

STATE MEDIA REPRESENTATIVE

Elected or Appointed: Appointed

Reports to: Marketing and Communications Committee, President-Elect

Position Duration: Two (2) years

Voting/Non-voting: Non-voting member of Wisconsin Academy of Nutrition and Dietetics (WAND) Board

Purpose of Position:

Promote registered dietitian nutritionists (RDNs) and dietetic technicians, registered (NDTRs) as Wisconsin's trusted food and nutrition experts. Serve as a media training and marketing resource to members.

An ideal State Media Representative:

Must be comfortable interacting with the media to do interviews and pitch story ideas

Responsibilities:

- Completes 5 media interviews per year (any combination of paper, TV, radio, magazines, etc.)
- Pitches 5 story ideas to media
- Maintains current media contact lists
- Manages and responds to media requests through the eatrightwisc.media@gmail.com account
- Works with the Marketing and Communications Committee to promote WAND on social media outlets including, but not limited to, Facebook, LinkedIn, Twitter and Instagram
- Prepare and update State Media Representative's files for end of term of office. Provide files and orient next State Media Representative as to duties of the office

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

Travel Requirements: No travel required, although travel to media interviews and attendance at WAND Transition Board Meeting and Annual Conference is encouraged

Expected Time Commitment:

- Ability to volunteer five to ten hours per month for media interviews and story placement
- One hour per month to attend the Marketing and Communications Committee
- Sufficient flexibility in work schedule to accommodate preparation time and short-notice interview requests; must be able to handle press deadlines

Resources:

- Academy Press Releases and Public Relations Team: <https://www.eatrightpro.org/media#press-releases>
- Academy Media and Spokesperson Policy: <https://www.eatrightpro.org/leadership/academy-policies/overview/media-and-spokesperson-policy>
- Working with the Media: A Handbook for Members of the Academy of Nutrition and Dietetics: <http://www.eatrightpro.org/~media/eatrightpro%20files/career/career%20development/workingwiththedia.ashx>

Benefit for Volunteering in this Position:

- Gain valuable experience and skills by speaking with the media and translating nutrition science into information consumers can easily understand.
- Increase visibility for WAND, the dietetics profession, your employer and you.

What State Media Representatives Place in their Resumes:

- Completed # interviews with # media outlets on food and nutrition

Leadership Advancement: State Media Representatives looking to become further involved are encouraged to serve in another capacity on the affiliate board or apply for an Academy Spokesperson position.