Commission on Dietetic Registration
the credentialing agency for the American Dietetic Association

You Are the Food and Nutrition Expert: Tips and Tools to Prove It

Board Certified Specialist

You Are the Food and Nutrition Expert:

Tips and Tools to Prove It

Produced by the
American Dietetic Association's
Public Relations Team

Commission on Dietetic Registration
120 South Riverside Plaza, Suite 2000 • Chicago, Illinois 60606-6995
800-877-1600 • www.cdrnet.org

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Introduction

Board-certified specialists are credentialed by the Commission on Dietetic Registration, the credentialing agency for the American Dietetic Association. You are *the* food and nutrition experts and are the best source of timely, accurate and reliable information on eating well. Effectively communicating your knowledge and your expertise is one of the most important things you can do to promote your profession and yourself.

Business and community leaders. Legislators and policy makers. Other health professionals and their organizations. Educators. The general public. Patients and clients (both current and potential). Employers. The news media.

The ability to communicate with each of these individuals and groups—to share your knowledge and prove your value—is vital to your continued success and growth and to that of the board-certified specialist and the dietetics profession. It is a big part of your professional responsibility to advocate for yourself in your workplace, in your community, in your nation.

You are the expert. This toolkit will help you make sure the world knows it.

Beyond the Media: Generate Your Own Buzz

The advice and examples in this toolkit focus on promoting yourself and all board-certified specialists through interaction with the news media, from creating story ideas to conducting interviews and establishing yourself as an indispensable resource for local journalists. And you'll quickly find these tools (not to mention the confidence you will build) can be applied to improving your skills at other forms of communication—such as giving a presentation, writing a proposal, meeting with a supervisor, working with clients, soliciting donor support or reporting to an oversight committee.

Still, media exposure is not the only means at your disposal when it comes to establishing credibility and generating buzz about yourself, your practice or your employer. From communicating a professional image to creating your own brand . . . from productive networking to creating a presence and communicating effectively on the Web . . . there is much you can do to increase your visibility beyond the media.

ADA has long been committed to assisting board-certified specialists in communicating your value and making your mark on society. The Association's book ***The Competitive Edge*** (1st edition 1986, 2nd edition 1995), edited by Kathy King Helm, RD, offers a wealth of tips and advice. (See excerpts in the Appendix beginning on page 55.)

Great ideas are also contained in ***Communicating as Professionals*** (ADA, 2nd edition 1995), edited by Ronni Chernoff, PhD, RD. This book contains detailed and informative sections on oral, written and visual communication, references, resources and legal and ethical issues in professional communication.

Another excellent place to start is ADA's ***Guide to Private Practice: An Introduction to Starting Your Own Business*** (2004), by Ann S. Litt, MS, RD, and Faye Berger Mitchell, RD. This introductory guide incorporates checklists, self-assessments, sample forms and real-life examples that give any dietetics professional an

honest look at the challenges and rewards of going out on your own. Topics include the pros and cons of private practice, choosing a business structure, advisors for your practice, office space, marketing, networking and accepting payment, including reimbursement considerations for your services. Visit ADA's Product Catalog at **www.eatright.org** for information on ordering this book.

Visit your **local bookstore** or on-line service to find many additional books that can help you learn more about communication, marketing, branding and increasing your professional visibility. (Note: ADA does not necessarily endorse or recommend the following books; they are listed for informational purposes only.)

- *Communication Skills in Practice: A Practical Guide for Health Professionals* (Jessica Kingsley Publishers, 1997), by Diana Williams.
- *Grammar and Writing Skills for the Health Professional* (Thomson Delmar Learning, 2001) by Doreen Villemaire, et al.
- *The Marketing Plan (*4th edition, John Wiley & Sons, 2004), by William A. Cohen.
- *Stand Out! Branding Strategies for Business Professionals* (July Publishing, 2005), by Simon Vetter.
- *Writing, Speaking & Communication Skills for Health Professionals* (Yale University Press, 2001), by Stephanie Barnard, et al.

The ***Journal of the American Dietetic Association*** regularly carries practice-related articles on effective communication and means of promoting yourself and your profession. Several recent *Journal* articles on subjects including use of the Web to promote your practice; effective online communication; creating a brand image for yourself and developing tool kits to facilitate effective message delivery are reprinted in the Appendix beginning on page 65**,** and more can be found at **www.adajournal.org.**

Getting people's attention

Today, stories related to food and nutrition are found on the front page, in the business, sports and real estate sections, on education and career pages and more. By using your imagination, there is almost no limit to the numbers of journalists and types of media whom a board-certified specialist can reach with your expertise and ADA's healthful-eating messages. And it can be a lot of fun, too!

Reporters want stories. They have space and airtime to fill each day. Because of ever-increasing public interest in news about health and wellness, a good deal of newspaper and magazine space, radio and TV airtime and Internet Web pages are devoted to these topics.

ADA and the news media

ADA maintains a strong commitment to telling our story through the media. And we are remarkably successful, annually achieving about seven billion media impressions (a measure of the numbers of readers or viewers of a particular article or program).

ADA provides media training and supports a national network of volunteer media spokespeople—all ADA members like yourself—who conduct thousands of interviews each year on behalf of the Association. See the Appendix (page 83) for information on becoming an ADA spokesperson.

A HELPFUL HAND
ADA's Public Relations Team is available to help you work with the news media.

Call
800/877-1600,
ext. 4802, 4769
or 4806
or e-mail
media@eatright.org

Role and image of board-certified specialists

There is much that each individual member can do to provide the media with positive, newsworthy information about food and nutrition issues and the dietetics profession. You can play a part in enhancing the role and image of the profession.

Working with the news media will do much to help you and all board-certified specialists be recognized as the best and most credible sources of science-based food and nutrition information and to help increase consumers' demand for your services. You can do it.

Defining terms

In this toolkit, the term "media" is used to mean free coverage in print, broadcast and electronic media outlets. Paid advertising is, of course, very effective; but the costs, even for local publications, can exceed many individuals' or organizations' budgets.

For the most part, when it comes to spreading the word about the American Dietetic Association, board-certified specialists and healthful eating, your best bet is through the news media.

Getting started

How do the news media operate?

Whether it's a small-town weekly or the *New York Times*, the local-access cable TV station or CNN—before you can work effectively with journalists, you need to understand how reporters and editors operate. What stories do the media cover? Which reporters cover which types of stories? How does coverage differ between TV and print media? Or between different papers or stations? Knowing the answers to these questions will greatly improve your ability to get on the air or see your name in print.

Be a media monitor

You can find out much of this information by monitoring the media. You need to know what the media are interested in covering—which often differs from newspaper to newspaper, station to station or reporter to reporter.

Read the newspaper. Watch the TV news. Listen to the radio.

There is no substitute for "doing your homework." You must know the audience you hope to reach.

Keep tabs on the media you want to pitch

- Topics they have covered
- Types of experts they interview
- Areas that seem to be of recurring interest.

Follow professional literature

- Know what is going on in the dietetics profession. Read the *Journal of the American Dietetic Association* and ADA's position statements.
- Stay current on studies published in other

A LITTLE WORK NOW . . .

If your goal is to establish a long-term relationship with the media that has ongoing benefits for you, your employer or your local state association, you need to find out what the media covers. A few weeks spent reading publications and watching/listening to programs (and staying up-to-date with personnel and format changes) can pay big dividends down the road.

health and medical journals.
- Keep up on Association and headquarters news by reading *ADA Times*, and by subscribing to *CEO Digest*, *Daily News*, DPG and affiliate newsletters.
- Follow health and nutrition policy issues in ADA's *On the Pulse*, *Grassroots Times* and *MNT Provider*.
- Read nutrition-related newsletters.
- Attend continuing education meetings and scientific conferences.

TIP: Local print and broadcast reporters often get ideas from these national publications . . . and so can you.

Know what the public wants to read, view and hear

- Visit your local bookstore and browse the shelves of diet books, cookbooks and self-help books (and regularly check the best-seller lists).
- Search the Internet for nutrition and health news sites (see page 54).
- Review what is being covered in such popular consumer publications as *Time*, *Newsweek*, *Glamour*, *Good Housekeeping*, *Prevention*, *Self*, *Fitness*, *Shape*, WebMD, Associated Press, the *Wall Street Journal* and the *New York Times*.

What do reporters want?

The needs of TV differ from those of radio and they're both different from print outlets. But some general principles apply to virtually all types of media:

- It's been said that **three-quarters of the news is "N-E-W."** A reporter's job is to tell readers, viewers and listeners things they don't already know—preferably before their competition has the story. What do you have to offer that is new or that gives an unusual perspective on a familiar topic? Has anyone

STRENGTH IN NUMBERS

Think of other board-certified specialists in your area as allies in bringing reliable food and nutrition information to the media and the public. Get to know as many of your colleagues as you can. Find out their areas of expertise and share your own. Brainstorm and swap ideas. As always, don't hesitate to draw on the knowledge and expertise of ADA's spokesperson network, your state media representative or affiliate PR chair.

else covered this story recently? Most reporters will not be interested in a story that is similar to something they "just covered"—meaning at least the past several months.

- All journalists operate on **tight deadlines**. These deadlines can be any time of the day or night, depending on when the newspaper is published, the TV news program airs, etc. Know and respect deadlines as much as reporters do.
- **Remember the "five Ws"**—Who, What, Where, When, Why (plus How). Those basic questions are the foundation of the media's work. A good reporter will ask them all in one form or another. Ask and answer them in your own mind—better yet, on a piece of paper—before contacting the media.
- **Another "W."** This "W" question is at least as important as the others: "Who cares?" Is this story interesting? To whom? Why would an average person want to read this story or watch it on TV? Reporters and editors will expect you to put your story idea into context and to demonstrate its value and newsworthiness to their audience—preferably without being asked.
- Reporters cover happenings in their **community**. For the *Wall Street Journal* or CNN, the community is the whole world, but for most newspapers and TV stations, the community is their home town. If in the reporter's or editor's mind the story would not be of interest to their audience, it will not be covered. Keep your focus local—would my next-door neighbor want to read or watch this story?
- All reporters have **editors**. (And editors work for publishers or station managers.) In order to get a story in print or on the air, a reporter must convince his or her editor that a story is newsworthy. Part of your job is to arm reporters with the information they'll need to convince their higher-ups that the story should be covered.
- **The truth and nothing but.** Reporters prize honesty, accuracy and credibility in their sources. Get your facts straight. Make certain everything you say is true, accurate and verifiable.

TIPS: Print media will likely be the primary focus of your media efforts—local dailies and weeklies, area magazines and trade publications, newsletters and more.

Many newspapers have special sections for health, food, etc. Food sections usually appear in the middle of the week and have relatively long lead times. Be sure to ask for deadline information.

When you read an article that is especially good, drop the reporter a note or an e-mail to offer your compliments on a job well done and to offer your help on future stories.

Print, TV, radio: What's the difference?

By now, you've been monitoring your local media and have developed at least a sense of what is considered news and who covers what, where, when, why and how. And you may have already discovered some of these general differences between various types of media and the stories they seek.

Newspapers

Most newspapers operate on a "beat" system, in which reporters are responsible for stories that pertain to specific topics. Larger papers have more specialized beats, but even smaller newspapers probably have one or more reporters assigned to food, medicine/health, lifestyle/fitness, science, business or consumer affairs. You can learn who these reporters are by reading the paper (or by checking out its Web site). The managing editor's office also should be able to supply you with names of beat reporters.

Radio

Scan the local dial for stations that carry public affairs shows, community calendars, local news reports, talk shows and specialty shows such as health and fitness.

Later, we'll cover tips for conducting print, TV and radio interviews (page 32).

TIPS: Many radio stations have Web sites that contain schedule information and the names of hosts, producers or other contacts.

Radio, especially issues-oriented talk shows or public-service programs, can be an important and effective outlet for information about your community service activities.

Television

The television challenge is to discover the full range of air opportunities and learn how to access them. TV programming opportunities include newscasts, community calendar announcements, public service announcements, public affairs shows and entertainment talk programs. We'll discuss each of these types of shows in more detail later (page 38).

Most TV and radio news/talk programs have producers—a reporter or editor who works with the host, helps decide which stories to cover, develops topics and questions for the program and books guests. Obtain contact information for producers of the shows you're interested in. You will need to convince the producer of your story's value before it gets on the air.

Television covers stories in the briefest amount of time, but it has the most impact. ADA's 2002 *Nutrition and You* public opinion survey found that, by a wide margin, television is America's most popular source of food and nutrition information.

WHAT MAKES A STORY NEWSWORTHY?

How do you know if you have a story idea that might be of interest to the media? Be sure your story is . . .

- Interesting to a general audience, not just board-certified specialists
- Timely
- Relevant
- Informative
- Educational
- Locally oriented

Each of these represents an aspect of newsworthiness. Incorporate them into your pitch to the media to help get your story on the air or in print.

Have a plan

As with all business activities, the key to ongoing success in media relations is preparing and executing a good plan. What do you want to accomplish? How will you get there? Developing a year-long plan that clearly identifies your goals and your strategies for achieving them will help you obtain publicity.

Outline your objectives

Your key objectives should be to:

Provide a service: Give consumers practical advice and solid information on food and nutrition topics.

Create and maintain local awareness of you and your affiliate.

Represent your colleagues in a credible manner as the food and nutrition expert.

Educate the community about your affiliate's community support and value.

Position your affiliate and all its members as contributors to the overall well-being of the community.

Make contact

Based on your media monitoring, calls to newsrooms and other information gathering (such as the Yellow Pages, the Internet or media directories at your local library), create and regularly update a list of your media contacts. See the media data sheets in the Appendix. You can easily create your own lists and data sheets with a word processing or spreadsheet program. A media contact list will help you in many ways:

- Spelling counts! A media list ensures you have the correct spelling of a reporter's name. You will have a hard time convincing a reporter that you are a source of solid, reliable facts if you trip up on this basic and vital piece of information.
- Keep current phone and fax numbers and e-mail addresses.
- Keep deadline information for every media outlet you plan to work with.

- Jot down different outlets' and reporters' styles and interests.
- If a particular reporter isn't the right person to cover food and nutrition issues, ask who is and add him or her to the list.

CREATIVE STORY IDEAS

- People want to read and hear stories about . . . people. Like themselves, their families, their neighbors. Unless you have made a major scientific finding, stories usually aren't considered interesting or newsworthy unless they relate to people. Make sure your story has "the human element."
- Is your story interesting to the audience you want to reach?
- Can you piggyback onto local, national and international issues, like obesity, diabetes, prescription drug benefits?
- Tie your story to current events like political campaigns, block parties, street fairs, garden shows, county or state fairs.
- Think beyond the food page. Pitch to the travel, sports, business and news sections.
- Look for stories where the media look. Think of local angles to stories on the network news, national newspapers, cable news networks, Web sites, trade publications.
- If you're pitching a story like a successful weight loss program at your medical center or the effectiveness of medical nutrition therapy for treating diabetes, a reporter will almost certainly ask to interview patients and clients who have benefited from treatment. Arrange for their availability beforehand and mention it in your pitch.
- Can you illustrate your story? A picture is worth as many words as the old saying claims. Your chances of getting TV or newspaper coverage increase dramatically when great photo opportunities are available. If you're pitching a TV station a story on after-school snacks for grade-schoolers, be ready to provide samples.

What's your story?

Now it's time to come up with story ideas you can pitch to the media.

Work the angles

For a reporter to give your story the attention it deserves, you need to present it—quickly and concisely—as newsworthy, entertaining and worthwhile. In other words, answer the question "Who cares?"

You need a news hook or an angle. What is it about your story that transforms it from a nice factual account into "a grabber"—something that people will want to read or watch? What will command the interest of a reporter or editor the minute they hear about it? Because a minute is about all the time they'll spend thinking about your story before deciding thumbs-up or thumbs-down.

The big three

Experience has shown that there are three sure-fire hooks that capture the public's (and therefore the media's) interest, and nutrition stories fit easily into each:

- Health
- Heart
- Pocketbook

Of course, food and nutrition are vital components of health. Human-interest stories, especially about children, the elderly or the person next door (obesity, heart disease, diabetes) touch the heart. And the economics of health-care (such as prescription drugs or medical nutrition therapy) hit the pocketbook.

YOUR ASSOCIATION IS HERE TO HELP

You can find many resources and ideas on ADA's Web site, **www.eatright.org**, including hundreds of pages of content that are available only to ADA members. In the Media section, you can check out links to news releases and consumer education programs, among other areas.

For more ideas, also see the Tip of the Day and Monthly Feature, which are posted to ADA's home page. Click on the link at the bottom of the Tips and Monthly Features for an archive of past stories.

Look for ideas

Here are some ways to develop a list of potential publicity opportunities and story ideas for the media:

- Many newspapers and some TV stations maintain online searchable archives of their articles. Review past media coverage that was given to your affiliate and profession (or others).
  - —What was covered well?
  - —What was missing?
  - —Could it have been covered better?
  - —Could your contribution have made it better?
- Compile a list of upcoming Association or professional events of consumer interest (National Nutrition Month®, health fairs, new facility openings).
- Do the same for programs you sponsor (charities, educational activities, sports, cultural activities). Recommend that your affiliate seek additional opportunities.

Holidays are always a good time for food and nutrition stories: Summertime grilling and picnicking (a good chance to talk about *ADA's Home Food Safety . . . It's in Your Hands*™ program—visit **www.homefoodsafety.org** for more information), back-to-school stories about packing a healthy lunch for the kids, how to avoid overeating at year-end holiday parties and many more. See the Creative Calendar in the Appendix (page 104) for holidays that can have food and nutrition tie-ins. Read new scientific studies on food and nutrition in the *Journal of the American Dietetic Association* and other journals. Many times, these studies can be adapted into stories for the general public.

Remember your target audience. For most consumer news media the audience is the general population of your community. Don't pitch a story idea that will be of interest only to other board-certified specialists or to a very small segment of the population. This will not interest most consumer media outlets—but it may very well interest trade or specialty media.

More story ideas and ADA resources are detailed in the Appendix.

TIP: Has your local newspaper or TV station recently run a profile of your affiliate association? Your involvement in the community can have news value.

TIP: Plan ahead. Don't call a reporter on July 3 with a suggestion for a Fourth of July story. For a newspaper or TV station, contact the media about two to three weeks in advance of the event. For a monthly magazine story, make it five or six months in advance.

Approach the media with confidence and professionalism

You've been monitoring the media. You know the different types of stories that print and broadcast reporters are looking for. You know which reporter covers what. And you've seen how often the perspective of a board-certified specialist would add interest and expertise to a story. You know you would bring a valuable perspective to local coverage of food, nutrition and health issues. You've identified one or more newsworthy story ideas, anticipated the reporter's questions and know the answers.

It's time to contact the media.

TIPS: Keep in touch! Send a note to a reporter who has done a particularly good job on a story—even if it had nothing to do with food and nutrition. Don't go overboard.

In your note, add a short sentence or two on how you may be able to help with future stories. Tie in a first-hand experience or issue that might interest the reporter.

Be realistic; don't promise more than you can deliver.

Don't be a pest.

Business partners

Think of the news media as your business partner in an important job: bringing accurate and reliable information to consumers. Reporters are people like you; they want to do their jobs well. And they need good working relationships with sources in order to do their jobs.

Approach the media as you would any business transaction. Be prudent, savvy, knowledgeable, confident, professional . . . and objective. You want the media to think of you as a credible source of unbiased information that they and their audience can rely upon—not as a self-promoter who's trying to sell books, drum up new business or become famous. It's up to you to come across as the unbiased professional you are.

The spotlight is on you (that's good!)

To a reporter, few things are as important as this: His or her sources need to be **credible**. If false or misleading information makes it into the newspaper or on television, every reader or viewer is misinformed and the credibility of the media outlet is damaged.

When it comes to protecting and improving people's health, misleading information can have serious consequences. Providing correct food and nutrition information, on the other hand, can help people become healthier and can even save lives.

On questions of food and nutrition, the credible

source is, of course, the credentialed board-certified specialist. So your first goal in working with the media is to ensure they know that.

