

## A Way of Life

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It's easy to get an article in a number of chiropractic publications. All you have to do is buy a big enough advertisement and you get to run an "article." You've read them, those thinly veiled advertorials designed to tell you all about their product. Such articles aren't objective reports, they're just the publication selling its editorial space (and its credibility) to an advertiser.

Why would a publication put itself in such a compromising position? The reasons are simple: decreasing readership, and the resultant lack of advertisers. When a publication's readership is too small to attract enough advertising dollars, deals get made: bigger ad space for less dollars; editorial space for sale. Even with bargain ad space, the publication can only get some advertisers to buy space by dangling the promise of editorial space in the same issue. The advertiser in essence gets a double advertisement for the price of one, and the publication now has an advertiser it wouldn't otherwise have. Soon the publication is selling most of its editorial space.

This publication does not operate that way, but you can still get us to write about you or your company. Last year, for instance, we presented brief interviews with 12 corporate sponsors who demonstrated their commitment to our profession by contributing \$50,000-\$300,000 to the Chiropractic Centennial Foundation. We were very happy to report on the real commitment of those corporations to the chiropractic profession.

Just in case you are wondering, none of the money went to Dynamic Chiropractic. We just reported what we would like to see every chiropractic company do.

On the front page of this issue is another example of giving back to the chiropractic profession (see "Are \$Millions in the CARDS for Chiropractic?"). Drs. Richard and David Olree have worked very hard to develop a program that will allow DCs and chiropractic students to donate back to the profession as much as 13 percent of the money they spend on long distance phone service. In doing so, you will get the best rates I have ever heard of with no restrictions.

The best part is you decide where that 13 percent goes: national or state chiropractic associations, chiropractic colleges and/or chiropractic research organizations. Which organizations get the money is completely your choice.

Giving back to the profession is like tithing or saving: putting aside a percentage of your income. Once you make giving back a priority, it will be just like your other bills, only this payment will have an impact beyond any electric bill. It will affect the lives of chiropractors and patients you come in contact with and those you will never meet.

Giving back to chiropractic is a matter of choice. Once you make the choice, it becomes a way of life.

As you consider your commitment to chiropractic in this our first year of our second century, allow yourself to dream a little. Dream about what the world would be like if chiropractic could take its rightful place in health care. Dream about what your practice would be like if chiropractors could see 95 percent of the population. With your help, it could become our way of life.

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