

Dietitians of Canada Spokesperson Program

August 2017

[Version Française](#)

Now accepting applications!

Dietitians of Canada's Spokespeople are a team of passionate dietitians who act as official spokespeople for Dietitians of Canada. They speak out on important issues like food insecurity, supporting healthy food environments, foods sustainability and health care issues. Our goal is to ensure dietitians remain a valuable and sought after source of nutrition information for the media.

The team officially launched in February 2014 and is now accepting applications for two categories:

- 1) National Spokesperson Team
- 2) Spokesperson Development Program (New!)

As a member of the **National Spokesperson Team**, you will be a featured member of Dietitians of Canada. Many of our spokespeople have gone on to high profile media opportunities. You will receive ongoing mentorship, skill refinement, increase exposure and profile and well as assistance preparing for media interviews.

*"This program helped me feel more confident in my skills as a media dietitian and has led to opportunities with me that I otherwise would not have had. I'm so grateful for the guidance and support."
- Casey Berglund, DC spokesperson 2014-2017*

The **Spokesperson Development Program** will focus on skill development for dietitians interested in becoming a spokesperson or doing advocacy via the media who have less than three years experience working with the media. This program will introduce you to the program with a focus on media skill development and media pitching.

Who we are looking for:

The dietitians who will take part in this program should meet the criteria outlined below. If you meet the criteria, please see application process below. If you do not meet the criteria listed below but would like to promote our profession, get involved with the media, or take part in media skills training opportunities, please contact [Kate Comeau](#) for additional opportunities!

Benefits to Participants

- Ongoing support and assistance crafting key messages, Q&As and media pitches
- Ongoing support and assistance creating relationships with key regional media
- Regular media briefs from the PR and Media Manager, highlighting top stories of interest
- Professional Development and skill enhancement in media skills and media relations including support materials and ongoing feedback
- Profiled to peers, the media and the public on DC social media
- Profile on the Dietitians of Canada public website in Media Centre: (150,000 page views per month)
- Quarterly tele-meeting with the team for updates on Dietitians of Canada's key initiatives and plans for the coming quarter related to Public Affairs and advocacy.

Criteria for participation

- Member of Dietitians of Canada
- Demonstrated track record in effective media relations over a period of at least 3 years*
- Clear, creative and compelling communicator
- Politically savvy and aware, particularly pertaining to policy issues (e.g. food insecurity, healthy eating strategy, food regulation)
- Flexible work schedule allowing for media interviews with minimal notice (including preparation time)
- Subscription to PEN
- Member of Dietitians of Canada's Media Network
- Profile in the "Interview a dietitian" Database
- Prepared to serve a two year term as a Dietitians of Canada spokesperson
- Committed to be free of conflict of interest for the duration of two year term as a spokesperson**
- Be willing to include "Spokesperson for Dietitians of Canada" on business website and/or "Interview a Dietitian" page and/or Spokesperson for @DietitiansCAN on social media accounts ***

*Unless applying for Spokesperson Development Program

**Conflict of Interest Includes:

- Acting as a spokesperson for or endorsing any company, product or service
- Being quoted in an industry news release
- Appearing in current media tours or in video news releases for another organization
- Accepting an invitation to an industry sponsored media briefing or training event for spokespersons
- Accepting remuneration for work as a Dietitians of Canada Spokesperson
- The following examples would be considered a conflict of interest, even if the spokesperson does not identify themselves as a Dietitians of Canada Spokesperson:
 - o The spokesperson agrees to participate in a paid media opportunity such as a video news release or paid TV appearance to promote a product (e.g. eggs)
 - o The spokesperson works directly with a public relations agency to provide a quote for an industry press release endorsing a new product (e.g. high fibre granola bar)
 - o The spokesperson is invited to speak at a conference for an honorarium and the spokesperson agrees to mention the benefits of a certain product (e.g. probiotic yoghurt) during their presentation
 - o The spokesperson is hired to handle media interviews at a "media junket" held by a food company

***Professional websites and Social media accounts which are publicly accessible must be used strictly for business purposes, free from potential conflict of interest with the values of Dietitians of Canada

Agreement and Expectations

If accepted, I, _____, agree to uphold the criteria listed above, including a commitment to remain conflict of interest free during a term of 2 years beginning on the date of signature. Should my situation change, or if I am unable to uphold the criteria listed above, I commit to informing the Manager of PR and Media immediately.

- When speaking on behalf of the Association, I will use the title *Dietitian and Spokesperson for Dietitians of Canada*. I will be assertive to ensure this title is included.
- I will actively look for media opportunities to speak about Dietitians of Canada or speak on behalf of the association
- I will notify the Manager of PR and Media of all media inquiries, particularly before using the spokesperson title, to ensure I have up-to-date key messages from Dietitians of Canada.
- I will make every effort to respond to media enquiries and respect media deadlines.
- I have included "National Spokesperson for Dietitians of Canada" on my business website and/or "Interview a Dietitian" page and Spokesperson for @DietitiansCAN on social media accounts *
- When speaking on behalf of the Association, I will limit myself to the key messages provided by Dietitians of Canada and will refrain from providing my personal opinion on an issue.

Note that Dietitians of Canada will provide \$250 to assist with out of pocket expenses for those spokespeople who are actively doing media interviews (>5 between April 1, 2017 and March 31, 2017).

Signature

Date

20____

Application Process:

Please provide complete page 2 of this document (criteria & agreement) and send to [Kate Comeau](#) along with a copy of your resume before August 30, 2017.

If you have any questions, or would like to discuss your application, please [contact us](#).