Identify yourself

Whenever you are speaking with a reporter or editor, immediately make clear who you are. Always mention:

Your credential as a board-certified specialist. When it comes to establishing your credibility to speak to the media, this is the most important piece of ID you carry.

A short description of your qualifications to speak on a given topic. "I have been working in the field of nutrition for X number of years with a specialty in . . . " This makes it immediately clear that you are qualified to speak on the issues.

For whom you are speaking—such as your state affiliate, employer or yourself. This avoids confusion on the reporter's part and the public's.

Whose voice are you using?

Your thoughts on a given subject in food and nutrition—well-informed as they are—may differ from ADA's official position on the issue; and each may be different from the position of your employer. If you are speaking to the media on behalf of your state affiliate, it is best not to volunteer your place of employment.

If a reporter asks where you work, go ahead and say it—but stress that you are speaking on behalf of your state dietetic association and not your employer and you would prefer to be identified as such in the article. Or vice-versa, as the case may be. Reporters are generally

POSSIBLE INTERVIEW SCENARIO

Reporter: I'm Joe Martin from the *Tallahassee Times*. I'd like to ask you some questions about preventing childhood obesity.
Appropriate response from you: I'd be delighted. As you may know, I am a registered dietitian, board-certified specialist and a spokesperson for the (Affiliate/State) Dietetic Association.
Likely reporter response: Great.
Less likely reporter response: Oh, I thought you worked for Tallahassee General Hospital.
Appropriate response: Yes, I do. But I speak on behalf of the (State) Dietetic Association and not my place of employment.
Likely reporter response: O.K.

accommodating to such requests. (See the interview scenario on the previous page.)

And, since all board-certified specialists are credible sources for food and nutrition information, do not be concerned if you are not affiliated with an organization. Above all, reporters want facts from a reliable source.

Letters to the editor and op-ed articles

Sometimes, the best way to convey your message is to DIY—do it yourself.

Writing a letter to the editor or an "op-ed" article is an excellent way to make your point in your words. Here are general guidelines for writing a letter to the editor or an op-ed.

Letter to the editor

- Address the letter "To the Editor." Letters should be exclusive to this publication, timely, no longer than 150 words and must include the writer's address and phone numbers. You should also be sure to mention that you are a registered dietitian and board-certified specialist, either in your signature or in the body of your letter. This will lend additional credibility to your argument.
- For most publications, you may send the letter by e-mail, fax or regular mail. Publications generally do not return or acknowledge unpublished letters. If your letter is selected for publication, you probably will be notified beforehand. Publications reserve the right to edit or shorten a letter for space requirements.
- Many worthy letters never see print, and those that do cannot reflect all the topics of interest to readers. Far-reaching publications such as the *New York Times* receive at least 1,000 submissions a day or more. Most publications print an average of 10 letters a day.

That means the competition is intense. So, when conveying your message to the editor, make it clear, current, concise and compelling.

Op-ed article

"Op-ed" is journalism slang for "opposite the editorial page," which is where a newspaper states its position on important issues of the day. Most newspapers also publish one-time articles as well as regular columns from contributors on newsworthy topics. They look for a variety of viewpoints from authors, including those that do not necessarily agree with the paper's stance.

As your community's food and nutrition expert, who is more qualified than you to speak on issues like obesity, school meals, dietary supplements, fad diets or any other newsworthy topic related to what we eat? The answer of course is "no one"—which is why you should consider contributing op-ed articles to your local media or becoming a regular contributing columnist.

Newspapers usually publish their guidelines for op-ed articles either on the editorial or op-ed page, or you can call the paper and ask for a copy. Generally, op-ed articles are longer than letters to the editor—about 500 to 750 words.

While a letter to the editor speaks for itself, an op-ed should be accompanied by a brief letter to the page's editor (check the masthead for the person's name or call the publication and ask). Mention that you are speaking as a registered dietitian and board-certified specialist to lend strength to your argument.

In your article, narrow the focus to one main point supported by no more than three examples. Without being rigid or repetitive, follow the format of "Say what you're going to say. Say it. Recap what you've said."

Clearly identify a problem that needs addressing, and be positive in recommending a solution.

Be opinionated but reasonable. Have a clear point of view. Keep in mind that as a board-certified specialist you are the community's "voice of reason" when it comes to food, nutrition and health.

Here's the pitch . . .

Letters and e-mails can be an effective—and relatively nonstressful—way of contacting a reporter or editor, especially for the first time. Here are some guidelines:

- Never forget: Five "Ws," an "H" and a "Who cares?"
- Keep it short: A pitch letter or e-mail should be no more than 250 to 300 words (one page of type).
- Get to the point. Reporters and editors receive dozens of pitches and press releases every day. They are good at quickly evaluating an idea for its newsworthiness to their audience.
- Start by telling the reporter or editor that you are offering a story idea. Many editors become impatient with letters that launch into a long narrative without making the purpose clear at the outset.
- If your story idea is tied to an upcoming event, give the editor sufficient notice; generally a week or two, if possible. (You can give too much notice—don't write or call a newspaper or TV station with an idea for a story that will happen eight months from now.)
- Explain why the editor's audience would be interested in the story. The question is not how "good" the story is in the abstract, but how much it will appeal to a specific media outlet's audience.
- Emphasize the scope and importance of the story. Trade and business editors want to know how many companies face the problem or situation addressed in your story—for example, increased demand for healthful items in vending machines. Consumer publications' editors look for similar indicators.
- Provide colorful details to help the editor get a feel for the story.
- Where possible, suggest alternate approaches to the story. This gives the editor options. (It may also give the editor the flattering feeling that you are deferring to his or her judgment.)
- If you have photos or photo ideas, describe

them briefly. Art possibilities alone will sell some stories, especially to the trade press.

- Provide the editor with information on whom to contact if he or she is interested in the idea.
- Spelling still counts. Spell-check your letter or e-mail, proofread it yourself on paper and ask someone else to review it before mailing.
- If you plan to call to follow up, say so. Wait two or three days after sending an e-mail, a week after mailing a letter.
- Follow up once. By this time, the editor's answer will be yes or no. Accept either answer, professionally and briefly.
- Don't gush. Don't ask for favors. Don't express hopes. Don't overly flatter the editor. Remember this process is essentially a business transaction.

Sample pitch letters are included in the Appendix (page 94).

NOTES:

Who's calling please?

Many of the tips for creating a pitch letter or e-mail to the media apply to phone calls as well. Here are some additional tips for phone pitches.

Before you pick up the phone

- Think your message(s) through. What do you want to say? To whom?
- Consider carefully whether your idea meets the criteria for a good media story.
- Timing is everything. If possible, tie your idea to current events, such as industry trends, new legislation or seasonal events.
- Think about how you'd like to see the story written or aired and what the headline or "teaser" would be.
- Anticipate reporters' questions. Prepare (and rehearse) answers.
- Be prepared to offer additional sources of information or interview subjects.
- Familiarize yourself with challenges to your point of view, practices or procedures. "How do you respond to those who say . . . ?"
- Think of real-life examples or case studies that bring your story idea to life, such as a patient to be interviewed or food samples to display on camera.
- Review your media list before calling anyone, to determine the appropriate person to call.
- Be sensitive to deadlines.
- Not every pitch results in a story. Don't take rejection personally—it comes with the territory.
- But don't let "no" prevent you from pitching that reporter on a future story. Let a few weeks go by and try again.
- Practice, practice, practice!

On the line

- When you get the reporter or editor on the phone—or reach his or her voice mail—give your name and your affiliation. If the reporter answers, ask: "Do you have a minute? I have a story idea that might interest you."
- If the answer is yes, offer your idea in a sentence or two. Make sure to note immediately why this story is of interest to the editor's audience.
- He or she probably will reply in one of three ways:
  - "I'm not interested," in which case you can ask if there is anyone else at the paper or station who might be (and call them, if so).
  - "Tell me more," which means you have the opportunity to "close the sale" with additional information, tie-ins to developments and trends, etc.
  - "I am interested," which means you and the editor can now discuss arrangements for an interview or taping.
- If the answer is yes, after you hang up send the reporter or editor a brief follow-up memo, no longer than one page, outlining your pitch and reinforcing why the reporter should cover this story.

CLARITY OF PURPOSE

When leaving your name and phone number on a reporter's voice mail, speak slowly and clearly. Spell your name. Repeat your phone number. Spell all parts of your e-mail address. Give a time when you'll be available—and be available at that time. When answering the phone, give your name, even if it's your home phone. That will save time as the reporter won't have to ask if you're Jane Collins and you say yes, etc.

"For Immediate Release"

A pitch letter (or e-mail or call) is not the only way to alert the media to an upcoming event, program or development. Press releases, press kits and media alerts are some of the effective methods you can use to interest reporters in your story.

Press release

From your media monitoring, you've seen that many newspaper stories follow a writing style known as the "pyramid lead." The most important information in the story is given in the first paragraph or two, and all subsequent paragraphs expand on the main point in decreasing order of importance. Theoretically, you could stop reading at any point after the lead and still know the major point(s) of the story. Structure your press release the same way, using many of the same tips on page 22 for composing a pitch letter.

- Determine the most important information you want to convey and put it high up in the release.
- Don't worry about putting everything in the first paragraph. Reporters will read the second and third, too. But don't count on them to keep reading if you haven't gotten to the point by now.
- Help the reporter understand the story by including all important facts.
- Be concise. Try to keep the length to one page, about 300 words.
- Write a one- or two-line headline that encapsulates the main point of your release.
- Use quotations only for interpretation, commentary or observation: "This will be the biggest and best National Nutrition Month® event that Colorado has ever seen," said registered dietitian, board-certified specialist and Colorado Dietetic Association President Susan Edwards.
- Include a contact person's name, phone number, fax number and e-mail address.
- Check your spelling. Check it again.

Sample press releases are included in the Appendix (see page 96).

Press kit

A press kit is something more than a press release or a pitch letter, though it can contain either or both. A press kit, usually a pocket folder or a clipped packet of information, can be used when you want to publicize a significant event with different facets, personalities and potential stories. For example: the events your affiliate or DPG is holding to commemorate National Nutrition Month®.

A press kit might include:

- A cover letter detailing the significance of the upcoming event and your involvement.
- Press release(s) on the activity or announcement.
- Biographies of key speakers.
- Statistics or research related to the subject.
- Photographs or camera-ready artwork such as logos, charts or other graphics.
- Fact sheets or brochures on your organization.
- A list of local or state media representatives or other press contacts and their areas of expertise.
- A business card for your group's media contact.

TIP: Don't get carried away with press kits, especially if the story or event is not highly newsworthy. As with any other media pitch, press kits, no matter how slick or expensive, quickly find their way to the editor's wastebasket if they do not contain solid news ideas.

When to send?

Send your press kit three to four weeks in advance of the event.

When to follow up?

After mailing a press kit, follow up with a phone call about a week after you expect the media should have received it. One or two follow-up calls are recommended. Do not keep calling the reporter if you don't get a response to voice mail messages. If the reporter or editor is not interested in the story, take another look at what you offered. Is there another angle you can try or additional information you could provide?

Media advisory

This is another way to deliver information to the media, usually about a one-time upcoming event such as a press conference, speech or building dedication. Similar in format to a party invitation, a media advisory is never longer than one page, always contains the name of a media

contact and is usually constructed in "Who, What, Where . . . " style.

Sample media advisories are included in the Appendix (see page 99).

Photography

Consider photo possibilities for every release or press kit you send and every idea you present to the media. A good photo can often help sell the story—in fact, a newspaper may choose to publish a photo with a descriptive caption rather than run a story.

Video news release

A video news release (known as a VNR) is a sponsored TV news feature story, complete with interviews, narration and secondary or background video (called B-roll). Most range in length from 90 seconds to two minutes. They are distributed via satellite directly to TV newsrooms or shipped via videotape. News producers appreciate video packages that contain the elements they need, while still giving them the freedom to make their own choices and create their own stories. Your messages are often woven into the shots and sound bites, such as comments by the expert (you) or signage.

ABOUT PHOTOS

When submitting a photo to the media, either by mail, in person or via e-mail, be sure it is in focus and fully illustrates your story idea. The photo should be of the highest quality—have it taken by a professional if at all possible—and should be at least 5x7 inches. Either color or black-and-white is OK.

If you e-mail a photo, send the highest-resolution file you can: at least 300 dots-per-inch. The best formats for publication include .TIF and .EPS, but .JPG is fine, too.

Try to send two photos, one horizontally oriented and one vertical, to give the photo editor more options and improve your odds of publication.

Write and include a clear and informative caption that answers all the W questions and How. Also include a contact name and phone number.

The interview

You've pitched your idea and the reporter or editor has said "yes." You've provided necessary background information and maybe arranged for accompanying visuals. And now they want to interview . . . you. Good work!

Appearing in the news media can be a rewarding personal and professional experience and can give you a great opportunity to demonstrate to your community that the board-certified specialist is the source for the best and most timely food and nutrition information and services.

In this section, you will become familiar with different interview scenarios. You'll learn how to prepare and deliver the most appropriate message to the audience and gain tips that ensure you project a positive and successful image for yourself and for all board-certified specialists.

To conduct a successful media interview, here are some things to know . . .

Know your subject

In any interview, you are the face and voice of the dietetics profession. Know what you are talking about. Keep current in the dietetics field and in your areas of specialty and follow the wider range of health and news stories. What is attracting interest in both popular and professional literature? Among other advantages, this will help you make your points clearly and effectively in interviews—whether or not the reporter asks the right questions.

Know your audience

Who is watching, reading or listening to your words? What are their interests? What is their level of knowledge or expertise?

BILL OF RIGHTS

When being interviewed by the media, you have the right to . . .

- be comfortable.
- have a question repeated if it isn't clear.
- ask the interviewer for more information.
- work in your message(s) even if the interview is getting offtrack
- say you don't know the answer to the question.

Know your message

While the host or reporter may select the general topic, always keep in mind the message(s) you want to convey. Above all else, your primary message is that board-certified specialists are the nutrition experts, the public's best source of food and nutrition information and services. You convey this message by your professionalism, your knowledge of the subject and your concern for the health and well-being of everyone.

That's your "big picture" message. For each individual interview, always come prepared with two or three main points you want to communicate to the audience about the topic.

If you are being interviewed on how parents can deal with children who are picky eaters, your messages might include:

(1) Keep offering a variety of foods.
(2) Encourage your child to try new foods, but don't worry if he or she refuses to eat them at every meal.
(3) Kids will eat when hungry and will get the nutrition they need when a variety of foods are offered.

Know your interviewer

Through your media monitoring, you've read or watched the interviewer's work. For TV or radio, what approach does he or she have—chatty, all-business, folksy, intense? What types of question does this person ask? What topics interest him or her? Pay attention to how the interviewer acts and you'll get an idea what to expect when it's your turn.

Know what the interviewer wants and needs from you

If possible, chat with the reporter in advance. Make sure both of you understand what is expected and what you will be prepared to discuss. Send background information ahead of time and bring a copy with you to the studio so either of you can refer to it if needed. If the interview will be with a print reporter, ask if a photographer will be there. If so, talk about possible photos in advance and prepare other people or locations to be photographed.

Follow up and follow through

Within a day or two of speaking with a reporter who is interested in your story, you should . . .

- follow through if the reporter asks for additional information.
- find and send the reporter the answers to any questions you couldn't answer in your original conversation.
- without pressuring or pestering, keep in touch during the time the reporter is considering or working on your story.

Don't expect to be . . .

- told exactly when or how the media might use your story.
- allowed—so don't ask—to see the story in advance or approve your quotations. As a rule, the media do not allow subjects of stories to review and approve stories and may react negatively to being asked.

Express your appreciation

Let reporters know you appreciate their work. Especially if you are pleased with the results of a story idea you presented, send a note or e-mail telling the reporter he or she did a good job. Remember, you are not thanking the reporter for doing you a favor. This is still a business relationship and the reporter undoubtedly chose the story on its merit. You are expressing your appreciation for a job well done.

Interviewing tips and advice

TIP: SIX Cs
You'll express yourself best if you keep these "Six Cs" in mind.

Be . . .
Clear
Candid
Concise
Conversational
Correct
Compassionate

This section contains practical tips and advice on conducting a news media interview. Many of the principles are the same, whether it's for TV, radio or print. But each type of media has different needs and offers different opportunities for you to convey your messages of good nutrition and health for everyone. In any interview, you should . . .

- **Be prepared.** Being interviewed takes preparation and thought on your part. The best interviews seem casual and spontaneous, but that is because a lot of work has gone into getting ready beforehand. The more you prepare, the more confident and at-ease you will feel and the more effective you are likely to be.
- Spend time before the interview **thinking** about brief and bright ways to express your messages. Anticipate questions. Rehearse responses out loud and in front of a mirror. But don't over-rehearse to the point where you sound like you're reading from a script.
- **Listen** to the question.
- Limit messages to **three key points**. Studies have shown that most people can process three items with good retention.

TIP: Practice with a stopwatch and discover how much you can say in 20 seconds . . . it's more than you'd think. Fill each of those seconds with solid information and you'll have a productive interview.

- Keep your **sentences short**—no more than about 25 words, if possible. And keep the length of each "sound bite" to 10 to 20 seconds—that's about all the time you'll get anyway.
- **Visualize** one person (real or imaginary) whom you most want to know and understand what you're saying in the interview and "speak" to that person.
- **Match** your message to the audience. A "media pro" thinks about the audience, while the amateur thinks about the topic.
- **Tell the truth.** Always. Don't mislead or lie. Maintain professional ethics at all times. Don't evade questions. Be direct.
- **Avoid exaggeration** or speculation. Stick to the facts.
- Make your point **clearly, concisely and completely**, then stop talking and wait for the next question. Don't feel the need to keep talking just to fill dead air.

- Use **anecdotes** and personal experiences to lend context or "color" to your main points.
- Get the **important facts out first**, especially in a live broadcast interview. Don't assume the reporter will eventually get around to asking why you're there.
- Assume **anything you say** can and will be used in the story. To avoid misunderstandings, especially in print or taped interviews, assume there is no such thing as "off the record." A general rule of thumb: Don't say anything to a reporter that you would not want to read in tomorrow's paper.
- **Keep cool**, even if the interview strays off topic or seems like it's becoming confrontational. (This won't happen often, but it can.) Maintain a professional, businesslike attitude. Sometimes reporters believe an antagonistic tone will get a more spontaneous, unrehearsed response. Don't be intimidated. Don't argue. Don't lose your composure.

GENERAL INTERVIEW GUIDELINES

DO

- Identify yourself properly.
- Cite credible sources, such as the most current research.
- Cite documentable facts, not opinion.
- Become familiar with ADA's position statements, client education materials, *Nutrition Fact Sheets* and other materials.
- Reference ADA's official position statements when appropriate.
- Clearly distinguish your own opinions from ADA's position statements.
- Speak in general, category-wide terms, instead of offering name brands: low-fat dressings, energy drinks, high-protein diets. If you name products, list several to illustrate your point.
- Use educational tools such as MyPyramid.gov or Nutrition Facts Panel.

DON'T

- Fake it if you don't know the answer. (It's OK to say "I don't know.")
- Be afraid to pause and think of the best answer to a question.
- Make statements you can't back up with documentable facts.
- Guess at another party's motives. ("Why would that diet book author say such a thing?")
- Say anything "off the record." (Assume the reporter is writing down everything you say.)
- Endorse or criticize a particular product, manufacturer, author, etc., or discredit things like school lunches or hospital food.
- Volunteer product names.
- Hound reporters.
- Discuss specific salaries of dietetics professionals. Use ranges.

- Do not let anyone **put words in your mouth**. Don't feel the need to use the interviewer's words in your answer, particularly if you find them offensive or just incorrect.
- **Avoid "no comment."** No matter why you say it, the reporter and audience will assume it's because you're hiding something. If you don't know an answer, it is OK to say "I don't know." Or give a valid reason why you can't answer. "That's not really my area of expertise." If it's a print or taped interview, calmly offer to find the answer and get back to the reporter.

