

The logo for 'eat right' features the word 'eat' in green with a red dot over the 'a', and 'right' in green with a purple dot over the 'i'.

# Academy of Nutrition and Dietetics

## Academy of Nutrition and Dietetics

### Media Spokesperson Program

### Application and Instructions

**Application Deadline: Monday, March 2, 2026**

Thank you for your interest in serving as a media Spokesperson for the Academy of Nutrition and Dietetics.

Since its inception in 1982, the Academy's Spokesperson Program has been instrumental in bringing the Academy's messages of healthful eating and nutrition to millions of Americans each year via every form of news media — print, broadcast and electronic.

The Academy's landmark volunteer Spokesperson Program, widely emulated by professional associations across the country, advances the Academy's mission and goals; increases the public's knowledge of food, nutrition and health; establishes the registered dietitian nutritionist as the public's best source for nutrition information; and increases the overall visibility of the nutrition and dietetics profession and the Academy.

**The Academy Spokesperson Program is seeking new members for FY27 (June 1, 2026 – May 31, 2027). Experts in the following specialty areas are encouraged to apply: pediatric/youth nutrition; healthy aging; mental health nutrition; supplements; school meals; and sports nutrition.**

Please review the information in this packet, [complete the application](#) and upload all necessary supporting pieces by Monday, March 2, 2026.

**Please do not contact the Academy to inquire about the status of your application. All applicants will be notified by May 29, 2026.**

## **Section I: Spokesperson Qualifications**

### ***To qualify as an Academy Spokesperson, you must:***

- ✓ Be an Academy member.
- ✓ Have been an RD or RDN for at least five years. Advanced degree is preferred. Specialty credentials are desirable but not required.
- ✓ Demonstrate strong communication skills and a positive demeanor.
- ✓ Be knowledgeable in food and nutrition science with two or three areas of expertise, current food and nutrition topics and Academy positions.
- ✓ Have volunteered with, been active with or held an Academy position at the district, state or national level.
- ✓ Be free of conflicts of interest. (See attached Performance Guidelines.)
- ✓ Have sufficient flexibility in your work schedule to permit media training, interviews (often on short notice), preparation time, occasional travel and other assignments.
- ✓ Promote, support and attend state, district or national Academy activities.
- ✓ Maintain an email address and have Internet access.
- ✓ Be proficient in electronic and social media communications.
- ✓ Ideally a minimum of two years of media experience is helpful but not required (this includes working with the news media in television, radio, print and/or electronic forms).

## **Section II: Performance Guidelines**

If you are selected to be an Academy Spokesperson, you will be asked to accept a trial, one-year term, beginning June 1, 2026, and ending May 31, 2027, and to comply with the Academy's Spokesperson Performance Guidelines. If selected to continue in the Academy Spokesperson program, spokespeople will serve in three-year terms for up to 9 years and complete annual renewal forms to ensure information is up-to-date.

The Performance Guidelines contain important information on the Academy's mission, vision and the Spokesperson Program's conflict of interest policy. Please review the guidelines prior to completing this application.

### **Spokesperson Performance Guidelines and evaluation criteria include the following:**

#### Professional Work Ethic

- Demonstrate integrity in all professional and personal actions, supporting the Academy's Code of Ethics.
- Project a positive professional image and attitude.
- Provide — and when necessary, seek out — accurate information when acting as a source for the media, the public, Academy members or any other audience.
- Avoid conflicts of interest and promotion of self and business.
- Do not endorse products, brands or services.
- Attend all Academy Spokesperson meetings and sessions.

#### Avoid Any Conflict of Interest

It shall be a conflict of interest for an Academy Spokesperson to:

- Be a media spokesperson for or endorse any company, product or service.
- Knowingly distribute false or misleading information.
- Be quoted in industry press releases.
- Appear in satellite media tours and video news releases for any organization other than the Academy.
- Accept any invitation to an industry sponsored briefing or training event for spokespersons that is not authorized or sanctioned by the Academy.

- Accept remuneration for work as an Academy Spokesperson.

### Media Interviews

- Always identify yourself as a **registered dietitian/registered dietitian nutritionist** and an **Academy of Nutrition and Dietetics Spokesperson** when representing the Academy. This applies even when you are being interviewed about your place of work or your own business or publication.
- Consistently position the registered dietitian nutritionist as the authority on food and nutrition.
- Convey the Academy's positive food and nutrition philosophies and messages.
- Work to improve the quality of media interviews.
- Provide correct, clear and concise answers during interviews.
- Maintain a steady level of media activity throughout the year.
- Complete at least 36 media placements per year.
- Initiate print and broadcast news stories.
- Respond to all media requests within 24 hours.

### Assignments

- Follow through and complete assignments promptly and always meet deadlines.
- Submit annual Academy Spokesperson renewal form.
- Respond within deadline to Academy special requests for information.
- Cooperate with and assist in executing any Academy public relations efforts and programs.
- Share information and special areas of expertise with fellow Spokespeople and Academy leaders

### Media Representatives

- Attend required annual Academy events and training sessions, including, but not necessarily limited to:
  - Science Forum and Media Training (Spring)

- Food & Nutrition Conference & Expo™ (Fall)
- Monthly virtual spokesperson meetings (one-hour meetings)

The Academy will provide spokespeople with:

- Advanced-level media training
- Supplies, background information and materials as needed for media relations
- Travel and lodging for FNCE® and Science Forum (length of stay TBD)
- Updates from the Academy on nutrition-related issues
- Talking points and background materials on upcoming or breaking news stories
- Access to Spokesperson-only communication platform.

### **Section III: Application Packet**

Please submit all applications electronically.

***All application packets must include:***

**1. Completed application form**

**2. Two letters of recommendation.** Examples can include:

- president of your state or local dietetic association
- a peer familiar with your work
- your employer. If you are self-employed, include a second letter from a peer familiar with your work.

**3. Current C.V. or resume**

**4. Recent headshot**

Can be professional or amateur, but should be highest possible quality (JPEG or PNG)

**5. Social media profile**

Please include a brief description of your professional social media presence and expertise, including Facebook, X, LinkedIn, Instagram, TikTok, Threads, Bluesky and YouTube accounts and any blogs you manage. If you do not have professional accounts, please include a description of your social media proficiency.

**6. Optional: Provide three examples of news media interviews you have conducted within the past two years.**

- Print or web articles in which you were quoted (**not** articles authored by you)
- Online links of radio or television interviews

## **Section IV: Application**

### **Contact information**

Name  
Credentials  
Academy member ID number  
Email Address  
Phone Number

### **Specialty Area:**

**How many years have you been a registered dietitian?**

**How many years have you been working with the media?**

**Why do you want to be an Academy Spokesperson?**

**Describe in detail how you meet the Spokesperson qualifications. In particular, discuss your experiences working with the news media and your recent media activities.**

**Describe your areas of specialty and why you believe they make you a knowledgeable resource for the media and consumers.**

**Describe the extent of your participation in state, district or national Academy activities, as well as any dietetic practice or member interest groups.**

**Describe how you meet the Academy's Spokesperson Program conflict of interest requirements.**

**Optional: Please discuss any other factors, attributes, qualifications or activities that would make you an effective Academy Spokesperson.**