



TEXAS ASSOCIATION OF HEALTH UNDERWRITERS

CHAPTER MEDIA AWARD

(For timeframe 01-01-09 to 12-31-09)

Chapter/Chairperson: _____

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 2009 through December 2009.

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 contact and sending press releases to them, make significant contributions to publications through op-eds and editorials and keep 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 1 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 letter and 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. Other _____ 1 x 10 = _____ (Max 10 pts)

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.

- 1. Information from press releases used in news articles or features ___ x 10 = _____ (no max)
- 2. Photo published ___ x 15 = _____ (no max)
- 3. Letters to editor published ___ x 15 = _____ (no max)
- 4. Op-ed articles published ___ x 15 = _____ (no max)
- 5. Appearances on radio talk show to discuss NAHU or TAHU position ___ x 25 = _____ (no max)
- 6. Appearances on television program to discuss NAHU or TAHU position ___ x 25 = _____ (no max)

Total Points = _____

Signature of Chapter President: _____ **Date:** _____

Return form to:

**Luann Yarberry
1300 10th Street (zip 76301) PO Box 1071
Wichita Falls, Texas 76307**

Must be received no later than February 8, 2010

For questions regarding completion of this form or other TAHU award matters, please contact Luann Yarberry, TAHU Awards Chair at 940-723-0771 or luanny@atmdinsurance.com.

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)