



## New York State Dietetic Association, Inc.

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**eat right.** an affiliate of the  
American Dietetic Association

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Empowering Members to be New York's Food and Nutrition Leaders

### CALL FOR MEDIA REPRESENTATIVE FOR NEW YORK STATE

The New York State Dietetic Association is looking for a State Media Representative for the **Albany** and **Rochester** markets. Media Reps are responsible for representing NYSDA to the media/public. All positions available are on a volunteer basis.

In order to be eligible you must meet the following requirements:

- At least 3-5 years experience as an RD
- Be a member of ADA
- Current participation in State Dietetic Association activities
- Have strong written and verbal skills
- 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
- Must be able to commit to a minimum of two years
- A broad basis of knowledge on varying nutritional topics
- Confidence and experience in working with the media
- Ability to translate research into layman's terms
- Project professional image
- Avoids conflicts of interest. Candidates may not be paid or volunteer spokesperson for any company, individual, product or service.

To applying for a position, please send the following information to: Barbara Baron, MS, RD, CDN, NYSDA Public Relations Coordinator, 50 Staghorn Drive, Matawan, New Jersey 07740 **OR** email all materials to **bbaron2@optonline.net**

1. Cover Letter explaining why you want to become a media representative with your qualifications.
2. Resume
3. Current headshot
4. Samples of media placements, including TV interviews, radio interviews and/or print articles in which the candidate is quoted
5. Letters of recommendation from state dietetic association, peer familiar with work, and/or member of media.

**Application deadline March 10, 2010.**