

Media Relations and Publications Director Brian Milam

Topic

NFHS Summer Meeting Attendance

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Sessions Attended

Communication and Media workshops, General sessions, Hall of Fame

Takeaways to help Board and Staff

Valuable educational material and refreshers for relationships in media circles as well as social media ideas to help promote the events/athletes through KHSAA channels.

General Commentary

The NFHS workshops were tremendous and got me energized for my second year with the KHSAA. Many of the ideas shared we already do or will begin once the sports seasons arrive.