NOTES:

Tools of the trade

Whether you are a newcomer to media interviews or have spent years before the cameras and on the phone with reporters, there are three time-tested techniques for conducting an informative interview that will convey your key messages. Practice all of them . . . and monitor interview shows on TV and radio to see how often and how effectively they are used.

Hooking

This sets up a question that you want to be asked, leading the interviewer in a direction you want to go.

You: Of course, cholesterol in the diet is important, but so are several other types of fats in foods. **(Stop talking.)**

Interviewer: What other types of fats do you mean?

Bridging

This is one of the most important techniques in guiding an interview. It helps you transition smoothly from an off-topic question back to your subject. First, answer the initial question briefly and completely, then convey your message.

Interviewer (during a segment that's supposed to be on the advantages of eating a balanced diet): Don't bottles of dietary supplements have to list all the ingredients they contain?

You: Yes, the Food and Drug Administration requires it. However, the best way to get all the nutrients you need is from a balanced diet of nutritious food.

Flagging

This is a way of calling extra attention to your key messages, helping the audience "take home" what you want them to remember from this interview.

"The important thing to think about is . . ."

"What parents really need to remember when packing a school lunch is . . ."

TIPS: Studies have shown that, unless you use effective communications techniques, the content of your message will never reach its intended audience. Presentation is 90 percent of retention and substance is 10 percent.

Read all about it: The print interview

Coverage in the print media—newspapers, magazines and the Internet—provides you and your organization with instant credibility and is your most readily accessible publicity outlet.

In a print interview, conversations with reporters will be edited and condensed for inclusion in an article. You will say a lot and be quoted a little. All the more reason to practice your key messages so they do not get lost in the flood of information.

Stay close to your messages—your "mental agenda"—and don't ramble. The more concise your answers, the better your odds of being quoted in the article . . . not to mention the less chance you have of being misquoted.

TIPS: While being brief and concise, don't pass up the opportunity to fully explain what you are talking about, especially if you can translate technical terms or complex ideas into easily understood lay language.

Be courteous and friendly, including at the end of the interview.

Watch out for off-the-cuff remarks (don't make them!).

Follow up on all information requests quickly.

Tailor your message to the medium

For maximum impact, learn to identify various types of print media and tailor your message and style to them.

Newspapers

Reporters for newspapers are seeking new developments fresh angles and are usually on deadline. Lead time for story ideas is one to three weeks. Newspapers are interested in stories that can be illustrated with photos and charts.

Magazines

These publications go into more detail on contemporary nutrition topics and have longer lead times and earlier deadlines than newspapers. Stories include first-person accounts, charts, graphs and high-quality photography. Contact the assignment and managing editors, feature writers and food editors.

Newsletters

These publications are interested in hot topics and food trends from a popular perspective. They generally require about three months lead time for a story pitch. Contact the editor.

Special publications

These include PTA and church bulletins, local college or high school papers and magazines, employee newsletters and fraternal or civic publications.

NOTES:

TIP: Contact the assignment editor or family, health, food, feature, medicine, science, lifestyles or consumer-interest editors to learn the names of the reporters you should know.

Develop relationships with the reporters who cover health and nutrition stories; they will call on you for input once they know you and trust your expertise.

Lights, camera, action: The television interview

Learn to identify the formats used for TV programming and tailor your message to the appropriate show.

News

Newscasts often are a TV station's most-watched programs. A station chooses stories for its news programs based on timeliness, visual impact, local interest and ties to national and world news. Many newscasts set aside time each day for health stories. Mid-day and afternoon newscasts tend to air more features and health-related stories than the later evening shows.

TIP: If you're invited to appear on a news segment or talk show, enhance your effectiveness by providing visuals—foods or packages, labels, measuring cups and spoons, models, charts, etc. Arrange this ahead of time with the producer or host.

Talk shows

Unlike news programs, talk shows tend to plan programs and book guests days or weeks in advance. Guests on talk shows generally are people who have interesting personalities, do notable things or have interesting things happen to them.

News and feature magazine programs

The models for these types of programs are the "Today" show, "Dateline" and "Good Morning America." Many local stations have their own equivalents. This format combines news and features, with segments lasting four to six minutes.

Consumer-interest programs and segments

These are one-to-five-minute spots, often aired during newscasts, that feature a brief discussion of current topics.

PASS THE AUDITION

If and when you reach the producer or host on the phone to discuss your story idea, know that this conversation is also serving as your audition to appear on the show. The producer wants to hear that you are knowledgeable, enthusiastic, articulate and personable and that you can make your point clearly, effectively and briefly. You'll need to pass this audition to be invited on the air.

Public service announcements

Known as PSAs, these are taped segments, 10 to 60 seconds in length, that are educational in nature.

Public affairs programming

These shows are usually taped and air late at night, on weekends or other off-hours. They are designed to inform and educate the local community or provide a service. These shows are usually 30 to 60 minutes long and consist of one or more segments.

TIP: Your affiliate association might work with a local station to develop a PSA for airing during National Nutrition Month®. Contact the station at least two or three months in advance.

DRESS FOR TV SUCCESS

Here are tips for making the best impression on TV:

- Choose clothing that is comfortable and professional-looking.
- Jackets, blazers or suit coats always look professional and they give you a place to clip a microphone.
- Wear long sleeves. They appear more professional than short sleeves.
- Wear solid colors. They appear more powerful and authoritative than plaids, stripes or large print designs. Wear these only as accents.
- Men, wear dark suits with conservative print or solid color ties. Avoid suits with stripes or large checks.
- Women, wear heavier makeup than usual, including powder to avoid shine.
- Comb your hair away from your face and use hairspray to avoid flying stray hairs.
- Avoid large jewelry or pins and dangling earrings.
- Wear natural hosiery.
- Simple necklines look better than cluttered ones.
- Some experts believe pink, rose, light blue and aquamarine are the best colors for women to wear on TV.
- White can looked washed out in bright TV lights.
- Women, if you will be seated and your whole body will show, wear a skirt that covers your knees.
- If in doubt, ask in advance.

Being interviewed on TV

Television interviews are different in many respects from print and radio interviews. Here are some ideas for being interviewed successfully on a TV news or talk program.

TIP: Find out in advance where to park. If the station is in a metropolitan area, parking may be limited.

Before airtime

The producer or host will give you a time to arrive at the studio. **Do not be late.** In fact, arrive early. Both you and the host will be more relaxed if there is no frantic, last-minute rush. If you will be using props, they may ask you to come by the day before to help set up and walk through your segment.

Talk with the producer and, if possible, the host. Agree one last time on the two or three main messages you plan to deliver.

Provide contact information such as phone numbers, street and e-mail addresses and Web sites ahead of time so it can appear on screen.

Make it clear how you want to be identified. For example: David Williams, registered dietitian and board-certified renal nutrition specialist, Michigan Dietetic Association. Provide your business card or write it out.

Relax. Have fun.

DURING THE INTERVIEW

DO . . .

- Keep your composure.
- Focus on **your** objective.
- Use hooking, flagging and bridging tecniques to get across your messages.
- Reiterate each message two or three times to be sure key points get across. Better to bore the interviewer than to stray into uncharted waters.
- Use facts and figures to bolster your case, but don't get bogged down in statistics. Anecdotes and practical, real-world examples grab and keep the audience's attention.
- Win over the audience by your attitude and by your answers.
- Be friendly and natural. Your face should be expressive. Smile!

DON'T . . .

- Repeat a negative question or phrase ("Aren't fad diets just terrible?") as part of your answer. Accentuate the positive.
- Nod your head while the reporter is speaking, especially if the question is negative. You may be doing it to show you're listening, but it can look like you're agreeing with what the reporter is saying.
- Leave it up to the reporter to make sure your intended messages are covered in the interview.
- Be a statue. It's OK to be animated.

A three-way exchange

A TV interview has three participants: the host, the guest and the viewing audience. Keep in mind that many people watch television alone—envision the audience as one person you most want to reach with your messages and speak like you're talking to that person, not to thousands of viewers.

As you begin the interview . . .

- Address the interviewer by his or her first name.
- Listen carefully to the entire question before answering.
- Wait for the question to end and pause briefly to collect your thoughts.
- Speak clearly and distinctly.
- Be personable and professional.
- Stick to the subject.
- Finish your answer and stop talking.

TIP: Remember that an interview is not the same as a casual conversation with an old friend. Use appropriate language for the situation. What goes for the local radio "morning zoo" program probably is not OK for your town's PBS station. Use humor sparingly and cautiously; you never know who might take it the wrong way.

Plain speaking

Use everyday language that is easily understood. Keep scientific jargon to an absolute minimum. Define any terms the average eighth-grader wouldn't immediately understand.

Avoid science terms like "efficacy," "satiety," "paradigm" or "parenteral." Most people do not know what these words mean. Instead of "efficacy," say "effectiveness." Instead of "satiety," say "feeling of fullness."

Try to avoid abbreviations and acronyms, since many people don't know what they mean either. At least on first reference, say "registered dietitian" instead of "RD," and "dietetic technician, registered" instead of "DTR." Say "Department of Health and Human Services" instead of "HHS" and "National Institutes of Health" instead of "NIH."

If you have to use an abbreviation or acronym, say what it means. Exceptions include common acronyms like AIDS.

Make your point with short words and short sentences. It can be done: Lincoln's Gettysburg Address contains fewer than 300 words in 40 sentences, totaling only about 400 syllables.

Looking good

On television, appearance matters. A reassuring professional demeanor helps viewers focus on the substance of your interview.

- **Have a seat:** Your chair should be placed at a 45-degree angle to the interviewer's. This allows you to lean slightly to one side, resting your elbow on the armrest and freeing your hands for gesturing (and not for clutching the armrest). Don't swivel or shift.
- **Look relaxed and interested:** Lean forward slightly—about a 10-degree angle. This shows you're interested in both the subject and the interviewer. If you are wearing a jacket, unbutton it and sit on the bottom to hold it firmly in place.
- **Posture:** Sit or stand up straight. Try not to fidget or rock back and forth on your feet.
- **Gestures:** Except for wild waving, gestures are useful and illustrate your words. They can also help you look (and feel) relaxed. Just keep your hands below your face.
- **Stuck in the middle:** Try not to stand or sit between two interviewers, so you won't have to turn from side to side.
- **"Finishing school":** Use this position for your legs, crossing them at the ankles. Space permitting, you can cross your legs at the knee. Don't bounce your foot and don't uncross and recross your legs.
- **The eyes tell all:** The audience unconsciously will be studying your eyes in search of sincerity, confidence, enthusiasm and credibility. To make sure you appear interested and attentive, maintain eye contact with the interviewer at virtually all times—when you're not reaching for a prop, looking at another guest while he or she is talking, etc.
- **The camera never blinks:** You never know when the camera is on you: Assume it always is.
- **Keep your focus:** Ignore everything that is happening outside camera range, such as stagehands walking around or the host and producer using hand signals while you're talking. This is normal for a show in progress.
- **Stay put:** After the interview is over, you may still be on camera for a few moments. Do not get up, walk away, unclip your microphone, etc. **Wait** until someone gives you the all-clear.

Sound advice: The radio interview

Radio is a terrific medium in which to get your message across. Radio typically allows for more time than television, while still offering you the opportunity to verbally illustrate your points or "paint a word picture." In addition, studies have shown that the audience's retention of information is higher on radio than television.

TIP: Listeners tend to remember the first thing that is said in a radio interview, not the last. The first 85 words you say are most likely what will be included in a "hard" news story if it's taped. Rehearse!

Advantages of a radio interview

- You can bring notes and arrange them in front of you for easy reference.
- It doesn't matter (as much) how you're dressed.
- Radio interviews can be and often are conducted over the telephone, so you can do the interview from your home or office.

Constantly seeking topics—and experts to talk about them

Radio stations have a constant need for timely, interesting and controversial topics. Food and nutrition fit all those categories. Listen to successful radio shows to determine how they work in getting messages across. Learn to identify the five formats used for radio programming and tailor your message and style to the medium.

GETTING ON THE AIR

Here are tips for researching, pitching a story or interview for the radio:

- Through media monitoring and research, learn about your local stations, programs and hosts.
- Pay attention to shows that have specialized target audiences (commuters, stay-at-home parents, teens).
- Send a business or Rolodex card with your name, professional credentials, place of employment and title, telephone, e-mail and two or three areas of expertise. This is a good way to be put in the station's file of expert contacts for future stories.
- When you find one or more programs that are appropriate for food and nutrition stories, send a pitch letter or e-mail to the news assignment editor, the talk/call-in show producer (or host) or the public affairs director.
- Provide examples of specific newsworthy nutrition topics that you could discuss. Emphasize your expertise and what you can offer their listeners. Express your availability and interest in being of assistance.

TIPS: On a call-in show, try to keep the discussion on target, but be flexible enough to handle a variety of questions from callers.

While the audience for public affairs programs is usually smaller than during peak listenership hours, guests generally are given more time to discuss a topic in greater detail.

Use an appearance on a relatively low-pressure public affairs show as practice for future interviews on other shows.

News

Most radio news stories are 30 to 60 seconds in length. Generally, a "hard" news item covers events, discoveries or research. Their function is to inform the listener about current information in a timely manner. When interviewed for a radio news story, remember to address the issues from the public's point of view and keep it brief and simple.

Talk show

These shows discuss topics of broad interest, in segments of 10 to 60 minutes, in a way that informs and entertains the listeners. The show may be live or taped. Talk shows tend to be driven by the host's personality and style. The host is usually well-informed and opinionated and should be included in the discussion.

Call-in show

This format generally provides the longest time slot for an interview and discussion of a topic—30 minutes to two hours. These shows generally deal with consumer information in an entertaining manner. Guests are generally booked one to four weeks in advance.

Public affairs program

These shows and segments may be 10, 30 or 60 minutes in length and usually air on Sundays or off-hours. Functions of this format are to inform, educate or provide a service. The show may be live but most often is taped.

HANDLING HOSTS AND OTHER GUESTS

Use the host's first name and don't be afraid to ask her or him a question or challenge an assertion. You can never be completely in control of the discussion, but using the techniques of hooking, bridging and flagging will help you direct the conversation, allowing all important points to be covered in the time slot.

If there will be other guests, learn the credentials, place of employment, areas of interest and expertise and published works of these individuals.

Until you have become skilled at rebuttal with experts such as authors or official spokespeople, pass up the opportunity to be scheduled head-to-head on a controversial topic. Consider referring the reporter to a board-certified specialist with more experience.

Editorial or rebuttal

Many radio stations broadcast editorial commentary from management on current topics in the news and offer individuals airtime to respond. These broadcasts are usually 30 to 60 seconds long and are taped for later airing.

TIP: Listen for editorials that pertain to health and nutrition or for which you or your organization can offer knowledgeable commentary. Stick to a single issue.

Coordinate your ideas

Support efforts of a nationally newsworthy consumer education program such as National Nutrition Month®, *Home Food Safety . . . It's in Your Hands*™, National Cancer Institute's 5-A-Day for Better Health and many others.

NOT JUST A STORY IDEA . . .

If you discover through your media monitoring that none of the radio stations in your area offer nutrition-related programming, consider proposing just such a show or a series of features and segments. You already know where to find the expert guests!

Radio-show producers and/or hosts select the topics for the program, but many may be receptive to creative programming ideas. Suggest a series, such as clearing up the confusion on fats. Remember that your success depends on meeting the needs of the radio-show producer, host and the listening audience.

Call the station's marketing department and ask for the station's demographics or the age range of listeners, overall and for different times of the day. These can vary from show to show and hour to hour. Which shows might air a nutrition segment? What nutrition issues interest a particular show's listeners? Target your idea to the listeners.

When preparing your proposal, develop a variety of creative programs in four areas:

- Hard news
- Consumer interest
- Public affairs
- Special events

Offer a number of alternative ideas to give producers and hosts the widest possible choice.

TIP: Give your conclusion first, then support it with facts, examples and statistics.

Being interviewed on radio

Radio hosts usually are prepared for interviews, with a knowledge base of the subject to be discussed. (That is not always the case, however; some nationally known talk-show hosts are famous for not doing any research on their interview subjects before airtime.) But this knowledge base may not be accurate, as the host may have strong opinions about specific topics—radio interviews can be more confrontational and prone to go off into other directions than TV or print media.

If there is anyone in the studio who has prepared for the interview, make sure it is . . . **you.**

Rehearse possible questions and answers before going on—but again, try not to sound overly scripted.

What a voice!

On radio, your voice is the consumer's only connection to you and your messages. The quality of your voice is a critical aspect of gaining the radio audience's attention. Help the listener get your message:

- Sit or stand close to the microphone. Ask for help if you need the mike to be adjusted.
- Use a pleasant tone that conveys interest, enthusiasm and energy.
- Vary your tone, pitch and pace. Don't speak too quickly.
- A lower voice tone sounds more authoritative than a high-pitched tone.
- Use short pauses or inflection to help illustrate your points.

In the studio

- Bring notes containing your messages and main talking points on index cards, not a notebook or pieces of paper, which can be noisy. Write large, so you can read your notes easily.
- Avoid wearing noisy jewelry.
- Don't touch any equipment.

The listener and you

Radio is the most conversational news format. Talk to the listeners, not at them. As with TV, imagine you are talking to one listener at a time.

Speak in personal terms. Call the host and callers by their first names. As with TV, keep your answers brief—10 to 20 seconds—and use words that are easily understood by anyone.

Grab the reins

If you are on a call-in show, don't let the callers monopolize the show (and don't count on the host to rein them in, either). Address the caller's point, no matter how off-topic, then bridge back quickly and smoothly to your messages. But don't make it sound as if you're reading from a press release.

Be specific and provide examples and facts to back up your claims. Do not be defensive or sound overly opinionated—but stand your ground.

On the phone

If you are being interviewed by phone, use a private office and ensure beforehand there will be no interruptions. Disable call waiting. Take other phones off the hook. Turn off the radio in your office and the sound on your computer. Never use a speaker phone. Stand up during the interview so you don't get sluggish. Ask in advance whether the interview will be live or taped. Even if it's live, assume the interview might be taped for later editing and repeat airing.

The end

After the host has ended a phone interview, remain on the line for an all-clear signal. This will keep you from sounding as though you are in a hurry to end the conversation.

"TEN COMMANDMENTS OF PERSUASIVE COMMUNICATION"

1 Know your audience. Who is tuning in? What is their level of knowledge? What do you want them to know or do?
2 Know your message. Have a single key point. Repeat. Reinforce. Personalize. Be definitive. Avoid "I think . . . I feel . . . I believe . . . " Don't stray from the subject.
3 Anticipate all questions. Consider issues and determine answers before you speak. Don't be caught off-guard.
4 Avoid jargon. Don't use words or phrases that may be confusing or hard to understand. Avoid acronyms and cliches.
5 Use physical animation. Voice and body work together. Use physical movement to enhance your vocal delivery. Scan the room. Maintain high energy.
6 Don't repeat negative phrases. Rephrase questions to reinforce what your company is doing to enhance its image in the marketplace.
7 Keep your cool. Respond rationally to emotion. Don't get flustered or defensive.
8 Speak only for your affiliate group. Don't talk about other groups' policies or philosophies. Concentrate on your own position.
9 Avoid "no comment" or "off the record." Be careful of phrases like "Between you and me," or "I shouldn't say this, but . . . " If you say it, expect that it will be remembered.
10 Tell the truth. Honesty enhances believability.
Source: The Speaking Specialists

Going forward: Working with the media

Congratulations! You've successfully conducted an interview with a print or broadcast reporter. But your job isn't finished. Here are some guidelines for ongoing contact with the news media.

When reporters call you

After you have successfully worked with a reporter, editor or producer on one or more stories that you've pitched, you may start receiving unsolicited calls from the media, seeking your expertise on food and nutrition stories. Good going! This is solid recognition of you as a credible, "consumer-friendly" source for the media.

Taking a call from the media—on a story of the reporter's choosing—is different from an interview that results from a story you have pitched. For one thing, the process is substantially speeded up. Instead of spending days, weeks or months arranging a story, you will probably be asked for your comments right then and there.

Handling on-the-spot media calls

Trust yourself, your training and your experience. As a board-certified specialist, you will be able to answer the vast majority of reporters' questions on food and nutrition topics, either from memory or with minimal research.

