

ILLINOIS DIETETIC ASSOCIATION, INC.
POLICY AND PROCEDURE MANUAL

SUBJECT: ILLINOIS MEDIA REPRESENTATIVE EFFECTIVE DATE: 8/86
NUMBER: 420 REVISION DATE: 09/01

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1. Purpose: To serve as regional IDA spokesperson for media activities. To establish and maintain relationships with local major market media TV, radio and print to accomplish increased visibility of the dietetic professional as the nutrition expert and resource person.
2. Scope: Regional representation for three years. May reapply for a second term.
3. Suggested Criteria for Selection:
 - a. Member of IDA and ability to currently support/participate in state dietetic association activities.
 - b. Strong writing and verbal skills.
 - c. Experience in public speaking.
 - d. Professional image.
 - e. Sufficient flexibility in work schedule to accommodate preparation time and short notice requests of the media.
 - f. Ability to volunteer several hours monthly for media interviews and story placement.
 - g. Ability to handle deadlines.
 - h. Broad base knowledge on varying current nutrition topics.
 - I. Confidence and experience in dealing with the media and on-camera experience.
 - j. Ability to locate nutrition information to answer reporter's inquiries or refer to other sources in a timely manner.
 - k. At least 3-5 years experience as a dietetic professional.
 - l. Ability to translate research into layman terms.
4. Selection: IDA will obtain increased public recognition for the professional role and contribution of the dietetic professional by supporting regional representation for media contact.
 - a. The selection process shall begin at the fall meeting of the Board of Directors prior to the beginning of a new 3 year term. The Board will determine the number of representatives that will be selected for the next year. Utilize P&P 420-F-1, Illinois Media Representation Memo and P&P 420-F-2, Illinois Media Representative Application for this process. Efforts will be made to assign a Media Representative in designated areas that include: Rock River, Mississippi Valley, Central, Capital, Eastern, Southern, Chicago, North Suburban, South Suburban, West Suburban (10 total)

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- b. The information calling for media representative Applicants will be placed in the Fall IDA *Bulletin*.
- c. The committee chair will select a Media Representative Selection Committee.
 - (1) The committee will consist of committee chair, incoming chair, IDA President and two IDA members.
 - (2) The committee will collectively select a date for interviews.
 - (3) Interested applicants will contact Headquarters for application packet. Headquarters forwards names to chair for scheduling of applicants.
 - (4) Completed application packets are returned to Headquarters.
 - (5) Headquarters creates copy of each application packet and forwards to each committee member.
- d. The Chair will notify interviewed applicants of decision in writing.
- e. The Chair will write an article for the IDA Bulletin summarizing the selection.

5. Main Responsibilities (**NOTE:** The below shall be consistent with the ADA Code of Ethics.):

- a. Submits P&P 200-F-1, IDA Budget Worksheet to the Marketing and Public Relations Chair for inclusion in the IDA Marketing Budget.
- b. To appear on radio, television and in newspaper articles.
- c. To be knowledgeable and willing to talk generally on a variety of nutrition issues.
- d. To present IDA primary and secondary messages in interviews.
- e. To initiate media placements at least 4/year.
- f. To inform districts regional area on results of media representative program and maintain high visibility to all IDA members.
- g. When feasible attend IDA Executive Committee and BOD meetings, to stay abreast/promote current IDA philosophy. Shall serve as ex-officio member of the Board of Directors.
- h. Shall submit P&P 202-F-1, Payment Request Form for approved expenses incurred within 45 days of expenditure. See P&P 202-T-1, Meeting Reimbursement Program for allowable expenses.
- i. Under the direction of the Chair-Marketing/PR Committee work on Publishing Speakers and Award Recipients Policy.
- j. To attend the IDA Assembly.
- k. To maintain a log of all media request/appearances which would include dates, time commitment necessary to complete the responsibilities.
- l. Submit quarterly reports to the Marketing and Public Relations Chair summarizing media placements.
- m. Chair submits article to the IDA Bulletin editor for publication in IDA *Bulletin*.
- n. Chair submits article to the IDA website for publication under Media Relations section.
- o. To attend ADA Media Representative conference at annual meeting as budgeted.

6. Satisfactory Performance:

- a. Accuracy.
- b. Representative is available within 24-48 hours notice for media interview within designated area.
- c. Consistent identification as a dietetic professional and state dietetic association spokesperson.
- d. Advance preparation is made with a defined objective prior to each interview.
- e. At least four media placements are self-initiated annually.
- f. Submit reports as requested by the Marketing and Public Relations Chair.
- g. Supports appropriate state and district meetings.
- h. Prepares and distributes Assembly press releases and makes arrangements for speaker or award recipients interviews with the media.