

# California Academy of Nutrition and Dietetics

## Coastal Tri Counties District

### Media Rep/District Spokesperson/Annual Timeline

The “New Year” begins June 1<sup>st</sup> of each year, May 31<sup>st</sup> is the year end

#### **General/Ongoing Duties:**

1. Promote all events
  - a. Cal Poly Nutrition Club president
  - b. Dietetic internship director and interns
  - c. Media releases if needed
  - d. Contact other health professionals
2. If get request from local media on a nutrition topic (KSBY, Tribune, New Times, etc.) respond to it directly or get an appropriate representative to give them the needed information or interview.
3. Any other publicity that is needed for CTC.

**Throughout the year respond to all e-mails, complete your assigned tasks in a timely manner, attend all in-person and telephone meetings, as well as, the CTC events.**

#### **May/June:**

- Participate in choosing (3 dates that work for you for a summer board meeting)-usually Saturday as it takes a full day (9am-2pm).

#### **June/July**

- Assist creating a board meeting agenda by providing ideas or topics to discuss/address.
- Attend and participate in the summer board meeting which ideally held ½ ways between SB and SLO. Submit form to get reimbursed mileage for this meeting.
- Review Board meeting minutes and complete your assigned tasks/action items assigned. Usually the Fall Networking event, Winter Workshop and Spring Fling are discussed (topic, speaker, IT needs, handouts, sign-in sheet, games/ice-breakers, location, date, etc.).

#### **September/October**

- Attend the Fall networking event in your assigned County.

#### **November/December**

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- Participate in the winter board phone meeting

#### **January/February**

- Attend the Winter workshop
- Contact radio stations for PSA and talk shows for National Nutrition Month in January/February
  - Jay Turner with El Dorado Broadcasters at [jayturner@edbroadcasters.com](mailto:jayturner@edbroadcasters.com)
  - Tom Hughes at 878-2677
  - KCBX and contact Jordan Bell
  - Dave Congalton at KVEC at 549-5832 (talk show)

#### **March**

- Participate in the National Nutrition Month

#### **April/May**

- Attend the Spring fling event.
  - After the event, participate in the “district meeting” which both board members and general CTC members are invited to attend.
  - Current board members meet with new board members to provide information on their position, hand off “timelines and materials” and answer any questions they have.