TRACK YOUR MEDIA COVERAGE

Clip and save all newspaper coverage you obtain for your organization or affiliate and arrange to tape radio and TV coverage. (Professional taping services will make you copies for a fee, but it's usually easier and cheaper to do it yourself.) To illustrate the work you are doing, keep copies of all materials and information that you develop for the media and take your own photos of special events.

Share information about what works and what doesn't with your fellow ADA members, especially those who work with the media or are considering it. You will maximize the effectiveness of your own efforts and pick up many new ideas in the process.

Harder questions

Less frequently, the questions can be difficult, require more information than you have on hand or involve company policy or actions. Here are tips on handling these situations:

- Even if the reporter's deadline is right now, don't feel pressured into answering a question or providing a comment this very second. Some reporters might tell you that you must comment immediately because of deadline pressures, but you don't have to.
- Remember, it is very difficult to correct a problem caused by a hasty or ill-timed remark once it appears in print or on TV.
- It is fine for you to take a few minutes to research information or collect your thoughts. Tell the reporter you are happy to help, find out his or her deadline and say you'll call back in a few minutes.
- Do some quick research on the Internet, in a reference book or in a professional journal.
- Discuss the question with a colleague, your state media representative, affiliate public relations chair or ADA's Public Relations Team.
- Write down some thoughts on a notepad or on your computer screen and refer to them when you call back.
- Call back within the time you promised, even if it's to say that you are still researching the information.
- If the reporter needs additional facts or information, offer to provide it. Do so immediately, via e-mail, fax or overnight delivery.

"I'M ON DEADLINE"

Reporters and editors work minute-to-minute. Yesterday is gone and tomorrow is too far away to think about. The vast majority of the time, when a reporter calls you, he or she needs your help now. Be sensitive to this fact of journalistic life. If a reporter calls you, return the call promptly—within an hour. Ask without being told: "What is your deadline?" The reporter will appreciate it. If the reporter's deadline is now, you can serve as a resource in one of two ways:

- Answer the reporter's questions on the spot. Your education and experience should enable you to respond to most nutrition-related media questions without needing to do additional research.
- Refer the reporter to an appropriate expert—a colleague or another health professional.

Take a message

- Alert everyone who works with you—receptionist, colleague, assistant—that you are working with the media. Make sure anyone who takes messages for you knows how to handle a call from a reporter.
- Write down the reporter's full name and media outlet. Don't hesitate to ask the reporter to repeat or spell them. This also demonstrates your interest in getting the facts straight and being helpful.
- Write down the nature of the call: What is the specific subject of the story or question(s) the reporter needs answered? The message must convey the information the reporter seeks. Ask questions, if needed. But don't press the reporter if he or she doesn't want to discuss specifics just yet.
- Write down the time of the call.
- What is the best way to make return contact? Phone number(s)? E-mail?
- When is the deadline for a reply? Make sure the person who is taking your messages notifies you immediately—via pager or cell phone, interrupt a meeting—if you've received a reporter's call.

TIP: You, or whoever is taking messages for you, *must* find out if the reporter is working on deadline. This deadline can be in five minutes or it can be in several weeks. *Ask.* If you do not respond to a reporter's request in time, you may miss the opportunity to get good publicity now and hamper your dealings with this reporter who may be less likely to call you in the future.

Story ideas and resources: ADA is here to help

The full resources of the American Dietetic Association are at your disposal in finding and developing story ideas for your use in promoting board-certified specialists in the news media. Virtually all the resources you'll need can be found at ADA's Web site, **www.eatright.org**. ADA's Web site is constantly being updated and enhanced with new information and resources, so visit often.

Media section

Produced by ADA's Public Relations Team, this section is designed to be particularly valuable to reporters and to ADA members who work with the media. Check for press releases and kits; lists of resources; information on current consumer education programs such as *Home Food Safety . . . It's in Your Hands*™ (**www.homefoodsafety.org**); past consumer nutrition campaigns; downloadable logos and much more.

Journal of the American Dietetic Association

The *Journal* is the most widely read, peer-reviewed periodical in the dietetics field. Articles published in the *Journal* regularly are reported by the media. The entire *Journal* is now available online to ADA members at **www.adajournal.org**. The table of contents and selected articles are accessible by the public and media. ADA's Public Relations Team makes articles available to the media on request.

Position statements

ADA's position statements reflect the Association's official stance on issues affecting the nutrition and health status of the public. Consult position statements and refer to them in your interviews as appropriate to lend additional credibility to your comments. Position statements are at **www.eatright.org**.

See page 102 for an article from the November 1997 *Journal of the American Dietetic Association* on using ADA positions in your work.

Knowledge Center

The Knowledge Center at **www.eatright.org/knowledgecenter** contains information on ADA books, National Nutrition Month®, Good Nutrition Reading List and other consumer and professional nutrition resources.

ADA CONSUMER PUBLICATIONS

365 Days of Healthy Eating from the American Dietetic Association
R. Larson Duyff, MS, RD, FADA, CFCS
Wiley

American Dietetic Association Complete Food and Nutrition Guide (2nd ed.)
R. Larson Duyff, MS, RD, FADA, CFCS
Wiley

American Dietetic Association Guide to Better Digestion
L. Bonci, MPH, RD
Wiley

American Dietetic Association Guide to Eating Right When You Have Diabetes
M. Powers, MS, RD, CDE
Wiley

American Dietetic Association Guide to Healthy Eating for Kids
J. Shield, MEd, RD,
M. Mullen, MS, RD
Wiley

Cooking Healthy across America
Food and Culinary Professionals Dietetic Practice Group of the American Dietetic Association
Wiley

Dieting for Dummies (2nd ed.)
J. Kirby, RD (for the American Dietetic Association)
IDG Books

The Healthy Beef Cookbook Steaks, Salads, Stir-Fry and More
American Dietetic Association
National Cattlemen's Beef Association
R. Chamberlain, B. Hornick, MS, RD
Wiley (October 2005)

American Dietetic Association *Nutrition Now* Series
—*Being Vegetarian*
—*Calcium in Your Life*
—*Carbohydrates: What You Need to Know*
—*Monthly Nutrition Companion*
—*Pregnancy Nutrition: Good Health for You and Your Baby*
—*Snacking Habits for Healthy Living*
—*Vitamins, Minerals and Dietary Supplements*
Wiley

The Pocket Supermarket Guide (3rd ed.)
M. Abbott Hess, MS, RD, FADA
American Dietetic Association

The Way to Eat
D. Katz, MD, MPH, FACPL,
M. Gonzalez, MS, RD
Sourcebooks

STAY CURRENT WITH THE WEB

This is just a sampling of the hundreds of Web sites that contain the latest general, health and nutrition news. Along with ADA's own **www.eatright.org** and **www.homefoodsafety.org**, add these to your Web browser's list of bookmarks and visit frequently for updates. All of these sites are free, but some may require registration.

General news
www.cnn.com
www.nytimes.com
www.msnbc.com
www.chicagotribune.com
www.latimes.com
www.washingtonpost.com
www.boston.com/globe
www.prnewswire.com
www.wire.ap.org
www.foxnews.com
www.news.npr.org
http://news.bbc.co.uk

Health, science, food and nutrition news
www.eurekalert.com
www.reutershealth.com
www.worldhealthnews.harvard.edu
www.healthscout.com
www.tv.com
www.foodshow.com
http://navigator.tufts.edu
www.healthology.com

Government sites
www.healthfinder.gov
http://myPyramid.gov
www.usda.gov
www.cdc.gov
www.nih.gov
(contains links to National Cancer Institute, National Heart, Lung and Blood Institute, many others)
www.fda.gov
www.nas.edu

Professional associations
www.nejm.com
www.faseb.org
www.bmj.com
www.amhrt.org
www.cancer.org
www.lungusa.org
www.acsm.org
www.diabetes.org

Appendix

The Commission on Dietetic Registration

CDR was established in 1969 as the administratively autonomous credentialing agency for the American Dietetic Association. CDR maintains a registry of more than 71,000 registered dietitians and more than 4,500 dietetic technicians, registered. More than 600 registered dietitians are also board-certified specialists in either renal or pediatric nutrition and 368 ADA members are certified as Fellows of the American Dietetic Association.

CDR's mission

CDR protects the public through credentialing processes of dietetics practitioners.

CDR's vision

The public and other professionals rely on CDR's optimal credentialing processes to identify knowledgeable and skilled dietetics practitioners.

Credentials

CDR awards four separate and distinct credentials:

- Registered Dietitian (RD)
- Dietetic Technician, Registered (DTR)
- Board Certified Specialist in Renal Nutrition (CSR)
- Board Certified Specialist in Pediatric Nutrition (CSP)

Descriptions of each of these credentials and their criteria are given below.

The Commission's certification programs are fully accredited by the National Commission for Certifying Agencies (NCCA), the accrediting arm of the National Organization for Competency Assurance (NOCA), based in Washington, D.C. This accreditation, reflects achievement of the highest standards of professional credentialing.

CDR is governed by 10 members who serve three-year terms. Nine members are elected by credentialed practitioners, RDs and DTRs. These elected members include seven RDs, one RD specialist and one DTR. In addition, a public

representative is appointed to the Commission and has full rights and privileges.

Contact CDR at 312/899-0040, ext. 5500 or e-mail cdr@eatright.org.

Criteria for credentials

Registered Dietitian

The Commission on Dietetic Registration defines the registered dietitian (RD) as an individual who has:

1. Completed the minimum of a baccalaureate degree granted by a U.S. regionally accredited college or university or equivalent.
2. Met current minimum academic requirements (didactic program in dietetics) as approved by the Commission on Accreditation for Dietetics Education of the American Dietetic Association.
3. Completed pre-professional experience accredited/approved by the Commission on Accreditation for Dietetics Education of the American Dietetic Association.
4. Successfully completed the Registration Examination for Dietitians.
5. Remitted the annual registration maintenance fee.
6. Accrued 75 hours of approved continuing professional education within a specific five-year reporting period.

Dietetic Technician, Registered

The Commission on Dietetic Registration defines the Dietetic Technician, Registered (DTR) as an individual who has:

1. Completed a minimum of an associate degree granted by a U.S. accredited college or university.
2. Completed a Dietetic Technician Program as accredited/approved by the Commission on Accreditation for Dietetics Education of the American Dietetic Association.
3. Successfully completed the Registration Examination for Dietetic Technicians.
4. Remitted the annual registration maintenance fee.
5. Accrued 50 hours of approved continuing professional education every five years.

Or . . .

1. Completed the minimum of a baccalaureate

degree granted by a U.S. regionally accredited college or university or foreign equivalent.
2. Met current minimum academic requirements (Didactic Program in Dietetics) as approved by the Commission on Accreditation for Dietetics Education of the American Dietetic Association.
3. Completed a supervised practice program under the auspices of a dietetic technician program as accredited/approved by the Commission on Accreditation for Dietetics Education of the American Dietetic Association.
4. Fully completed the Registration Examination for Dietetic Technicians.
5. Remitted the annual registration maintenance fee.
6. Accrued 50 hours of approved continuing professional education within a specific five-year reporting period

Board Certified Specialist in Pediatric Nutrition

The Commission on Dietetic Registration defines the Board Certified Specialist in Pediatric Nutrition as an individual who has:

1. Maintained registered dietitian status for a minimum of three years (see above for definition of registered dietitian).
2. Completed 4,000 hours of practice as an RD in the specialty within the last five years.
3. Successfully completed the Board Certification as a Specialist in Pediatric Nutrition examination.

Board Certified Specialist in Renal Nutrition

The Commission on Dietetic Registration defines the Board Certified Specialist in Renal Nutrition as an individual who has:

1. Maintained registered dietitian status for a minimum of three years (see above for definition of registered dietitian).
2. Completed 4,000 hours of practice as an RD in the specialty within the last five years.
3. Successfully completed the Board Certification as a Specialist in Renal Nutrition examination.

Fellow of the American Dietetic Association

The Commission on Dietetic Registration defines the Fellow of the American Dietetic Association as

an individual who is credentialed as a registered dietitian (refer to above definition of registered dietitian) and who has:

1. Completed a minimum of a master's degree.
2. Completed a minimum of eight years of work experience while maintaining registered dietitian status.
3. Accomplished at least one professional achievement.
4. An occupation of multiple professional roles with diverse and complex responsibilities and functions.
5. A diverse network of broad, geographically dispersed professional contacts.
6. An approach to practice that reflects a global perspective, deals with the practice situation as it evolves, uses innovative and creative solutions, is intuitive and values professional growth and self-knowledge.

Note: The Fellow of the American Dietetic Association program was discontinued in 2002.)

Certification vs. certificate program

Certification and Certificate Program are terms that are often used interchangeably and are often confused. As CDR uses the terms:

Certification is a voluntary process by which a nongovernmental entity grants a time-limited recognition to an individual after verifying that he or she has met predetermined criteria, usually in the areas of education, professional experience and the completion of an examination. Qualifications for certifications typically take years to attain. Once obtained, certificants are eligible to use the certification initials after their name in professional correspondence.

Examples of certifications

Registered Dietitian (RD), Dietetic Technician Registered (DTR), Certified Specialist in Pediatric (CSP) or Renal (CSR) Nutrition, Certified Dietetics Educator (CDE), Certified Nutrition Support Dietitian (CNSD).

Things you should know about certification:

- Certification is voluntary. Unlike licensure, an individual does not need to be certified to engage in a given occupation. However, sometimes the certification becomes so important to job attainment that it can be

considered quasi-mandatory. This occurs when the certification is written in as a requirement in job descriptions, career laddering systems or project specifications, as examples.
- The certification assessment usually covers a broad area of knowledge and skills—at entry, specialty or advanced levels.
- Certificants usually have ongoing requirements (such as continuing education or retesting and renewal fees) that need to be met to maintain the certification.

A **certificate program** is an intensive training program on a focused topic with a component that assesses the participant. Upon completion of the program, participants receive a certificate attesting to the attainment of a new knowledge/skill set. Unlike a certification program, participants do *not* receive a professional designation (e.g., RD).

Examples of Certificate Programs:

Certificate of Training in Adult Weight Management (Commission on Dietetic Registration), Certificate in Association Management (DePaul University's Institute for Nonprofit Management).

Things you should know about certificate programs:

- Unlike certification, curriculum-based certificates usually do not have ongoing requirements, do not result in a professional designation and cannot be revoked.
- In certification, the focus is on assessing current knowledge and skills. In a certificate, the focus is on training individuals to achieve a certain knowledge and skill base.
- The training and assessment usually cover a focused area of knowledge and skills.
- There are usually no ongoing requirements to maintain a certificate; they are more like educational degrees that are granted and never revoked. Some associations do date the certificate, however, so individuals retake the course at certain time intervals.

State licensure

As of June 2005, 46 states have enacted legislation that regulates dietitians or nutritionists through licensure, statutory certification or registration. For state regulation purposes, these terms are

defined as the following:

- **Licensing:** Statutes include an explicitly defined scope of practice and performance of the profession is illegal without first obtaining a license from the state.
- **Statutory certification:** Limits use of particular titles to persons meeting predetermined requirements, while persons not certified can still practice the occupation or profession. States may protect the use the use of the term "dietitian" or "nutritionist" or both.
- **Registration:** The least restrictive form of state regulation. As with certification, unregistered persons are permitted to practice the profession. Typically, exams are not given and enforcement of the registration requirement is minimal. California is the only state that has enacted state registration.

For specific information regarding state licensure/certification requirements, please refer to the state licensure agency contact at **www.cdrnet.org/certifications/licensure/agencylist.htm**.

Licensed Dietitian

All board-certified specialists are qualified for state licensure/certification. Application for licensure must be made directly to the state licensure board. Although qualifications for state licensure/certification may vary slightly from state to state, state legislation typically requires that applicants for licensure complete the following requirements:

- The minimum of a baccalaureate degree granted by a U.S regionally accredited college/university or foreign equivalent.
- A major course of study in food, nutrition, foodservice system management, public health nutrition or dietetics or the equivalent.
- A minimum of 900 hours of dietetics practice under the supervision of a licensed dietitian or registered dietitian.
- Successful completion of the Registration Examination for Dietitians.

These minimum requirements for state licensure are parallel, though not equivalent, to the requirements for registered dietitian status with the Commission on Dietetic Registration. Several states have also enacted legislation to require continuing professional education for the maintenance of licensure status.

Excerpts from *The Competitive Edge*

Challenges of the Changing Dietetic Marketplace

Today, if you're standing still, you're probably moving backwards. With the rush of medical, technological and communications advances now shaping the health-care environment, we dietitians must sharpen our strategies and develop new skills to emerge on top.

Dietitians as professionals are moving ahead, out of the **production** mode of thinking—that streamlining tray lines and diet instructions will have the greatest impact on the bottom line; out of the **sales** mode of thinking—that our strength is in the superiority of our product; and into the **marketing** mode of thinking—that our product will be shaped by the needs of consumers.

Those consumer needs are constantly changing, influenced by a multifaceted health-care environment. Understanding the major forces active in this environment is important to understanding the implications for dietitians. (page 7)

Staying Ahead of the Future

The marketplaces of the dietetics profession are in flux. Skills and knowledge become obsolete at an alarming pace. As the sophistication of our markets increases, the nutrition information we used to sell will no longer suffice. Much of it has become common knowledge. The challenge to dietitians is not just to keep up with change, but to forge paths in new directions. . . .

As nutrition experts, registered dietitians should be aware of the many sources of nutrition information available to the average consumer. RDs need these insights to know **where** the consumer turns for information and **what** the consumer is being told, so we can tell it better. In a very real way, these other sources of information "compete" with dietitians as purveyors of information about nutrition. (page 85)

Everyone Can be a Winner

Polishing professional skills—political know-how, networking, interviewing, negotiating and the like—is essential in establishing a competitive edge. These skills are a major factor in creating the savvy needed in a marketplace flooded with competitive products and services. Effectiveness in the marketplace depends on continuous self-assessment of interpersonal skills and strategies as well as professional image. Most practitioners learn which strategies work by trial and error, by reading and consulting with experts and by comparing notes with others. Achieving proficiency in skills and strategies requires the same hard evaluation you devote to the financial data collected in developing a marketing plan.

Dietitians are challenged to compete with style and to show realistic determination in promoting products and services that will enhance the nutritional well-being of the public. Dietitians need to appreciate and use the power they have as well-trained professionals who deliver a unique and valuable service. To attain success, a flexible mind and positive attitude are the most important of all skills and strategies! (page 88)

Who You Are and What You Stand For

People form their image of you based on your opinions, your honesty, your abilities and your special interests. However, despite the image you intend to project, others may perceive you differently according to their own value systems. To strengthen your image it is important to speak out when you have a strong and well-researched opinion. Be fair-minded and receptive to other points of view.

Choose your battles carefully. Do not appear to be a person who lacks loyalty and supports whomever is in vogue. Document your reasoning and defend your arguments, but also be willing to accept a majority vote or new evidence that substantiates another point of view. . . .

The Power of Words

Another way to dress up your professional image is to carefully choose your words. In all communication, both verbal and written, a secret to success is increasing your vocabulary power—

the ability to speak the language of your clients and colleagues. All groups—whether they are professional health-care providers, community leaders, financial managers, homemakers, whatever—use a terminology unique to their environment. It pays to get to know key words and phrases and weave them into your presentations.

In interactions with colleagues, with financial officers (whether bankers or vice-presidents of your institution) or with clients, use cue words or vernacular specific to the business at hand. You'll find that this helps develop credibility and camaraderie that can become a powerful force in your favor when decisions are to be made. It also helps smooth the waters of presentations, allowing the client to listen to what you have to say in a familiar context . . . . (page 89)

Develop Your Network

Within any organization, networking is important. You share, others share.

Information is power. When your information system is finely tuned, you should know not only what happened, but also how it happened and who influenced the decision—and you should know the decision before it is announced officially. Know what other departments are doing and how they operate. If you can help them meet their needs through your programs, you will gain more control. Their problems are your opportunities. . . .

