



## **Melissa Joy Dobbins, MS, RDN, CDE**

**The Guilt-Free RD® and CEO of Sound Bites® Inc., a food and nutrition communications business**

**Contributing author:**

**Chapter 10: “Effective Messages Are Created with and for an Audience”**

**Chapter 27: “Nutrition Communicators Have Greater Reach via Mass Media”**

**Chapter 32: “Master Media Interviews to Be a Reliable and Relatable Expert”**

Melissa is a nationally recognized dietitian, certified diabetes educator, podcaster, speaker and media trainer. She has extensive media experience as a spokesperson for the food, grocery and healthcare industries, and received the Media Excellence Award from the Academy of Nutrition and Dietetics in 2016. Melissa promotes “sound science, smart nutrition and good food” – sharing evidence-based information and realistic solutions to help people enjoy their food with health in mind.

As the host of the popular Sound Bites® Podcast, Melissa interviews experts on a variety of topics ranging from fad diets to farming, and explores the science, psychology and strategies behind good food and nutrition. She also specializes in training other dietitians on media and communication skills, so they can gain more visibility, influence and success.

### **What led you to contribute your time and expertise to writing *Communicating Nutrition*?**

When my career path led me into the world of media, and particularly television interviews, I learned essential skills that helped propel my career to the next level. Subsequently, I realized that those skills are transferrable to many other types of communication including speaking, writing, social media and more. As dietitians, we are uniquely positioned to help people digest nutrition information and make their own, well-informed food decisions. But we need a little guidance on this journey, and this book is a long-awaited resource to help dietitians create and deliver compelling, science-based messages that engage and empower audiences.

### **Connect with Melissa:**

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