

Public Relations Chair

Length of service: One (1) to two (2) years.

Expected time commitment: Two (2) to three (3) hours per month. Five (5) to six (6) hours during National Nutrition Month.

Position reports to: Affiliate President

An ideal public relations chair:

- Has experience with the media, public relations and special events
- Is well-spoken and comfortable creating written communications
- Is willing to explore online technologies (such as social media) to expand affiliate's media outreach

Responsibilities:

- Assists staff and/or fellow volunteers in setting goals and action plans that promote public understanding, community support and participation in the American Dietetic Association affiliate's activities.
- Assists in planning promotional activities for National Nutrition Month in March, in addition to other affiliate activities.
- Provides editorial and/or graphic design support for the affiliate print materials and publications.
- Collaborate and communicate regularly with the State Media Representative regarding press for the local media in their state.

Reporting duties: Send affiliate Board of Directors quarterly updates on number of PR releases given and on media outreach successes.

Travel Requirements: No travel required; although travel to media interviews is encouraged

Resources:

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

Benefit for volunteering in this position:

- Gain valuable experience interacting with the media.
- Increase visibility for the profession, your employer and you.

What pr chairs place in their resume:

- Planned # activities for National Nutrition Month to build public awareness
- Developed # promotional graphics for state dietetic association which resulted in increased member involvement in # affiliate activities.

Leadership Advancement: Most public relations chairs, if looking to become further involved, apply to become ADA Spokespeople, serve on the newsletter production committee or serve as the state media representative.

Affiliates should customize details according to their expectations for the leader.

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