If you are so fortunate as to have a well-placed mentor in the organization, your first exposure to inside tracks will probably come through him or her. But don't rely on that source alone. (Everyone has personal biases and agendas.) Study how he/she gains access to information and begin to develop your own information matrix.

Plan Your Persuasion Strategy

As you face political issues, it will become second nature to garner support for your views. Rather than running through the halls of your organization or the streets of your town with a revolutionary flag, step back and look at the issue carefully. Identify who may be a powerful ally in the situation. Also identify who may be

diametrically opposed to your stance. Visit both groups. During the visit, sell your idea and ask for that person's help. Knowing where people sit on an issue before it comes to decision permits you to plan your strategy effectively. If your attitude as you garner support for your position is supportive and positive, if you are not rabid in your viewpoint and if you exhibit a willingness to compromise, you will probably get most of what you want. . . .

Internal marketing strategies lay the groundwork to sell your programs and services. . . . Sharpen your marketing strategies and tactics and increase your chances of success. Design programs to meet institutional and individual needs. Differentiate your services. Foster networks inside the organization and outside in the community. Then forge ahead to expand your opportunities by bringing around the bureaucracy. (pp. 93-94)

Brand Name Dietetics

For most grocery shoppers, choosing a store is a relatively straightforward process, with cost and convenience being paramount; however, once inside, shoppers have a vast array of choices to make between many similar products by different manufacturers. Cost can be the primary factor in deciding which product to purchase, but many shoppers make purchases based on the brands themselves. The same process is used when selecting a provider of health-related services, like a dietetics professional.

Branding—what a product or service stands for and is designed to do—is established and understood among consumers to help them make decisions as to what goods and services they will purchase. Much like the branding of consumer products, dietetics professionals must establish a strong brand image, defined by the American Marketing Association as "a mirror reflection of the brand personality or product being; it is what people believe about a brand: their thoughts, feelings, expectations" (1).

In today's health care market, however, competition is high, in part because of the current economic situation. According to the US Bureau of the Census, an estimated 43.6 million people were without health insurance in 2002, an increase of 2.4 million from the previous year (2). According to the Kaiser Family Foundation, "the primary reason workers are uninsured is because their employers do not offer health benefits" (3). Complicating the issue even more, "adults without health insurance are less likely than insured adults to receive preventive care or routine checkups, and more likely to report they could not see a physician because of cost" (4). Thus, because a dietitian's services are not always covered by insurance, to attract consumers to your dietetics practice it is essential to provide justification for why your advice is so valuable and to distinguish yourself as being unique in what you do.

This article was written by ***Karen Stein,*** *a freelance writer in Chicago, IL.*
doi: 10.1016/j.jada.2004.08.006

CREATING A BRAND IMAGE

There is a wide range of suggested approaches among marketing professionals as to the most effective way to create a brand for health services. Knowing where to begin can be among the biggest challenges.

Genece Hamby (5), branding expert, teaches individuals and organizations that the brand begins from within. According to Hamby, "Personal branding is the process of creating a world of meaning and relevancy for others to know what is genuinely unique about you." Ham-

by believes that what is "inimitable" about individuals is the "combination of strengths, qualities, characteristics, values, experiences, and perceptions we have about ourselves." She advises against simply "creating a name for your business and then repeating it ad nauseam to the public," or creating an advertising campaign or marketing slogan and calling this the brand image. Furthermore, she states that "trying to figure out how to beat the competition, being easily swayed by the flavor of the month, a half-hearted attempt at becoming distinguishable, or striving to fulfill ego needs to gain approval leads to a generic brand." Instead, she asserts that individuals who engage in creation of a personal brand that comes from a person's authentic self "will connect to the power of becoming unforgettable in a favorable way." Among Hamby's suggestions for determining your own uniqueness in the interest of branding are journal writing, talking to friends, or hiring a coach.

"Defining a brand involves emphasizing its key benefits and attributes for consumers," say Nora A. Aufreiter and colleagues in a *McKinsey Quarterly* article (6). "To do so, marketers must recognize that a brand consists of more than a bundle of tangible, functional attributes. . . . The goal is to uncover the relevance of each to consumers and the degree to which it helps distinguish the brand from those of competitors." The authors assert that "the most successful brands emphasize features that are both important to consumers and quite differentiated from those of competitors."

Furthermore, according to the Haas School of Business at the University of California at Berkeley, "When considering brand personality, the natural tendency is to consider the brand to be a passive element in the relationship. The focus is on consumer perceptions, attitudes, and behavior *toward* the brand; attitudes and perceptions of the brand itself are hidden behind the closed doors of the organization. Yet your relationship with another person is deeply affected by not only who that person is but also what that person thinks of you. Similarly, a brand-customer relationship will have an active partner at each end, the brand as well as the customer" (7).

WHO IS THE BRAND FOR?

In addition to determining who you are as a dietetics professional, you must decide who you are trying to attract. Marketers often seek out specific demographics in selling specific products and brands. There is so much information available about customers and their patterns from so many resources that it is "possible to undertake these tasks with more precision and accuracy than ever" (6). Aufreiter and colleagues explain that traditional approaches to determining market segments—"distinct subsets of customers that behave in the same way or have similar needs" (1)— including "the size, income, age, and ethnicity of various target populations; estimates of their consumption and loyalty; and information about their locations, lifestyles, needs, and attitudes" are no longer the only tools to use in determining your target market. Among the authors' suggestions is trend spotting: "Winning the race in

any given segment is much easier with the wind of a strong trend at your back. Major transformations—from behavioral changes, such as dietary shifts, to demographic evolution, such as the aging of the baby boomers and the swelling of the US Hispanic population—can be a marketer's friends, but only if they are identified and embraced" (6).

Once you have decided how to market your dietetics practice, there are many public relations (PR) tactics to get your name out to the public. "Good PR is about maintaining contacts, gaining credibility, and supporting sales efforts," says Valerie Chenek, Director of Internet Marketing and Public Relations for a Maryland-based educational publisher. "Great PR is going the extra mile to showcase your results and capitalize on your investment" (8). The following are some of Chenek's recommendations for successful PR efforts:

- *Expose your good works:* If you guarantee that your work will be a great success, you must be able to back it up. This can be accomplished by providing a list of achievements, testimonials, and other positive supplemental materials.
- *Read and write for targeted publications:* For any practitioner in a specialized field, it is essential to know what is going on in the industry, and publications such as *The Journal of the American Dietetics Association* provide dietetics professionals with insight into current trends and up-to-date research regarding the kinds of issues potential clients might inquire about. Furthermore, if you write something for an industry publication, writing about a topic that is "timely and relevant gives you a much greater chance of having your article published," and, according to Chenek, "That's the beauty of PR. The very moment your article is published, you have an informative article and relevant mailing piece to attract attention to your product."
- *Create an e-newsletter:* By sending an e-newsletter to former, current, and potential clients, you remind consumers of your skills and the services you offer. If your publication credits are available online, include links to your articles as part of the newsletter. However, to maintain positive relations with consumers, it is vital that you incorporate an option to unsubscribe to the newsletter.

For dietetics professionals who participate in trade shows and conventions to create a strong brand identity, engaging in follow-up activities immediately after the exhibit is essential. Sonja Kassis-Stetzler of The Dietitians in Business and Communications Dietetic Practice Group states, "Industry studies indicate that follow-up after a trade show should occur as quickly as possible. According to the Trade Show Bureau, 'The majority of trade show sales take place within 11 months after the show. Unfortunately, many exhibitors lose these sales because a good follow-up plan was not implemented.' Continue to work your customer with regular communication as statistics have shown that it takes approximately five encounters to close a sale. Send them press releases, new product information,

and articles about your company and products" (9).

BRANDING WORKS

Several members of the American Dietetic Association have had success in branding their services, and many have taken different approaches in beginning the brand-creation process. Getting one's name out there is one way to establish a brand. Nancy Clark, MS, RD, FADA, sports nutritionist and author of *Nancy Clark's Sports Nutrition Guidebook,* adds her name to all her products, including her books and Website. Similarly, Becky Dorner, RD, president of Becky Dorner and Associates, says that her company uses its logo on all marketing pieces as well as its Website, letterhead, note cards, envelopes, publication fliers, quarterly newsletter, consulting services brochure, ads, manuals, books, and the company's e-zine, which reaches more than 3,000 long-term-care health professionals across the United States. According to Dorner, an eye-catching logo and a memorable name are of the essence. "When I first started my business more than 20 years ago, the company was Nutrition Consulting Services. Actually, it still is, but we now do business as Becky Dorner and Associates because there was another company that used the same initials, which was causing confusion in the marketplace."

Other members have found that discovering a niche market is an effective means for brand creation. Sylvia E. Meléndez–Klinger, MS, RD, of Hispanic Foods Communication, discovered that the Hispanic market was virtually untapped. "There are so few dietitians with my food industry marketing experience," Meléndez–Klinger explains. "It helped to have a great education, be bilingual, and have a great knowledge of many of the Hispanic cultures, having lived in Mexico, Puerto Rico, Spain, and Central America." Cathy Leman, RD, owner of NutriFit, found her combination of being a personal trainer and a dietitian, as well as marketing specifically to women, to be an effective means of differentiating herself among dietitians *and* personal trainers.

Accepting speaking engagements is also recommended as a means of establishing oneself as a brand. "My name has become associated with reliable, helpful sports nutrition information. This helps me to get asked to be a speaker at professional and lay organizations, as well as an author of articles for magazines," says Clark. This, in turn, has led to interest in the national workshops she offers in conjunction with a colleague, William Evans, PhD. Similarly, Meléndez–Klinger rarely turns down an opportunity to speak in front of an audience, but she also recommends networking, becoming a media spokesperson, and volunteering as additional ways to become known. Leman finds that emphasizing her specialization is a useful tool in establishing her brand identity: "I've recently begun positioning my ads to speak even more strongly to women, for instance, indicating that my business is owned and staffed by women."

There are many branding and marketing communications specialists—several focused specifically on health care services—that can help you create your brand and market your services. However, even with-

out using such services, with the right combination of patience, enthusiasm, and savvy, success is within your reach.

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FOR YOUR INFORMATION

Tool kits for teachable moments

Timely and effective communication is the lifeblood of any profession and professional organization. Recognizing this essential truth, ADA has employed a number of strategies over the years to standardize and facilitate communications among members and the audiences they serve. One of the most effective and efficient of these strategies has been the tool kit—a concise compilation of information on *current*, and occasionally controversial, topics that facilitates consistent and reliable information transfer from dietetics professionals to their intended audience(s). Tool kits make it easy for members to position themselves as the *food and nutrition experts*, an image critical to professional success.

ADA staff, elected leadership, special committees, dietetic practice groups, and/or coalitions of industry or professional partners develop tool kits. ADA ensures the objectivity and the evidencebase of the information contained in tool kits and retains final authority over the content. Dietetic practice groups (DPGs) sometimes develop tool kits to meet the communications needs of the specific segments of dietetics practitioners that constitute their membership. ADA and the DPGs also provide technical reviews for tool kit development. This is provided through a fee-based service to industry or nonprofit groups seeking to develop and disseminate both evidence-based health and nutrition messages to food, nutrition, and social services, health professionals, and/or to the lay public, directly. Tool kits generally contain:

- a structured or scripted text designed to provide a reliable, consistent, evidence-based message to the intended audience;
- graphics or visual aids (PowerPoint [Microsoft Corp, Redmond, WA], transparencies, videos, CD-ROM, etc) to further reinforce the message;
- self-assessment or consciousness raising devices to increase audience interest/participation in the issue to be discussed;
- patient education materials—particularly in kits designed to disseminate messages regarding modifications in diet or lifestyle to a broad consumer audience; and
- an evidence-based research summary or other background information, listings of relevant peer reviewed literature and on-line resources.

Tool kits have become popular, high-

This article was written by ***Jane V. White,*** *PhD, RD, FADA, Professor (Past president ADA), Department of Family Medicine, Graduate School of Medicine, University of Tennessee, Knoxville;* ***Susan Pitman,*** *MA, RD, Vice President, Food, Beverage and Nutrition Practice, Chair, Nutrition in Complementary Care, ADA Dietetic Practice Group, Porter Novelli, Washington, DC; and* ***Sharon C. Denny,*** *MS, RD, Director, Knowledge Center, American Dietetic Association, Chicago, IL.* *doi: 10.1016/S0002-8223(03)01348-8*

ly regarded devices within ADA to facilitate effective message delivery. Below are examples of the types of audiences of interest to ADA and its members, as well as brief mention of examples of tool kits developed over the years.

Association Members: Professional Issues

■ The House of Delegates uses tool kits to assist delegates in the delivery of important association messages to state affiliate and dietetic practice group members regarding such issues as knowledge-based strategic governance, strategic planning, criteria for membership, fiscal policy, etc. CDR has used a tool kit format *The Professional Development Portfolio Guide* (1) to convey information to members regarding revisions to continuing education requirements and portfolio development.

Legislators

■ The Washington Office uses tool kits to communicate consistent public policy messages regarding medical nutrition therapy (MNT), child nutrition, older Americans, health professions education funding, and others to members who translate the messages in a consistent fashion to their federal, state, and local legislators, and to policy makers directly.

Media

■ Our Public Relations Team uses tool kits (media kits) to convey a consistent message to our media spokespeople and to the press regarding multiple food and nutrition issues of importance to the public; ie, home food safety, biotechnology, consumer trends, etc.

Professional Audiences (external to ADA)

■ Tool kits that provide information for professionals in other food, nutrition, or health disciplines and that position dietetics professionals as valued colleagues; ie, *A Health Care Professional's Guide to Evaluating Dietary Supplements* (2), *Biotechnology Resource Kit* (3), and the *Physician Nutrition Education Program Modules* (available from the ADA Foundation).

Consumers

■ Recent tool kits available to members interested in reaching consumer audiences include the *Home Food Safety—It's in Your Hands Professional Kit*, (4) *Supermarket Shopping Solutions* (5), and annually developed National Nutrition Month Materials.

BEVERAGE ALCOHOL TOOL KIT

A newly developed tool kit was introduced at the 2003 ADA Food and Nutrition Conference and Expo. It was showcased in the session, Translating Dietary Guidelines into Practice: A Tool Kit on Beverage Alcohol Consumption (6), and is the educational tool kit on beverage alcohol consumption that contains Standard Drinks: A Teaching Tool. This tool kit was developed in partnership with the Nutrition Educators of Health Professionals dietetic practice group, the American Academy of Family Physicians Foundation, and the Distilled Spirits Council of the United States. It provides health professionals with the tools and evidence-based materials necessary to provide education in regards to the role of moderate beverage alcohol consumption in the adult diet. It provides screening tools and intervention options to assist dietetics professionals to identify and intervene with individuals drinking at risky or abusive levels. It offers patient education materials to assist practitioners in communicating the guideline on moderate beverage alcohol consumption found in the *Dietary Guidelines for Americans* (7). The tool kit also provides educational materials for adults on responsible drinking (ie, drinking and driving issues, avoidance when pregnant, etc).

PRACTITIONER SURVEY

Research was conducted to assess knowledge, attitudes, and practice of health professionals on the topic of beverage alcohol consumption. In 2000, a survey was mailed to 1,000 registered dietitians using a random sampling of three ADA subgroups. The survey revealed that approximately 75% of the surveyed dietitians believe that it is important to discuss alcohol consumption with their clients. In addition, RDs indicated that they are not currently talking to their clients or patients about beverage alcohol consumption, and that those that do so are only speaking to them occasionally. They indicated a need for evidence-based background materials and patient education resources. These findings support a need for continued education, as well as the importance of providing the tools and skills necessary to communicate about this issue. The survey also helped identify a clear gap in available materials to teach about this issue. Focus groups with RDs were also conducted at the 2001 ADA FNCE in St. Louis. These groups formed to test the initial concept of an educational tool kit on beverage alcohol consumption, and to gain insight into needs, attitudes, and format that would be helpful to practitioners in patient-centered discussions regarding alcohol. Key findings revealed that dietitians have few informational resources for addressing alcoholic beverage topics with patients. The focus group participants provided perspectives about various aspects of alcoholic beverages. This includes positive and adverse health effects; differences in alcohol metabolism due to tolerance, body weight, presence of chronic disease and age; and other topics such as the amount of alcohol contained in and health effects of standard drinks, and potential drug-alcohol interactions.

After the background research was conducted, a scientific advisory panel was formed to review materials and provide direction on content, format, and communication style. This panel included Gerald Keller, MD, past president, American Academy of Family, Physicians Foundation; Mark Gold, MD, University of Florida Brain Institute; Roger Shewmake, PhD, RD, Chair, Nutrition Educators for Health Professionals, Dietetic Practice Group of the American Dietetic Association; Jane White, PhD, RD, Past-President, American Dietetic Association. Monica Gourovitch, PhD, senior vice president, Office of Scientific Affairs, Distilled Spirits Council was the panel's industry liaison.

The tool kit provides a vehicle that dietetics professionals can use with professional audiences to provide a consistent, evidence-based message regarding the frequently controversial topic of moderate and responsible alcoholic beverage consumption. It is an issue that is of great interest to the American public, and one about which physicians and health and social services professionals seek information, education, and clinical guidance. It helps to position dietetics professionals as nutrition educators of their professional colleagues on the health care team. This tool kit is also a valuable resource for dietitians working directly with patients or clients in institutional and community settings, as there are sections of the tool kit that facilitate dialogue and handout materials that reinforce client oriented discussions.

The tool kit contains:

- Instructions regarding tool kit use with both professional and lay audiences;
- Rational for dialogue initiation regarding alcoholic beverage consumption;
- Compilation of peer reviewed, evidence-based resource materials;
- Talking points;
- A quick and easy to use self-assessment tool.

Patient education materials include:

- Guidelines on beverage alcohol con-

sumption (7); Fact sheet on making responsible beverage choices;
- Fact sheet on benefits/dangers of alcohol use;
- Fact sheet and models showing what constitutes a standard drink;
- Brochure on pregnancy and fetal alcohol syndrome; and
- Promotion of the designated driver concept permeates all materials.

While the ADA/F and/or DPGs accept industry sponsorship for tool kit development, the determination of message content rests within the ADA and its members. Working with industry and trade associations provides a source of non-dues revenue for ADA and its members as well as facilitating partnerships that can enhance the quality and reach of our food and nutrition messages. Corporate sponsorship may also facilitate access to technological savvy and communications techniques that allow us to successfully interact with an increasingly diverse, multicultural, and global society. Our industry partners provide funding for professional education and development through educational grants, research, corporate, and/or foundation sponsorship vehicles that allow ADA to retain control of program/message content and critical elements of message dissemination (8).

The demands of dietetics practice in the 21st century compel the development of communications vehicles that are timely, evidence-based, and that encompass multiple forms of media to accommodate the wide range of cultures, languages, educational levels and learning styles that today's clientele represent. Tool kits improve and facilitate the receipt of member's messages by audiences ripe for relevant food and nutrition information that can help sway consumer attitudes and practices toward health.

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Impact your practice: Communicate effectively online

A commitment to building relationships, the ability to work in teams, utilizing current technology, strong communication skills, and continuous learning are key competencies for the successful dietetics professional. To communicate effectively today, dietetics professionals need to embrace "virtual mediums" such as e-mail or the Internet, along with new technologies that can save time, maximize resources, and increase efficiency.

Although many professionals today know how to use e-mail and access Web sites, many have difficulty shaping or sharing messages. In a survey conducted among 17 organizations across 10 industries, 72% of respondents say they spend 1 to 2 hours a day handling e-mail, and the biggest complaint noted by 30% of the respondents is e-mail messages that are disorganized, irrelevant, or incomplete (1). Because virtual mediums have removed body language and tone of voice from the message, writing skills are becoming increasingly critical. Strong writing skills can ensure that dietetics professionals communicate clearly and effectively online.

Communicating effectively online involves creating written information and the exchange, access, use, and sharing of this information (2). Online communication between a health care practitioner and his/her patients is much more involved than that, however. Interacting with patients online raises many legal, ethical, financial, privacy, and security concerns, with few existing guidelines for e-mail and online consultations.

