

Academy of Nutrition and Dietetics Spokespeople Mailing Information

Each year, the Academy's national network of media Spokespeople conducts well over 2,500 interviews in print, TV, radio and electronic media, reaching tens of millions of people in the U.S. and around the world. Academy Spokespeople are strategically located in the nation's top media markets and all have areas of expertise including the ability to discuss general food and nutrition topics. The Academy also has specialists in African-American nutrition, Latino nutrition, child nutrition, diabetes and men's health.

In addition to the Spokesperson program, the Academy works with a network of more than 50 registered dietitian nutritionists serving as volunteer state media representatives. Located in each of the 50 states, state media representatives spread the Academy's healthful-eating messages primarily to journalists in their local communities. After their term ends, many past Academy Spokespeople continue to actively work in media markets.

The Academy offers organizations the opportunity to distribute information to our network of national media Spokespeople, state media representatives and past Academy Spokespeople.



Rate Card

Current Academy Spokespeople	\$5,000
Current Academy State Media Representatives	\$5,000
Academy Spokespeople, State Media Representatives and past Academy Spokespeople	\$9,500

Academy of Nutrition and Dietetics Spokesperson Mailing Review Process

1. A review copy of the mailing must be submitted for approval by the Academy's Strategic Communications team and Nutrition Information Services.
2. An invoice will be emailed to client for payment and payment must be received in full before a mailing is sent.
3. Mailing needs to be received completely packaged and ready for distribution. The Academy will then add mailing labels, along with a cover letter and distribute.
4. The Academy does not personalize cover letters for mailings. All cover letters should be addressed to Academy Spokesperson, State Media Representative or past Academy Spokesperson.
5. Oversized mailings will require an additional charge to be paid by the client. The Academy will pay postage up to and including \$3.00 maximum per package. If the packages are oversized, the Academy will invoice the client after the mailing is distributed. Mailings sent out via UPS will also require an additional charge.
6. Email distribution of a mailing may, at times, be arranged depending largely on the size of the file. There is no difference in cost for email distribution.
7. A mailing cannot be used as a method to poll or survey the Spokespeople, state media representatives or past Spokespeople. Please do not include any type of survey in your mailing.

For More Information: Strategic Communications | StratComm@eatright.org | 312/899-4806