

WASHINGTON SCHOOL NUTRITION ASSOCIATION

Job Description

Publicity Chair

1. Arrange for publicity:
 - a. Newspapers. Send to all newspapers in the area of the conference.
 - b. Apple Press. Help *Apple Press* editor in ensuring that Conference Committee members submit their articles for the spring and summer issues.
 - c. Television. Contact local television stations for coverage of the conference.
2. Deadline dates:
 - a. First local article: immediately following spring Executive Board meeting.
 - b. Newspaper fact sheet: One month before conference
 - c. Contact local media: One month before conference; follow-up as needed.
3. Send a letter to all District superintendents, RCCI's, etc., informing them of the conference. Include a registration form and housing information. The list can be obtained through the Child Nutrition office at OSPI. This letter should be mailed by mid-March so that districts will have time to process the registrations.