Despite these concerns, health care practitioners, including dietetics professionals, are using virtual communication mediums such as the Internet, e-mail, audio/video conferencing, and new multimedia presentation technology to save time, maximize resources, and increase efficiency. According to a Wall Street Journal e-commerce report, US health plans are testing payment to practitioners for e-mail consultations; however, there is currently no health plan that considers e-mail consultations a reimbursable service (3).

San Francisco-based Medem Inc, a for-profit joint venture of the top

This article was written by ***Dorothy Michalczyk****, Communications Manager, ADA Health Care Financing Team, ADA Headquarters, Chicago, IL*

not-for-profit medical societies, including the American Medical Association and the American Academy of Pediatrics, has access to a network of 80,000 physicians; 1,000 of these physicians are participating in a pilot program to test patient–physician connectivity. Medem plans to roll out a trademarked service called Online Consultation, which will allow its doctors to advise their existing patients online and bill them via credit card (3).

Initiatives like Medem's will only multiply, especially as patients, consumers, and colleagues request more data electronically. Already, dietetics professionals participate in virtual teams and discussion groups to collaborate, share ideas, and advance their professional practice. However, communicating appropriately through this virtual medium is often a challenge. Some respond to messages too quickly, often without thought and without key information. This can lead to misunderstandings and the circulation of conflicting information, and can result in termination.

Dietetics professionals can communicate appropriately in this medium by following the tips below:

- Plan your message. Ask key questions. (See sidebar below.)
- Write clear and concise sentences.
- Focus on one subject per message.
- Avoid vulgar, repetitive or verbose remarks.
- Learn e-mail software capabilities to save time and increase efficiency.
- Before posting a message, remember that the entire group will be reading it.
- Don't have a conversation with one individual at the expense of the group.
- Respect all copyright and licensing agreements. Be cautious of copyright-protected documents prior to passing the information onto others.
- Always sign a message. Include your name, organization, phone number, and personal e-mail address, so others can contact you directly if necessary.
- Remember that those receiving the message may not share similar values, cultural background or opinions, so shape your message accordingly.
- Data, text, software, messages, documents, and content with group participants is subject to collection

These questions apply when writing virtually any e-mail, presentation or document (2).

1. Who is my audience? Will there be a single reader or multiple readers? What are their interests? How will the audience use the information?
2. What is the main message?
3. What action(s) do I want my reader(s) to take? How will my reader(s) react?
4. What are the details? Answer who, what, when, where, why, how.
5. What additional information is needed to support my message?

and use by others. Don't send or forward messages or attachments by e-mail that you wouldn't want posted on a bulletin board. Before forwarding a message, obtain the author's permission.

PROPOSAL WRITING TIPS

A growing number of dietetics professionals are in a position to persuade employers or health plans to implement or adopt services such as medical nutrition therapy (MNT). Not only must dietetics professionals write clear, concise messages for virtual mediums, but they also need to know how to create a written proposal.

A dietetics professional writing a proposal must address the needs of the reader and then present how MNT services will meet the needs of the organization. Whether this information is sent electronically or by mail, or delivered in a presentation, the impact is in the strength of the message. In general, when writing a proposal always remember to:

- Analyze the buyer's need or problem.
- Present the technical solution to the problem.
- Discuss the management and business issues.
- Persuade the buyer that the proposed product/service is the best suited to meet the needs of the buyer (2).

CONTINUE LEARNING VIRTUALLY

Technology is constantly evolving, and new information is generated at unprecedented rates, requiring dietetics practitioners to learn and use technology and seek out key sources of information. Although initiatives such as Medem's are still in their infancy, they may impact the way in which health care professionals communicate and deliver their services to clients in the future. Rather than replacing the practitioner/patient relationship, virtual mediums can enhance that relationship. Dietetics professionals who embrace technology and improve their written communication skills can compete by delivering strong, clear messages in virtually any medium.

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Dietitian business Web sites: A survey of their profitability and how you can make yours profitable

The Internet provides the opportunity to advertise and promote products and services quickly and cost-effectively to a worldwide audience. Small firms can develop an attractive home page at a fraction of the cost of traditional advertising media (1,2). Differences in location and office environment are neutralized. Companies of any size and in any sector can benefit from the Internet, including companies owned by dietitians.

The Internet offers the following unique advantages:

■ enhances a company's image by appearing to be on the cutting edge of technology;

■ provides access to millions of companies and individuals with a potential need for dietetics services and/or products;

■ establishes a public presence in a relatively easy and inexpensive way; and

■ offers 24-hour accessibility to a business, its products, and information.

Dietitians are very interested in using the Internet, as evidenced by the number of articles being written and the number of programs available on the Internet that are targeted to dietitians. At the 1999 American Dietetic Association Annual Meeting and Exhibition in Atlanta, Georgia, eight different seminars and seven poster sessions were offered on Internet topics. This study was undertaken to investigate the experiences of dietitians with this new form of promotion. The purpose was to determine the reasons why dietitians develop business Web sites, methods they use for promoting those sites, and their profitability. The side bar on the next page lists ideas for promoting a Web site.

This article was written by ***Tereea Pangan,*** *PhD, RD, a Web site developer/consultant for Puttin' on the Web (e-mail her at: teresa@puttinontheweb.com), in Flower Mound, Tex.; and* ***Carolyn Bednar,*** *PhD, RD, associate professor and department chair of the nutrition and food sciences department at Texas Women's University, Denton, Tex.*

METHODOLOGY

The questionnaire was developed to assess the primary reason and

factors in the decision to establish a Web site, choosing a Web site designer/developer, original cost, average monthly maintenance, profitability, satisfaction with Web site experience, and effectiveness of promotion methods. The questionnaire was distributed to three nutrition and two computer technology experts to establish face and content validity and was revised based on their suggestions.

Potential subjects were recruited in a variety of ways. Announcements asking for dietitians who maintain a Web site or know of dietitians who maintain Web sites were posted on ten dietetics-related listservs. Researchers then contacted dietitians whose names they received by e-mail or telephone to solicit their participation in the study and obtain postal addresses. Participants were also located with the top ten general Internet search engines using the

How to advertise your Web site

■ Consider your choice and placement of keywords.

Keywords are words that people type in a search engine to locate Web sites that provide content, services, or products for which they are looking. The keywords are one, two, and three word phrases. A common mistake is for Web site owners to use keywords they would use to locate their Web site. These could be different that the keywords the site's target market would use. An example is the word dietitian. Most registered dietitians use the spelling "dietitian." However, the public typically uses the word "dietician" or "nutritionist" when attempting to locate a nutrition expert. Place your keywords in your URL (Web page address), Web page title, page headings, and the first 100 words of text. These are the areas of the Web site that a search engine weights more heavily when retrieving search results.

■ Enter your Web site into search engines.

Selecting keywords is only part of the process of getting your Web page noticed. You need to enter information about your Web site into a search engine in order for it to be listed in its list of search results. The preferred method is to manually enter a Web sites information at each search engine. This can be done by yourself or by a submission service. The experts recommend avoiding submission services that use software programs that do not allow customization of a Web site's submission location. On the homepage of a search engine, locate a link tabled "Add Link" or "Add URL," or "Recommend a Site." The submission form is located here. Follow the directions using keywords, titles, and description customized for each search engine's requirements. Two to four weeks after submitting your information to a March engine, check to see that your site is listed in the search results. If it is not listed, you may need to reenter information about your site. Often it takes 6 months before a Web site is indexed in a search engine. This is largely because most of the submissions to a search engine are "spam," or Internet junk mail. Search engines prefer to discover and index a site that is linked to a site it has already indexed. The trend lately has been for search engines and subject directories to charge for adding a site into their index. You can evaluate whether paying for a listing Is worth the cost by entering your keywords into a search engine or subject directory. The resulting list will tell you whether this search engine will bring you your target mark

■ Use reciprocal links.

These are links between Web sites with similar or complementary services, products, or information, On a Web page, links to other Web sites are usually grouped together under a heading such as "resources," "links," "library," or "for more information." Check to see if the site that you are linking to has posted any linking policies. If there are any doubts about linking to a particular site, ask permission via e-mail. You can agree to link to a Web

key words "dietitian," "dietician," "registered dietitian," "registered dietician," "licensed dietitian," "licensed dietician," and "nutrition expert." The first 200 Web sites on the search results lists were visited to assess if a registered dietitian maintained the site. Only business Web sites maintained by a registered dietitian with the domain names ".com" or ".net" were included in the potential participant lists. Web sites maintained by dietitians that were part of an employer's Web site such as a hospital, were not included.

The first 9 dietitians with business Web sites found using the search engine Alta Vista were selected as pilot subjects and mailed a validated questionnaire. A reminder letter was sent two weeks later and a reminder postcard one week after the reminder letter. To obtain qualitative feedback on questionnaire content and design,

site in exchange for their linking to your Web site. This is called a "reciprocal agreement." Only link to quality and well-maintained sites: your credibility suffers if you link to an unprofessional site. A good method for finding Web sites that you would want to link to is to enter your keywords into the search engines. Then browse the top Web sites in the results list. Look for Web sites that offer something your target market would find valuable.

■ Advertise in electronic newsletters.

These advertisements are an often-overlooked Web site promotion method. There are thousands of electronic (e-mail) newsletters on the Internet and many allow text advertisememnts for a small fee. Several databases on the Internet index electronic newsletters by topic. Locate a newsletter that offers content of interest to your target market and is rich in content. Approach the newsletter sponsor about advertising.

■ Use a signature file.

A signature file is an Internet business card. It communicates to people on the Internet who you are, what you do, and how to contact you. The four basic parts to a signature file are name, contact information (e-mail address, telephone, fax, or address), Web site address, and teaser line. The teaser line is a quote, phrase, description of the services or products provided at the Web site. Overall, signature files are 50 words or less and 5 lines or less. Most e-mail software programs have an option for creating signature files. Once configured, the e-mail program will automatically appeand the signature file to every outgoing message.

■ Sponsor another Web site

Pay to sponsore the content of another Web site such as a Web page, a section of a Web site, or an e-mail newsletter. Your Web site is promoted through a banner, button, logo, or a tag line located within the sponsored content. The sponsorship can be as little as a tag line—*"This section brought to you by MediNutrition, Inc."*—to a more involved sponsorship commitment, such as providing content for an entire section of a Web site. Approach sites that target your potential market areas for a sponsorship agreement.

■ Display a banner on another site.

Banner advertisements are full or half-length graphic advertisements across the top, side, or bottom of a Web page. They can be purchased on Web sites for as little as a couple hundred dollars to thousands of dollars. The key to successful banner is selecting Web sites that your target market visits. The typical click-through rate (percentage of people viewing an ad who click throught to the advertising web site) is 1 to 3 percent. Be sure to calculate what click-through rate is needed in order to break even with a banner advertisement. Banner ads are effective for building awareness about a Web site or a product. They are not as successful in bringing high percentages of visitors to a Web site.

a follow-up phone call was made by a research one week after receiving responses from 8 of the 9 dietitians. The questionnaire was revised further using the results and recommendations from the pilot test and follow-up phone calls.

Revised questionnaires were sent to the compiled list of 66 dietitians with business Web sites. To encourage participation, a reminder letter was sent two weeks later followed by a reminder postcard.

DATA ANALYSIS

Twenty-five dietitians were randomly selected three months after returning the initial questionnaires to conduct a test-retest validity test. Data from the full study were summarized according to frequency, distribution and mode using descriptive analysis methods. Analysis of variance (ANOVA) with $P < 0.05$ was completed to test the relationship between length of existence of dietitians' Web sites and profitability, and between Web site promotion methods and profitability. Pearson Product Moment Correlation was used to determine the relationship between profitability and length of existence of dietitians' Web sites.

RESULTS

Forty-seven of the 66 questionnaires mailed were returned, for a 71% response rate. Three questionnaires were excluded: one because the dietitian was not registered, another because the Web site was not yet posted, and the last because the respondent indicated a ".org" instead of a ".com" Web address.

Test-retest data results overall indicated good reliability. Seventeen of the 25 re-test surveys that were returned were returned for a 68% response rate. There were 33 questions in total for which test-retest statistics were computed. Answers to the retest survey were significantly similar to the answers in the original survey for 25 out of 33 questions at the $P \leq 0.05$ level, Mean age was 42.4 years (SD = 9.7); mean number of years as a registered dietitian was 15.9 years (SD = 9.7). The majority of these dietitians were female. The length of existence for dietitian Web sites varied from 1 to 42 months with a mean of 16.5 months (SD = 11.8). The most common reasons for deciding to establish a business Web site were "improve business image" (40 of 44) and "complement business advertising" (37 of 44). The most frequent primary reasons for establishing a Web site were "attract new clients/customers outside local area" (12 of 44) and "start a new business venture." (8 of 44)

Slightly more than half of the dietitians (26 of 44) employed a professional designer/developer to design and develop their Web site. Thirteen assumed the responsibility themselves while others delegated this task to a friend, relative, spouse or "significant other," or other individual.

The initial cost of developing original business Web sites included fees for design, setup, registration of domain name, logo development, and Web-editing software. The most common initial cost of Web site development was $300 or less (15 of 44). However, for 11 of the 44 dietitians, costs were over $1,100. Average monthly Web site maintenance fees ranged from $10 to $60 for 26 of

the 44 dietitians. This includes fees for updates, hosting, and providing Internet service connection. Seven dietitians stated their monthly maintenance was $110 or more. The majority of dietitians in this study were either very satisfied (18 of 44) or satisfied (13 of 44) with their Web site experience.

Web site profitability was defined as "generated sales on-line and off-line for products, service and/or referrals to a level that is beyond the Web site's monthly costs." Fifteen dietitians felt that their Web sites were profitable. Slightly over one-half of respondents (25) considered their Web sites not profitable while four respondents did not know whether their Web sites were profitable or not. The mean months of existence before profitability was 8.8 months (SD = 7.4). For profitable Web sites, there was a statistically significant Pearson's correlation ($r = 0.749$, $p = 0.001$) between the number of months before the Web site started turning a profit and the length of time the Web site existed. For profitable Web sites, the longer they had been in existence, the longer the time it took to become profitable while the less time they been in existence, the shorter the time to profitability. This relationship reflects the dramatic growth in potential customers because of the increase in Internet users in recent years (3). Web sites developed more recently were able to become profitable within a shorter time.

The only promotion methods that at least three-fourths of the dietitians were able to rate were "placed Web site address on business cards, stationery" (37) and "placed Web site address on handouts and/or newsletters." (34) However, many subjects had not used several of the promotion methods and were unable to provide an effectiveness rating. Over 60% of the respondents indicated that they had not used four promotion methods; sponsored another Web site (40 of 44), displayed a banner on another Web site (34 of 44), placed Web site address on packing materials (28 of 44), and placed an advertisement in an electronic newsletter (28 of 44) (Table 1).

Subjects were also asked what suggestion(s) they had for other dietitians about developing Web sites. Several dietitians recommended making a regular time commitment for maintaining and updating the site, saving money by learning to do basic updates themselves, planning the Web site in advance, getting help if not familiar with the Internet or e-commerce, shopping around for a Web consultant/developer, and getting a written contract.

A limitation of this study is the low number of subjects. Most dietitians with business Web sites who were located for this study were obtained from posting on dietetics-related listservs (48 of 75). Fewer were obtained from the search engine results lists (27 of 75). Possibly some dietitians with business Web sites are failing to enter their Web sites into search engines and thus, would not appear in a search engine results list.

CONCLUSIONS

These study results indicate that most dietitians were pleased with their Web site experience. However, while several dietitians had

very successful Web sites, most dietitians' Web sites were not profitable. This study's definition of profitability did not specifically include increased efficiency in business processes such as savings on printing forms and handouts and sending mailings. More Web sites might have been judged profitable if the study utilized a more detailed definition of profitability. Also, using a wider variety of Web site promotion methods may make these Web sites more profitable.

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Table 1
Summary statistics for Web site promotion methods effectiveness ratings

Promotion method	No. of dietitians using	Effectiveness Rating[a] mean ± SD	Have not used	Don't know
Placed Web site address on business cards, stationery	37	3.9 ± 1.3	5	2
Placed Web site address on handouts and/or newsletters	34	4.1 ± 1.2	7	3
Entered Web site into search engines	32	4.1 ± 1.2	7	3
Reciprocal links	27	3.7 ± 1.2	15	1
Used signature file on e-mail communications	23	3.9 ± 1.1	17	4
Placed Web site address on traditional media advertisements	22	4.1 ± 1.2	18	3
Purposeful placement of keywords	21	4.3 ± 1.0	15	6
Placed an advertisement in an electronic newsletter	13	3.7 ± 1.3	28	3
Placed Web site address on packing materials	12	3.7 ± 1.0	28	4
Displayed a banner on another Web site	9	3.4 ± 1.5	34	1
Sponsored another Web site	3	4.0 ± 0.0	40	1

[a] Effectiveness rating was a five point scale where 1 = very ineffective and 5 = very effective

Wanted: State Media Representatives, PR Chairs, Spokespeople

As has been mentioned previously in this guide, the best advocate for the American Dietetic Association and the entire profession is you, the registered dietitian and board-certified specialist. Working with the news media to advance the dietetics profession in the eyes of the public is, as we hope you will find, a rewarding experience.

Consider becoming even more involved in obtaining publicity for ADA and your profession at the affiliate and national levels. Every state dietetic association has one or more state media representatives and PR chairs. Contact your affiliate president to learn how you can put your interest and training in media relations to use for your Association and profession.

In addition, ADA trains and coordinates the work of a nationwide network of Spokespeople based in the country's largest media markets.

All ADA members who live or work in (or near) a large media market are encouraged to apply to become part of the Spokesperson program. For more information—including a list of open markets, or for an application—visit **www.eatright.org** or e-mail **media@eatright.org**. Good luck!

Key ADA messages

The following are some key American Dietetic Association facts and messages for use in your media interviews and materials.

Consumer nutrition advice

ADA's healthful eating messages to the public emphasize the total diet or overall pattern of food eaten, rather than any one food or meal.

ADA believes there are no "good" foods or "bad" foods. If foods are consumed in moderation, in appropriate portion sizes and combined with regular physical activity, it is ADA's position that all foods can fit into a healthful diet.

There is no "magic bullet" for safe and healthful weight management. Successful weight management is a lifelong process. It means adopting a lifestyle that includes a healthful eating plan, coupled with regular physical activity.

People are not all alike and one size does not fit all when it comes to planning and achieving a healthful diet. What may be the best approach for one person may not be the answer for another. A registered dietitian is best qualified to help devise an eating plan that is right for each individual.

ADA believes the base of most healthy people's eating plans should be fruits, vegetables, whole grains and low-fat protein.

Obesity

Obesity is a complex disease and presents a number of challenging issues. Through their training and expertise, registered dietitians are well positioned to play a major role in addressing the obesity epidemic.

Children's nutrition

Nutrition profoundly affects children's ability to learn, develop and stay healthy. ADA believes there is no better time than the early years to make an impact on the lifelong eating and exercise habits that contribute to health maintenance and disease prevention.

Parental involvement is a key component of children's nutrition. Parents can teach their children about healthy foods, practice what they teach and make sure that physical activity is incorporated into each day.

Medical nutrition therapy

Medical nutrition therapy, provided by registered dietitians as part of a person's health-care team, has been proven effective in treatment and prevention of nutrition-related diseases and conditions. Patients receiving medical nutrition therapy or MNT, have been shown to have fewer complications, fewer hospitalizations and lower health-care costs.

"The 10 Red Flags of Junk Science"

With several other health professional organizations, the American Dietetic Association is a member of the Food and Nutrition Science Alliance or FANSA. FANSA has compiled a checklist to help consumers evaluate nutrition science and product claims called "The 10 Red Flags of Junk Science." Watch out for:

(1) Recommendations that promise a quick fix
(2) Dire warnings of danger from a single product or regimen
(3) Claims that sound too good to be true
(4) Simplistic conclusions drawn from a complex study
(5) Recommendations based on a single study
(6) Statements refuted by reputable scientific organizations
(7) Lists of "good" and "bad" foods
(8) Recommendations made to help sell a product
(9) Recommendations based on studies not peer reviewed
(10) Recommendations from studies that ignore differences among individuals or groups.

