

MABviews

The latest broadcasting news, views and announcements

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MABViews

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MAB Convention Recap

We had a great turnout for our 80th anniversary conference in Biloxi last month. Multiple speakers from all over the country filled us in on everything from the latest on Capitol Hill to the best way to deal with the new normal of Covid. Tim Walker was presented with our Lifetime Achievement Award, while Maggie Clark was given our first Friend of Mississippi Broadcasters Award. We are so honored to have both of them involved with MAB! Networking, some old fashioned fun with magician Joe Turner and concluding with an 80's themed celebration dinner.







Hall of Fame

We are thrilled to announce the inaugural Mississippi Association of Broadcasters Hall of Fame.

The recipients were:

Bob McRaney, Sr. (With representation by Bob McRaney Jr- seen here)

L.M. (Mac) Sepaugh

Hugh M. SMith

Hoyt Wooten

C.J. Wright

Tim Walker and Maggie Clark

Mississippi Association of Broadcasters is proud to announce Tim Walker the Lifetime Achievement Award winner and Maggie Clark the Friend of Broadcasters Award winner



Thank you to our Conference Sponsors!



A new benefit just for you!

CREATIVE MEMBER
BENEFITS

Give More, Get More

Provide Employees a Valuable Benefit Experience

Health Advantage

- Teladoc (\$0 Visit Fee)
- Health Advocate Solutions
- Doctors-Online
- Pharmacy

Price: \$11.45

Health Basic

- Teladoc (\$0 Visit Fee)
- Pharmacy
- Lab Testing
- MRI & CT Scans
- Vision
- Hearing Aids
- Aetna Dental Access
- Vitamins
- Diabetic Supplies

Price: \$11.45

Protection Advantage

- Roadside Assistance
- Global Travel Assistance
- Legal Services
- ID Sanctuary

Price: \$11.45



Get to Know the Benefits

Learn more about the benefits available through Creative Chamber Benefits

Teladoc (\$0 Visit Fee)

Help your members save time and money with 24/7 access to a doctor by phone or online video with no per visit fee.

Health Advocate Solutions

Time is money. Your members get one-on-one support from professionals and registered nurses for medical, billing or insurance related issues.

Doctors Online

The fast, easy way to get health information from an online resource your members can trust.

Pharmacy

Members save on prescription medications at the pharmacy or mailed directly to their home.

Lab Testing

Help your members monitor their health with 10% to 80% off typical costs of routine lab work.

Vision

10% to 60% off glasses, contacts, laser surgery, exams and more.

MRI & CT Scans

Your members save 40% to 75% on usual charges for imaging services at thousands of credentialed radiology centers nationwide.

Hearing

Give members access to an affordable hearing solution, whether at a retail store or through home delivery.

Aetna Dental Access

Help your members smile brighter with big savings on dental services such as cleaning, X rays and crowns.

Vitamins

Your members find the best prices online for the most trusted brands of vitamins and wellness products.

Diabetic Supplies

Members save 10% to 50% on diabetic testing supplies mailed directly to their home.

Roadside Assistance

Don't leave your members stranded! 24/7 help with a flat tire, lock-out, battery, collision and towing.

Global Travel Assistance

Your members rest easy knowing medical assistance services are a phone call away when they travel.

Legal Services

Members have access to free and discounted rates on services from experienced lawyers.

ID Sanctuary

ID Sanctuary combines the power of FraudScout®-credit & fraud monitoring and LifeStag®-identity management services.

- Provide value across the whole workforce with no restrictions on employee eligibility or status (part-time, 1099 contractors, retirees, seasonal workers, full-time regardless of medical plan elections, etc.)
- Sponsor the cost of benefits for groups of all sizes, split the cost with employees, or offer as voluntary payroll deduction
- Offer benefits at any time, with the plan year or off-cycle



Employee Engagement at Every Touchpoint

Employee engagement is vital to the success of strong benefit programs. We create touchpoints in every format to make sure we deliver the right message, at the right time.

Employees are **mailed a personalized membership card and booklet**, which explain how to use their benefits and provide necessary phone numbers and websites for access.

The **mobile app and web portal** provides streamlined benefits delivery for improved engagement and utilization.

Easy Access

Benefits are just a "tap" away

My Wallet

Store all their benefit and insurance cards in one place

Push Notifications

Keep benefits top-of-mind and encourage utilization with timely notifications

My Insurance

Review insurance plan details

Disclosures: **This program is NOT insurance.**





Coming Up!

AWARDS DEADLINE

Awards deadline is February 11, 2022
so get those entries in soon!

MAB DAY ON CAMPUS

Jackson State- February 8

USM- February 22

MSU- March 24

Alcorn- March 31

Ole Miss April 7



TRAVELING SALES SEMINAR with Darren Steenbergen

“Sales Lessons Learned...
Sales Jobs or Sales Career Post Covid”

This session will step on your toes and
challenge the way you do business, but it will
prepare you for what's ahead.

This free event is from 1-4 each day



Tupelo- February 15th
Queen's Reward Meadery
1719 McCullough Blvd

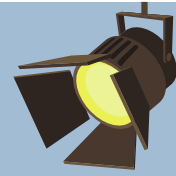
Jackson- February 16th
McClain Restaurant
874 Holly Bush Road- Brandon

Ocean Springs- February 17th
The Citizens Bank
2702 Bienville Blvd



Incoming Board President
Elayne Anthony- JSU

SPOTLIGHT



How did you get started in the business?

I got started in the business of broadcasting through an internship and a very tenacious department chairman that had a lot a faith in my ability to make it in this business.

Tell me something that no one knows about you.

I had a music scholarship and I was a first chair violinist for the symphony orchestra.

What do you like most about your job?

I like seeing talent in young students and connecting them to people in this business that can make professional dreams come true.

What career would you choose if you weren't in broadcasting?

I would have chosen media law.



SAVE THE DATE!
EXCELLENCE
AWARDS GALA
will be held
April 2, 2022
at Old Capitol Inn



2022 MAB Board