



eat right. an affiliate of the American Dietetic Association

Do you like to write, speak, and meet new people?

ODA is in search of a **State Media Representative** (2-year term). Join Garrett Berdan, RD, LD and Carrie Peacock, MS, RD, on the Communications and Publications team as a media co-representative.

Once appointed as a representative, the media team will provide orientation and training. The ODA media program is committed to maximizing media contacts while keeping volunteer time commitments reasonable.

Expectations of State Media Representatives include the following:

- Active ODA and ADA member
- Flexibility in work schedule to respond to media requests (often short notice)
- Promote, support, and attend local and state association activities
- Assist with the implementation of the 5 year marketing plan
- Participate with annual promotion of National Nutrition Month® and RD Day
- Exceptional knowledge of food and nutrition science and current issues
- Effective communication skills- both written and verbal
- Previous media experience is a plus, but not required

This past year the Communications and Publications team had many accomplishments:
National Nutrition Month® and RD Day

- Governor Kulongoski signed proclamations for National Nutrition Month® & RD Day
- Press Release and promotional materials sent to selected media contacts
- Media hit- RD Day mention on KATU on March 11
- Placed National Nutrition Month® ads on 2 TriMet Busses in the Portland Metro area for the month of March
- Support and presence for RD Day at State Capital including National Nutrition Month® branded materials
- Developed a 5 year marketing plan to promote RDs

Other activities

- Developed ODA Members in the Media page to highlight member's media hits
<http://www.eatrightoregon.org/oda.cfm?id=Members%20-%20media>

ODA's President, Director of Communications and Publications, and current State Media Representative will evaluate interested applicants.

Please send an email statement of interest to Garrett Berdan. Deadline by July 6, 2009.

Thank you,
Garrett Berdan: garrettb@oregondairyCouncil.org
ODA Director, Communications and Publications