

State Media Representative

Purpose of position:

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

Length of service: Two (2) years

Expected time commitment:

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

Position reports to: Public relations chair or in some cases, the affiliate secretary

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

Responsibilities:

- Completes minimum number of media interviews per year (amount to be determined by affiliate)
- Pitches minimum number of story ideas to media (amount to be determined by affiliate)
- Maintains current media contact lists
- Is available for PR planning with affiliate and/or district board and PR chair
- Organizes and supports media staff attending affiliate and district meetings
- 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.

ADA Spokesperson and State Media Representative Joint Responsibilities:

- ADA Spokesperson should be a mentor and resource to State Media Representative
- Share creative ideas and innovative ways to reach the media
- Communicate on a regular basis to avoid duplication of efforts and to keep each other informed
- Share resource material
- Share lists of media contacts
- Share media experiences, both positive and negative

Reporting Duties: Send affiliate 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 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](#)

Benefit for volunteering in this position:

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

What state media representatives place in their resumes: Completed # interviews with # media outlets on food and nutrition

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

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