Partnerships and collaborations

It is the longstanding policy of the American Dietetic Association not to endorse companies, products or services—either specific items or general categories.

As a nonprofit organization committed to providing accurate, science-based information to the public, the American Dietetic Association occasionally collaborates with other organizations—for-profit, nonprofit and government—to achieve greater results than we could on the strengths of our own resources.

ADA leaders closely evaluate every potential collaboration. Only if the program is consistent with ADA positions—and if sponsorship will enable achievement of greater results than could be realized without funding—will a collaboration be pursued.

At no time, as is made clear to our partners, does acceptance of a grant to defray the costs of a program constitute ADA's endorsement of a company, product or a service.

Who We Are, What We Do
American Dietetic Association

***Your link to nutrition and health.*℠**

What is ADA?

With nearly 65,000 members, the American Dietetic Association is the nation's largest organization of food and nutrition professionals.

ADA was founded in Cleveland, Ohio, in 1917 by a visionary group of women, led by Lenna F. Cooper and ADA's first president, Lulu C. Graves, who were dedicated to helping the government conserve food and improve the public's health and nutrition in World War I.

ADA leaders

ADA is led by a Board of Directors composed of national leaders in nutrition and health. The dietetics profession is governed by a 130-member elected House of Delegates.

ADA location

Headquarters:
120 South Riverside Plaza, Suite 2000
Chicago, IL 60606
800/877-1600
Washington office:
1120 Connecticut Avenue N.W.
Suite 480
Washington, DC 20036
800/877-0877

ADA mission

Leading the future of dietetics

ADA vision

ADA's members are the most valued source of food and nutrition services

ADA members

Approximately 75 percent of ADA members are registered dietitians (RDs) and four percent are dietetic technicians, registered (DTRs). Other members include clinical and community dietetics professionals, consultants, food service managers, educators, researchers and students. Nearly half of all ADA members hold advanced academic degrees.

Members represent a wide range of practice areas and interests including public health; sports nutrition; medical nutrition therapy; diet counseling, cholesterol reduction, diabetes, heart and kidney disease; vegetarianism; food service management, hospitals, restaurants, long-term care facilities and education systems; education of other health-care professionals and scientific research.

Affiliated associations

Fifty state dietetic associations, plus the District of Columbia, Puerto Rico and the American Overseas Dietetic Association, are affiliated with ADA. Within these groups, there are about 230 district associations.

Reliable nutrition information for the public: www.eatright.org

ADA's dynamic Web site, www.eatright.org, contains a wealth of nutrition information for consumers and the media, from news releases and consumer tips to Nutrition Fact Sheets, FAQs and the *Good Nutrition Reading List*. Consumers seeking the services of a dietetics professional can use the "Find a Nutrition Professional" feature. In addition, www.eatright.org offers links to many other nutrition-oriented sites.

ADA key areas of interest

ADA's commitment to helping people enjoy healthy lives brings the Association into the forefront of five critical health areas facing all Americans:

- Obesity and overweight, with a focus on children
- Healthy aging
- Safe, sustainable and nutritious food supply
- Nutrigenetics and nutrigenomics
- Integrative medicine, including supplements and alternative medicine.

What is a registered dietitian?

A registered dietitian (RD) is a food and nutrition expert who has met academic and professional requirements including:

- Bachelor's degree with course work approved by ADA's Commission on Accreditation for Dietetics Education. Coursework typically includes food and nutrition sciences, foodservice systems management, business, economics, computer science, sociology, biochemistry, physiology, microbiology and chemistry.
- Complete an accredited, supervised, experiential practice program at a health-care facility, community agency or foodservice corporation.
- Pass a national examination administered by the Commission on Dietetic Registration.
- Complete continuing professional educational requirements to maintain registration.

Some RDs hold additional certifications in specialized areas such as pediatric or renal nutrition and diabetes education. About half of all RDs work in clinical settings, private practice or health-care facilities. Many work in community and public health settings, academia and research, business, journalism, sports nutrition and wellness programs.

What is a dietetic technician, registered?

Dietetic technicians, registered (DTRs), often working in partnership with registered dietitians, screen, evaluate and educate patients; manage and prevent diseases such as diabetes and obesity and monitor patients' and clients' progress. DTRs work in settings such as hospitals and clinics, extended-care facilities, home health-care programs, schools, correctional facilities, restaurants, food companies, foodservice providers, public health agencies, government and community programs such as Meals on Wheels, health clubs, weight management clinics and wellness centers.

DTRs must complete a two-year college degree in an approved dietetic technician program, have supervised practice experience and pass a nationwide examination to earn the DTR credential and must complete continuing education courses throughout their careers.

Professional educational programs

ADA's Commission on Accreditation for Dietetics Education (CADE) is recognized by the Council on Higher Education Accreditation and the United States Department of Education as the accrediting agency for education programs that prepare dietetics professionals. Through the accreditation and approval of more than 600 undergraduate and graduate didactic, dietetic technician and supervised practice programs, CADE ensures that entry-level education meets quality standards.

Home Food Safety . . . It's in Your Hands

ADA's nationwide consumer education program is sponsored by educational grants from the ConAgra Foods

Foundation. For more information on this award-winning program, visit www.homefoodsafety.org.

National Nutrition Month®

ADA offers consumers timely, objective food and nutrition information through numerous programs and services. National Nutrition Month®, created in 1973 and celebrated in March, promotes healthful eating and provides practical nutrition guidance.

Government and public policy

ADA's Washington, D.C.,-based government affairs office works with state and federal legislators and agencies on public policy issues affecting consumers and the practice of dietetics, including Medicare coverage of medical nutrition therapy; child nutrition; obesity; the *Dietary Guidelines for Americans* and other health and nutrition priorities.

ADA position statements

ADA regularly produces and updates statements of the Association's official stance on issues that affect the nutritional and health status of the public. ADA position statements are derived from the latest available research and facts. Position statements address issues such as children's health, food technology and safety, public health, consumer education, health-care reform, elderly nutrition and health-care provider education. Texts of ADA position statements are available on www.eatright.org.

Journal of the American Dietetic Association

The most widely read peer-reviewed periodical in the dietetics field, the monthly *Journal* brings original research, critical reviews and reports and authoritative commentary and information to nutrition and dietetics professionals throughout the world. Access the table of contents, research study abstracts and selected articles at www.adajournal.org.

ADA Foundation

The American Dietetic Association Foundation (ADAF) was established in 1966 as a 501(C)(3) public charity. Its mission is to fund the future of the dietetics profession through research and education. The Foundation's vision is to be a leader in promoting and achieving healthy weight for children, helping to reduce the growing prevalence of childhood obesity. ADAF achieves its goals by providing support for research, education and public awareness programs. The Foundation is proud to be recognized as the largest grantor of scholarships in the nutrition and dietetics fields. For the 2005-06 academic year, ADAF invested in the future of the dietetics profession by awarding $238,500 for 186 graduate, undergraduate and continuing education scholarships.

Glossary of media relations terminology

This glossary contains definitions of many specialized terms used by public relations experts and journalists.

Account team: The public relations or advertising agency staff assigned to a specific client, generally consisting of various members and often including an account director, account manager, senior account executive/account executive and account assistants.

Advertising: Presenting persuasive material to the public by means of paid space or broadcast time to promote a product, idea or service.

Angle: A particular approach a reporter takes in writing a story.

AP style: Standardized rules of grammar and writing style, issued by the Associated Press wire service. See "Wire services."

Area of Dominant Influence (ADI): Geographic area reached by radio stations.

Audiovisuals (AV): Presentation methods that use sight and sound in order to enhance the understanding of a topic. AV includes the use of electronic devices, usually involving screen and visual images, as contrasted with printed material.

Backgrounder: Any briefing or report intended only for the purpose of providing background information to a reporter.

Beat: A journalist's specialty area of coverage.

Brainstorming: The creative method for producing a multitude of ideas on a given subject or problem.

Bridging: Interview technique designed to help a speaker transition from an off-topic question back to the original subject. See "Hooking" and "Flagging."

Broadcast: The dissemination of programs or messages through the media of radio, Internet or television.

B-roll: Video with natural sound that does not include a reporter's voiceover.

Business Newswire: A distribution service that delivers breaking business news and multimedia content to traditional and online newsrooms and to targeted journalists.

Byline: Name of the writer positioned under the headline at the beginning of a story.

Bylined article: Article written by a non-media person, usually an expert in a certain field and submitted for publication.

Callback: Telephone follow-up to a printed invitation or advisory.

Client: The organization or person who employs the services of a public relations or advertising firm.

Consumer publication: Printed matter intended for a general reader.

Content analysis: The technique of reading publications, advertisements or other messages to find references to an organization or an idea, then coding and analyzing the content to determine trends and opinions.

Contract: A formal agreement made between the service provider and the client, covering agreed objectives, timing and price.

Copy: Written text.

Corporate communications: Public relations for a corporation, integrated as part of the company's overall strategic objectives, rather than activities designed for its individual segments.

Crisis management: The practice of preparing a communications plan that can be effectively put into action in the event of a potentially negative issue for a company or organization.

Cue sheet: A piece of written material containing messages about the client or its products or an extract from a paper or magazine. Also referred to as clipping.

Dateline: The place and date of an article's origin that appears at the beginning of the first paragraph of an article.

Daybook: Daily schedules of upcoming news events, published by the Associated Press and other wire services.

Deadline: A time limit for the completion of an article or other assignment by a reporter or other contributor.

Delayed lead: Writing style where the specific subject of a story doesn't come into clear focus until some time after the first paragraph(s), usually in an attempt to set the background and tone before getting to the main point.

Designated Market Area (DMA): Area reached by television stations.

Direct mail: The use of letters or personalized advertising, targeted to carefully selected lists of people, in order to promote a specific product, idea or service.

Editor: The supervisor of a department of a newspaper, magazine, etc.

Editorial: Expression of opinion, as opposed to a news article which presents facts without opinion, that often appears on the editorial page separate from news stories. Also refers in general to the informational material in a publication as opposed to the advertising.

E-mail pitch: A pitch sent via e-mail instead of presented to the media by phone, mail or fax.

Embargo date: A heading on a news release indicating that the news is not to be reported before that date.

Exclusive: An interview or story opportunity presented solely to one reporter or publication and not to others.

Exposure: The extent to which the target audience becomes aware of a person, activity, theme or organization from the efforts of PR or advertising.

Fact sheet: A list of facts or statistics about a particular topic that allows media quickly to grasp a particular issue or situation.

Feature article: A newspaper or magazine article that discusses and interprets an event or trend, as opposed to spot reporting.

Flagging: Interview technique designed to call attention to a speaker's key messages. See "Hooking" and "Bridging."

Freelance writer: A person who sells his or her articles to a publication without a long-term commitment.

Ghostwriting: Writing generated without published credit to its author and often credited to another.

Graf: Paragraph.

Hard news: A story that is truly newsworthy, presented factually and objectively.

Hooking: Interview technique designed to lead an interviewer to ask a question that the speaker particularly wants to answer. See "Bridging" and "Flagging."

Internal communications: Communicating with employees and shareholders to inform them of change or to further corporate objectives.

Interview alert: A means of presenting an expert source willing to comment on a timely issue, including contact information to set up an interview. See "Media advisory."

Lead: Beginning of a news story, generally containing the who, what, when, where and why.

Lead story: Dominant article that is given primary attention and prominent placement on the first page of a publication.

Lead time: The deadline for submission of articles, set by reporters or publications, which allows enough time to for a piece to be written, edited and sent to print.

Letter to the editor: Letter written and submitted by a non-publication staff member, usually complimenting or criticizing the coverage of an issue by the publication.

Libel: Printing or broadcasting false or defamatory statements that injure a person's reputation.

Media advisory: A brief summary of a recent news event, followed by the background and credentials of an expert willing to comment upon it. Also known as an "interview alert."

Media call report: A log recording the media sent a release or contacted for a specific pitch, which details when the contact was made, with whom and to what result.

Media kit: Organized package of information that includes background information on a general topic or special events. See "Press kit."

Media list: A list of reporters and/or editors strategically chosen to reach a specific audience relevant to the person or story being pitched.

Media relations: Working with journalists to build productive relationships and generate coverage.

Media training: Providing people with guidelines, strategies and skills to work effectively with media for public relations purposes.

Message: Words or statements that you want to convey to third parties such as the media and the public.

Natural sound: The audio portion of a broadcast tape that is recorded naturally by the camera or microphone.

News: Information that is new, unusual, unexpected, controversial, of wide significance or interest to audience of a publication or program.

News angle: That which is new, important, different or unusual about a specific event, situation or person.

News conference: Prearranged gathering of media representatives to announce and explain a significant and newsworthy subject or event. See "Press conference."

News hole: Space reserved for

material other than advertising.

News peg: A particular angle of a story that ties in with current events or something newsworthy.

News release: The most common written form used in public relations, announcing a client's news and information. See "Press release."

News wire: Any of several electronic services providing late-breaking news stories or other up-to-the-minute information.

Official statement: A written comment prepared for the purpose of responding consistently to any question from the media regarding a particular controversial issue.

Op-ed: Opinion and column page usually opposite the editorial page.

Pitch: An angle encompassing a unique or interesting aspect of a story or person, used to catch the media's attention and to sell reporters on a particular story or interview.

Press conference: A meeting at which media reporters ask questions of a specialist, politician, celebrity or other notable individual. See "News conference."

Press office/officer: Group or individual that handles media inquiries and puts out messages and press releases to the media on behalf of an organization. Also known as public information officers and media relations managers or directors.

Press kit: A collection of promotional materials for distribution to the media, usually at press conferences. See "media kit." Press release: An announcement of an event or other newsworthy item issued to the press. See "News release."

PR Newswire: An electronic distribution service that provides communications services for public relations and investor relations professionals, such as information distribution and market intelligence.

ProfNet: A service of PR Newswire that distributes media queries to various audiences to connect writers and reporters with expert sources.

Proposal: Document outlining a proposed PR campaign to an existing or potential client.

Public affairs: The process of communicating an organization's point of view on issues or causes to political audiences.

Publicity/media tour: Scheduled appearances by a newsmaker in a series of cities or locations.

Public Service Announcement (PSA): Advertising with a message in the interest of the public, usually run free of charge at the station's discretion.

Publisher: The business head of a newspaper organization or publishing house, commonly the owner or the representative of the owner.

Pyramid: Style of news writing in which the most important information is put in the lead, followed by less and less important information, constructed so an editor can cut after any paragraph and have a complete story that meets space limitations.

Q & A: An exchange of questions and answers, typically between a single authority and the press.

Reporter: A writer, investigator or presenter of news stories, em-

ployed to gather and report news for a print publication, wire service or broadcast station.

Sector press: The media relevant to specific audiences, including special interest magazines and newsletters.

Sidebar: Feature appearing in tandem with a news article, giving additional human interest or historical aspects of a story.

Slug: Short name or title given to a print or broadcast story used for identification purposes.

Server: A machine that provides a specific kind of service to client software running on other computers. The term "server" can refer to a particular piece of software or to the machine on which the software is running. A single server can run several different server software packages, providing many different servers to clients on the network.

Sound bite: A very brief quote excerpted from a person's broadcast interview, used in the media to convey a certain idea or opinion.

Source: Any person with information useful to the media.

Special event: Activity arranged for the purpose of generating publicity.

Spot news: Current breaking news, reported immediately.

Stylebook: An organization's printed guide to matters of grammar and style. See "AP style."

Talking points: A list of a few key messages that a speaker wants to be sure to mention in an interview.

Target audience: Selected group of people who share similar needs or demographic characteristics, such as income, age, sex, occupation or education and best represent the most likely potential recipients of an organization's message.

Tease/Teaser: An enticing lead to a story that tells just enough about the story to urge the reader or listener to continue. In a public relations context, it is a promotion that is intended to arouse interest in the main PR campaign that follows.

Tip sheet: A list of story ideas and contact information provided to the media.

Trade publication: Publication that focuses on a specific profession or industry.

Underwriting: Financial backing of a program or event.

Video News Release (VNR): Broadcast version of a press release; usually includes packaged news story between one minute and 90 seconds that is ready for on-the-air use and B-roll to allow producers to edit and create their own stories.

Voiceover: A reporter's or anchor's recorded script that is heard over broadcast news pieces (also used in commercials).

Wire copy: Stories supplied by news wire services.

Wire services: Companies that supply news to media clients on a subscription basis.

Word count: Length limitations placed on a written piece.

Sample pitch letter 1

<Date>

<Address>

<Salutation>

The "summer slim" is on. Consumers are being bombarded with weight reduction programs. Recent hearings in Washington revealed that many Americans may be risking their health and developing serious medical complications. Can we protect the consumer? How does one evaluate weight loss programs? Is there a safe way to lose weight or does every program have its risks?

People want answers to these questions and they want guidance. As a registered dietitian, I can give your viewers answers. I can also provide them with quick, simple ways to evaluate programs. A method of evaluation has been developed to aid and protect consumers from fraudulent, dangerous and risky programs. I can separate fact and fallacy as it relates to weight reduction.

I am available for interviews any time this month. My biography is enclosed. I will call you shortly to explore this possibility. In the meantime, please feel free to call me at 555/555-5555.

Sincerely,

<Name>
<Title>
<Phone>
<E-mail>

Sample pitch letter 2

<Date>

<Reporter/producer>
<Publication/Station address>

Dear <Contact name>:

March is National Nutrition Month®!

This year's theme, "Theme title," encourages Americans of all ages to make healthy eating, physical activity and lifestyle choices. Please join us in celebrating National Nutrition Month at <list one or two key activities, times, dates and locations>.

This year's National Nutrition Month theme, <This year's theme>, incorporates key messages all consumers should keep in mind during National Nutrition Month and throughout the year:
- Be adventurous and expand your horizons
- Treat your taste buds
- Maintain a healthy weight
- Balance food choices with your lifestyle
- Be active.

Please join in the fun as we "Theme title," at <list one or two key activities, times, dates and locations>.

Enclosed is additional information about National Nutrition Month <backgrounder, etc.>. We look forward to seeing you on <date of event>! I will call you on <date>.

Sincerely,

<Name>
<Phone>
<E-mail>

Sample press release 1

FOR IMMEDIATE RELEASE
<DATE>

For more information, contact: <Your name>
<Phone number>
<E-mail>

<CITY> LEADER IN FOOD, NUTRITION AND HEALTH ATTENDS LEADERSHIP INSTITUTE SPONSORED BY AMERICAN DIETETIC ASSOCIATION

CHICAGO – <Your full name>, a <credentials, such as registered dietitian> and <city> resident, was among the national leaders of the American Dietetic Association who were selected to attend ADA's second Leadership Institute, held January 13-16 in St. Petersburg, Fla.

<Your last name> is <your job/title/occupation>. <Your last name> serves the American Dietetic Association as <your ADA leadership position>.

"The purpose of the program was to enhance the leadership competencies of ADA members through a combination of information, skill development and intensive practice-based educational experiences," said registered dietitian and ADA President Rebecca S. Reeves.

"The Institute was designed to further ADA's mission of leading the future of dietetics. In addition, the program provides an opportunity for dietetics professionals to enhance their ability to lead within ADA as well as their own places of employment, to assist other ADA members in mastering change in their environments and to advance the goals of the dietetics profession," Laramee said.

<Optional: Include one or two more sentences of biographical information about yourself.>

With nearly 65,000 members, the Chicago-based American Dietetic Association is the world's largest organization of food and nutrition professionals. ADA serves the public by promoting nutrition, health and well-being. Visit ADA at www.eatright.org.

Sample press release 2

FOR RELEASE AT 1 P.M. EASTERN TIME
APRIL 19, 2005

Media contact: Jane Doe, 800/877-1600, ext. 123
media@eatright.org

Statement by Susan H. Laramee, registered dietitian and president of the American Dietetic Association, on the release of the new "MyPyramid" Food Guidance System graphic symbol by the U.S. Department of Agriculture:

The ultimate value and success of the new "MyPyramid" Food Guidance System graphic will be measured by whether it can serve as an effective tool to help people eat according to the 2005 *Dietary Guidelines for Americans*. Time will tell if MyPyramid will convey to consumers the vital nutritional messages of balance, variety, moderation and adequacy. If MyPyramid can assist people in effectively adopting the recommendations of the *Dietary Guidelines*, it will be a great success.

