

Title: Public Relations

Elected or Appointed Position: Appointed

Service: no term limit

Overview:

Media/Public Relations This committee will consist of a Chair or Co-Chairs and as many WAND members, as needed.

Purpose of position:

Serves as a resource to state on media training and promotional activities

An ideal State Media Representative is: someone who is comfortable with interacting with the media to do interviews and pitch story ideas.

Duties:

Duties include promote WAND members as credible nutrition resources; promote and coordinate National Nutrition month activities; promote Nutrition and Dietetics as a profession.

Responsibilities:

- Completes media interviews – as needed
- Provides articles to the media on nutrition/wellness related topics – as needed
- Maintains current media contact lists
- Provides PR planning for the affiliate
- Prepare and update State Media Representative’s files for end of term of office. Provide files and orient next fiscal year’s volunteer as to duties of the office.

Reporting Duties: Send affiliate Board of Directors quarterly updates on number of interviews participated in and media outreach successes.

Checklist/Calendar:

Month	Duties	Done
June		
July		
August	Submits Report and Agenda items Attends August Board Meeting	
September		
October	Submit Information to Range Rider Newsletter	
November		
December		
January	Submits Report and Agenda Items Attends January Board Meeting	
February	Votes in WAND and National Election	
March	Submit Ads and RDN Day and National Nutrition Month - Submit Information to Range Rider Newsletter	
April	Annual Conference Submits Report and Agenda Items Attends April Board Meeting	

	Attends Annual Business Meeting Attends New Board Member Orientation	
May		

Resources

- [Academy Press Releases](#)
- [Academy Public Relations Team](#)
- [RDs Weigh in Blog](#)
- [Working with the Media: A Handbook for Members of the American Dietetic Association](#)

Academy Link: <http://www.eatright.org/affiliates/>

WAND Link: www.eatrightwyoming.org