We have really EXCITING NEWS.

As you know, NATA has been committed to "athletic trainer" terminology. We have encouraged members to use the correct reference and to encourage media, medical professionals, students, colleagues and others to do the same.

After more than a decade of perseverance, we learned today that Associated Press will include a specific definition of the profession in its Stylebook - the definitive resource and gold standard for media when it comes to proper punctuation and general grammatical style and reference. It will appear in the online version/sports guidelines section in the next few weeks and in the hard copy book in May. It has been approved by the AP Stylebook editors and will read as follows:

athletic trainers

Health care professionals who are licensed or otherwise regulated to work with athletes and physically active people to prevent, diagnose and treat injuries and other emergency, acute and chronic medical conditions including cardiac abnormalities and heat stroke. Specify where necessary to distinguish from personal trainers, who focus primarily on fitness.

The power of this definition cannot be estimated, especially with regard to our public relations and general communications efforts. We now have a definitive response for media and others should they not reference athletic trainers correctly. We are confident this will change the landscape of the profession and how it is referenced. Thank you to those of you who have helped us champion this effort for the past 10+ years.

PS: In an effort to support our ongoing branding efforts, our suggestion to "... use AT on second reference" was declined at this time.

Thank you,

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