As the American Dietetic Association recommended to the USDA last year, the iconic and widely known shape of the Food Guide Pyramid has been retained as the government's primary graphical symbol of variety, proportion and moderation in making good nutritional choices. ADA recommended that the educational messages within and accompanying the Pyramid should be updated to improve consumer understanding, which has also been done.

The 2005 *Dietary Guidelines* emphasize greater consumption of fruits, vegetables, low-fat dairy products and whole grains – foods that are naturally high in nutrients and low in calories. That is consistent with ADA's positions and consumer messages that emphasize the individual's total diet, or overall pattern of food consumed. ADA and the *Dietary Guidelines for Americans* agree that the keys are:

- Take a personalized approach to dietary advice and weight management, recognizing one size does not fit all.
- Eat a variety of foods from every group in balance and in moderation.
- Pay attention to calorie consumption.
- Achieve a balance between food and regular physical activity.

The American Dietetic Association was deeply involved with the development of the *Dietary Guidelines*, and we will be just as involved in using them to set the nation's policy directions in nutrition programs, research, education, food assistance, labeling

and promotion. On an individual level, our members will incorporate MyPyramid and its accompanying materials into our client counseling, patient care and consumer education. The food and nutrition experts of the American Dietetic Association are committed to helping people understand and apply the recommendations of the 2005 *Dietary Guidelines for Americans* in their daily lives.

The American Dietetic Association is the nation's largest organization of food and nutrition professionals. With nearly 65,000 members, the Chicago-based ADA serves the public by promoting optimal health and well-being for all people. Visit ADA at **www.eatright.org**.

Sample media advisory 1

FOR RELEASE FEBRUARY 22, 2005

Media contact: Jane Doe, 800/877-1600, ext. 123
media@eatright.org

MEDIA ADVISORY

WHAT: American Dietetic Association's annual Public Policy Workshop

WHEN: March 1-3, 2005

WHERE: Capital Hilton, 1001 16th St., N.W., Washington, D.C.

WHO: More than 300 dietetics professionals from all parts of the country will receive updates on legislative and policy aspects of leading national issues in food and nutrition from members of Congress, representatives of federal agencies, fellow ADA members and other experts.

WHY: ADA's Public Policy Workshop gives dietetics professionals information and tools to advocate effectively for policies that improve people's health and well-being through nutrition.
Session topics include the 2005 *Dietary Guidelines for Americans*; development of school wellness policies as required by the 2004 Child Nutrition Act; ADA's 2005 federal legislative priorities: reauthorization of the Ryan White CARE Act, which funds unmet health-care needs and support services for people with HIV/AIDS; reauthorization of the Older Americans Act; expanding Medicare coverage of medical nutrition therapy.
Scheduled speakers include (all times Eastern; speakers and times are subject to change):

Tuesday, March 1

- 1 p.m. – 2:30 p.m. session
  2005 *Dietary Guidelines for Americans*: Rear Adm. Cristina Beato, assistant secretary for public health and science, U.S. Department of Health and Human Services.
- 2:45 p.m. – 3:45 p.m. session
  Food labeling issues: Barbara Schneeman, director of the Office of Nutritional Products, Labeling and Dietary Supplements in the Food and Drug Administration's Center for Food Safety and Applied Nutrition.

Wednesday, March 2

- 8:30 a.m. – 10 a.m. session (Senate/Congressional Room)
  U.S. Sen. Thad Cochran (R-Miss.), recipient of ADA's 2005 Public Policy Leadership Award.
  Agenda for the 109th Congress: U.S. Rep. Debbie Wasserman Schultz (D-Fla.).
- 12:30 p.m. – 2 p.m. lunch session (Senate/Congressional Room)
  The work of the National Dairy Council in children's nutrition: Robert Murray, associate professor of pediatrics, Ohio State University School of Medicine.

Thursday, March 3

- 8:30 a.m. – 9:30 a.m. breakfast session (Room G50, Dirksen Senate Office Building)
  Health agenda for the 109th Congress: U.S. Sen. Richard Burr (R-N.C.).
- ADA members meet throughout the day with senators and congressmen.

With nearly 65,000 members, ADA is the nation's largest organization of food and nutrition professionals. The American Dietetic Association serves the public by promoting optimal nutrition, health and well-being. Visit ADA at www.eatright.org.

Sample media advisory 2

MEDIA ADVISORY
August 7, 2005

ST. JOSEPH HOSPITAL OPENS CHICAGO AREA'S FIRST CHILDHOOD OBESITY RESEARCH AND TREATMENT CENTER

WHAT: Official opening of the Childhood Obesity Research and Treatment Center at St. Joseph's Hospital, Lombard, Ill., the Chicago area's first center devoted entirely to childhood obesity

WHO: Registered dietitian Janet Carlson, director of the center, and families of two children being treated at the center will be available for interviews.

WHEN: Thursday, August 18, 2005, 10 a.m.

WHERE: On the east side of the hospital's main entrance, 418 N. Elm St., Lombard. Parking is available in Lot G.

WHY: Government estimates indicate nearly one in four children in the United States is overweight or obese. The St. Joseph Hospital Center will provide treatment for area children and their families and conduct scientific research into the causes and potential solutions to this national problem.

MEDIA CONTACT: Janet Carlson, MS, RD: 630-765-4321

Using ADA positions

(Reprinted from November 1997 *Journal of the American Dietetic Association*, page 1248)

FOR YOUR INFORMATION

How can you use ADA positions?

The American Dietetic Association's (ADA) science-based, consumer-focused positions continue to support the Association's mission of service and leadership by supporting public education efforts, influencing public policy development, promoting and supporting member development, and supporting the strategic initiatives (1). ADA positions are most effective, however , when promoted to the appropriate audiences and used extensively by members (2).

ADA defines a position as "a statement of the Association's stance on an issue that impacts the nutritional status of the public, is derived from pertinent facts and data, and is germane to the mission, vision, philosophy, and values of the Association" (3). A position has two parts: a one- to two-sentence statement conveying the main points and a support paper that provides scientific background.

At present, ADA has 43 positions on various food and nutrition topics, including "Vegetarian diets," which appears on page 1317 of this issue. The Association Positions Committee (APC), a committee of the House of Delegates, oversees the position development and maintenance process. In the October 1996 *ADA Courier*, APC surveyed members about their use of positions. The results showed that members are using positions in a variety of creative ways.

Getting to the Point

Several respondents said that positions are helpful in preparing remarks for presentations to community groups, dietetics professionals, and health professionals. Positions are useful for articulating ADA's opinion. They provide strong support and a firm stance on controversial food and nutrition issues One person stated, "They are an invaluable resource to me when I am developing a presentation on a controversial issue."

Positions may be used to develop specific guidelines and recommendations. One respondent said, "I've used the vegetarian diets position in committee presentations to justify the need for offering vegetarian entree choices to our customers in contract foodservice settings."

Marketing Partnerships and New Programs

Positions provide an authoritative reference for expanding food and nutrition services to new areas and supporting arguments for current services. Positions can provide the rationale for instituting new programs. One member wrote, "Positions are the starting points for collaborative efforts. The position 'Oral health and nutrition' (4) started the discussions about nutrition education needs of dental practitioners with the state dental association and department of health. The position gave strength to my opinion and recommendations for nutrition education.'

Added one member, "I have also used positions to support the need for a dietitian in home care and for the role of nutrition in managed care." Another respondent related how the position "Phytochemicals and functional foods" (5) provided a new job opportunity in a food development company.

Advancing Public Opinion/Policy

"I use positions in my role as State Legislative Chair. They are very helpful to support my message, shape an opinion and to provide additional references." Many respondents noted that they use positions to convey key messages to legislators and policy makers. Positions can influence policy development by serving as the basis for testimony delivered to policy makers.

Guiding Members end Health Professionals

Respondents also indicated that they use positions to educate physicians and other health professionals. One member stated, "I share ADA positions with other professionals and paraprofessionals to spread the science-based opinion of food and nu-

***Valerie B. Duffy**, PhD, RD, is the chair, and **Harold Holler**, RD, is the ADA staff partner on the Association Positions Committee.*

trition experts." Another person wrote, "In teaching, positions provide a thorough overview of an issue. They provide a synopsis of information that is relevant to dietetics practice." Many respondents use positions in their curriculum for dietetics and nursing students.

In addition, positions may be used to formulate handouts, develop standards of care and critical pathways, and establish policies and procedures. Positions may be incorporated into the documents and articles used in specific practice settings or reviewed for an update of current knowledge and opinions about food and nutrition.

Crafting Food and Nutrition Sound Bites

Positions can provide background and support for food and nutrition articles or media interviews. One respondent said, "When I write for newspapers or give an interview, I use positions as a guideline and often quote them." Another reported, "Whenever contacted by the media, I always check to see if there is an ADA position to shape my comments on the subject." Positions provide concise, relevant food and nutrition information for developing responses to a media inquiry.

Conclusion

APC encourages dietetics professionals to use positions to support their practice and to suggest new positions that will help the profession in the future. Association positions provide support to influence others regarding food and nutrition issues. Establishing qualified dietetics professionals as the preferred source of food and nutrition information will ensure our future as a profession. As Ronni Chernoff, ADA past president, stated: "We should all be concerned about the future because we will spend the rest of our lives there. We will be ready for whatever lies ahead if we take charge and create our own future" (6). Positions build the stairs to take you to your future.

References

1. The American Dietetic Association. Creating the future: 1996-1999 Strategic Framework. *J Am Diet Assoc*. 1996;96:559-562.

2. Derelian D, Gilbride J. President's page: positions-an important means of fulfilling our mission and vision. *J Am Diet Assoc*. 1995;95:92.

3. House of Delegates Manual Chicago, Ill: American Dietetic Association; 1997:32.

4. Position of The American Dietetic Association: oral health and nutrition. *J Am Diet Assoc*. 1996;96:184-189.

5. Position of The American Dietetic Association: phytochemicals and functional foods. *J Am Diet Assoc*. 1995:95:493-496.

6. Chernoff R. President's page: strategic planning-the key to the future. *J Am Diet Assoc*. 1996;96:613.

How can you access ADA positions?

- Visit the ADA World Wide Web site at www.eatright.org/positions.html to download a position.
- Check the February issue of the *Journal of The American Dietetic Association* each year for a list of current positions (p 190 in February 1997).
- Contact Sara Garcia at ADA Headquarters: call 800/877-1600, ext 4898, or E-mail hod@eatright.org, for a single copy of a position.

Creative Calendar

January
- New Year's Day
- Good New-Trition for the New Year
- Solution for resolutions
- Tips for taking off extra pounds

February
- American Heart Month
- Children's Dental Health Month
- Valentine's Day

—Health benefits of chocolate
—Be heart smart to your sweetheart
—Fitting sweets into the diet

- Super Bowl Sunday

March
- **National Nutrition Month®**
- St. Patrick's Day

—Eat your greens
—Nutritional value of Irish foods

April
- April Fools' Day

—Myths about food might "fool" you
—Don't be "fooled" by fad diets

- Cancer Control Month
- Easter egg safety
- Passover

May
- National Barbecue Month
- Cinco de Mayo

—Healthy Mexican recipes

- Digestive Diseases Awareness Month
- National Family Month
- High Blood Pressure Month
- Mother's Day

—What your mother told you about nutrition
—Nutritious meals kids can prepare

- Older Americans Month
- Osteoporosis Prevention Week
- Physical Fitness and Sports Month
- Stroke Awareness Month

June
- Summer festivals
- National Dairy Month
- Father's Day

—Nutritional needs of men
—Healthy meals for kids to prepare for dad

- Fresh Fruits and Vegetables Month

• Family vacations
—Eating healthfully on the road

July

• Independence Day
—Low-fat fireworks
—Add "sparkle" to your meals
• Safe summer grilling
• Healthy foods at ballparks
• Healthy foods at state and county fairs
• Hydration stories
• Family vacations
—Eating healthfully on the road

August

• Back to school
—Pack a healthy, fun and nutritious lunchbox
—Manage a diet on dorm food
—Avoid the "Freshman 15"
—College cooking on a budget
• Family vacations
—Dashboard dining

September

• National Cholesterol Education Month
• National Food Safety Education Month
—***Home Food Safety . . . It's in Your Hands***
—www.homefoodsafety.org
• Labor Day
• Self-Improvement Month

October

• **ADA Food & Nutrition Conference & Expo**
• Breast Cancer Awareness Month
• Halloween
—Healthy Halloween treats for kids
—Haunting truth about your pantry
• Hunger Awareness Month
• Vegetarian Awareness Month

November

• National Diabetes Month
• Great American Smokeout
—Effects of smoking on nutrition
—Weight gain associated with smoking
• Thanksgiving
—Balance, variety and moderation
—Turkey tips

December

• Christmas and Hanukkah
—Healthy snacks for the holidays
—Weight maintenance over the holidays
—"Girth control"

Newspaper Data Sheet

NEWSPAPER NAME _____

ADDRESS _____

_____

PHONE _____

DAILY ❒ WEEKLY ❒ A.M. ❒ P.M. ❒ SUNDAY EDITION ❒

CIRCULATION _____

DEADLINES:

LOCAL OFFICE/STRINGER _____

TITLE	**NAME**	**PHONE**
General Manager		
Editor-in-Chief		
Managing Editor		
Ass't Managing Editor		
Editorial Page Editor		
City Editor		
Features Editor		

SPECIAL SECTIONS	**NAME**	**PHONE**
Metro		
Entertainment		
Lifestyle		
Sports		
Business		
Religion		
Sunday		
Sections		
Food		
Medical/Health		

Newspaper Data Sheet

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DAILY ❒ WEEKLY ❒ A.M. ❒ P.M. ❒ SUNDAY EDITION ❒

CIRCULATION _____

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City Editor		
Features Editor		

SPECIAL SECTIONS	**NAME**	**PHONE**
Metro		
Entertainment		
Lifestyle		
Sports		
Business		
Religion		
Sunday		
Sections		
Food		
Medical/Health		

Television Station Data Sheet

TV STATION _____

ADDRESS _____

_____

PHONE _____

TITLE	NAME	PHONE
Station Manager		
News Director		
Public Service Director		
Community Affairs Dir.		
News Assignment Editor		
Health/Medical Reporter		
Local Talk Show Host		

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Length _____

Format _____

Deadlines _____

Additional Comments _____

DAILY NEWS PROGRAMS

PROGRAM	FORMAT	CONTACTS

Television Station Data Sheet

TV STATION _____

ADDRESS _____

_____

PHONE _____

TITLE	NAME	PHONE
Station Manager		
News Director		
Public Service Director		
Community Affairs Dir.		
News Assignment Editor		
Health/Medical Reporter		
Local Talk Show Host		

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Length _____

Format _____

Deadlines _____

Additional Comments _____

DAILY NEWS PROGRAMS

PROGRAM	FORMAT	CONTACTS

Radio Station Data Sheet

RADIO STATION _____

ADDRESS _____

PHONE _____

FORMAT* _____
*e.g., news, rock, country/western, call-in

TITLE **NAME** **PHONE**

Station Manager _____

News Director _____

Public Service Director _____

Program Director _____

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Length _____

Format _____

Deadlines _____

Additional Comments _____

_____

PUBLIC AFFAIRS PROGRAMS/TALK SHOWS

PROGRAM FORMAT CONTACTS

_____

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Radio Station Data Sheet

RADIO STATION _____

ADDRESS _____

PHONE _____

FORMAT* _____
*e.g., news, rock, country/western, call-in

TITLE	NAME	PHONE
Station Manager		
News Director		
Public Service Director		
Program Director		

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Length _____

Format _____

Deadlines _____

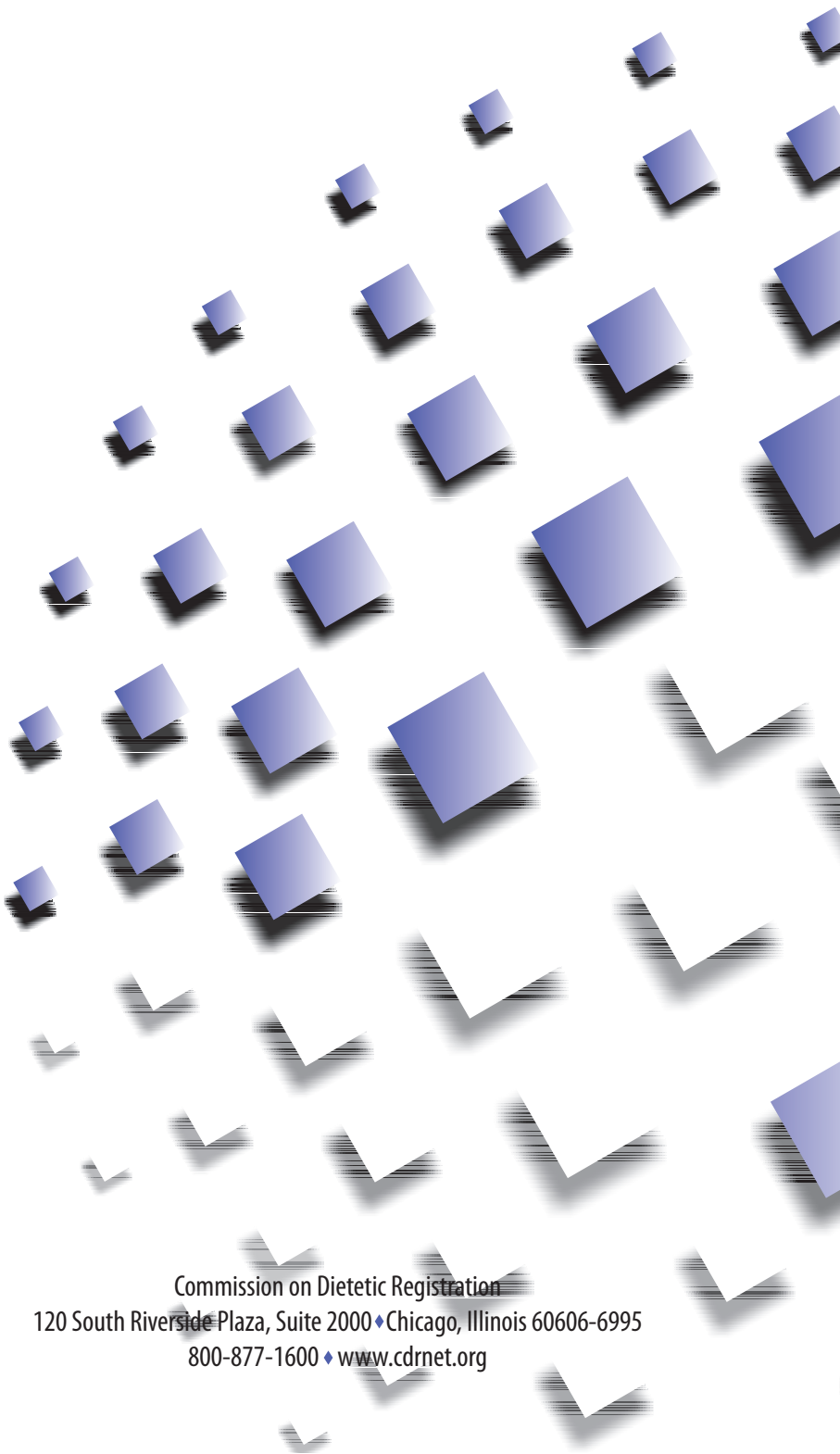
Additional Comments _____

_____

PUBLIC AFFAIRS PROGRAMS/TALK SHOWS

PROGRAM	FORMAT	CONTACTS

NOTES:



Commission on Dietetic Registration
120 South Riverside Plaza, Suite 2000 ♦ Chicago, Illinois 60606-6995
800-877-1600 ♦ www.cdrnet.org