements to:

TAHU Awards
c/o Nancy Dytrich
4234 N. Summercrest Loop
Round Rock, TX 78681

Must be RECEIVED no later than April 5, 2021

For questions regarding completion of this form, or other TAHU Awards matters, please contact your TAHU Awards Chair, Nancy Dytrich, at nancy@goldstein-insurance.com and include "TAHU Awards" in the subject.

Applications must be RECEIVED no later than the close of business on the due date regardless of method of delivery. Exceptions to the submission deadline MAY be approved with TAHU board approval. Faxed or hand delivered submissions will NOT be accepted.

A copy of the submission form must accompany all submissions, with points/narrative written on the submission form. Submission form should NOT be changed, retyped or reformatted. If additional space is needed, extra sheets should be attached and numbered to correspond to submission form. Packets received without applications forms/score sheets will not be considered.

Awards Committee use only:

Date: _____

Reviewed by _____
(initials) (initials) (initials)