

# Memphis Academy of Nutrition and Dietetics



an affiliate of the

Academy of Nutrition and Dietetics

## **Public Relations/ Media Spokesperson (revised 1/2014)**

**Description of position:** The Media Spokesperson works with area media, to serve as a resource for nutrition information and to promote MAND and the profession of dietetics. Responsible for publicizing activities promoted by MAND and other area RD's, including National Nutrition Month.

**Purpose of position:** To serve as the resource for expert nutrition advice for the media, to promote the RD as the nutrition expert. To serve as a spokesperson for MAND. To encourage active promotional activities which RD's take part.

**How assigned:** Appointed by the MAND president to serve for a term of one year.

**II. Term or office:** June 1 – May 31

### **III. Primary responsibilities**

- A. Contact local media: newspaper, radio, and television, and offer services as nutrition resource contact.
- B. Compile press releases on pertinent nutrition issues and send to area media when appropriate.
- C. Suggest topics and request opportunities for interviews with area media sources.
- D. Coordinate media efforts, pulling in volunteer MAND members as needed in order to accomplish tasks.
- E. Publicize National Nutrition Month and solicit reports of NNM activities from MAND members.
- F. Compile NNM activities report to submit to TAND and ADA.

**IV. Budget:** Mailing and supplies as needed.

**V. Other Board members with who this position works closely:** President, CPI Chair, Newsletter Editor.

**VI. Number of committee members required to accomplish task:** 2 -3.

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## Public Relations/Media Spokesperson, continued

### VII. Time line:

<b>July</b>	Organize media contracts and update as needed. Contact local media and offer to be resource for nutrition information.
<b>September</b>	Assist in promoting PR at the PDS Seminar and membership meetings.
<b>December</b>	Inform MAND members of National Nutrition Month theme. Encourage participation/planning for upcoming NNM.
<b>January</b>	Encourage members to use ADA-NNM supplies in their facilities.
<b>February</b>	Publicize NNM activities
<b>March</b>	Encourage all members to report back any NNM activities that were done via a form placed in the newsletter.
<b>April</b>	Submit report to MAND President and board
<b>Remainder of year</b>	Oversee media outreach efforts. Respond to media request. Initiate ideas/press materials for media use. Insure favorable ongoing media relations.