

The background features two lemons. On the left is a cross-section of a lemon, showing its segments and the central pith. On the right is a whole, bright yellow lemon with a small stem at the top. The text is overlaid on these images.



NUTRITION IN THE NEWS

COMMUNICATING YOUR MESSAGE THROUGH THE MEDIA

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**WHY SHOULD
DIETITIANS BE IN THE
MEDIA?**



50-80%
**OF NUTRITION INFORMATION IS
OBTAINED THROUGH TELEVISION,
NEWSPAPERS, AND MAGAZINES**

Source: American Dietetic Association

MEDIA EXPOSURE

Can take your nutrition message to thousands of people instantly: consumers, local leaders, legislators, and the general public.

Will help you as a professional, your association, and enhance public recognition of you and your profession.

Establishes dietitians as a valuable and credible source of scientifically-based food and nutrition information.



HOW CAN YOU GET INVOLVED?

Nutrition Expert
Or
Nutrition Journalist



KNOW YOURSELF

- What are your strengths
- What are your weaknesses
- Anybody can be in the media




KNOW YOUR AUDIENCE

- Culture, Education Level, Age, Gender, Occupation, Financial Situation
- The public is bombarded with 4500 messages a day.
- Average person retains 5-10% of what they hear.
- General audience has a low science literacy.

UNDERSTAND YOUR AUDIENCE



- **What's in it for me?**
 - So what?
 - Who cares?
 - What is there source of information?
 - What are their needs?
 - What is going on in the world?
- 

WHO ARE THE MEDIA?

- Print: Magazines, Newspapers, newsletters
- Television
- Radio
- Internet



WHAT REPORTERS WANT

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- Interesting, unique stories
- Great quotes
- Honest, credible information
- Exact, straight to point information
- Examples
- Exclusives (Only you have the story)

WHAT REPORTERS DON'T WANT

- Technical Jargon
- Too many details
- Defensive attitudes
- Not answering questions or answering vaguely

FIND A STORY



- Check newspapers, the news, television shows and magazines.
- Keep up the latest news.
- Know what the public wants
- Know what reporters want
- Find a story anywhere and everywhere



Tuesday, April 6, 2006

Daily News from ADA's Knowledge Center

The Daily News List is a daily newsletter informing ADA members of news affecting food, nutrition and health.

**To get the Daily News in your mailbox each day go to
www.eatright.org/dailynews**

**Fish oil may help protect against retinal degenerative diseases
http://www.eurekalert.org/pub_releases/2006-04/lsuh-fom040506.php**

**Legume compounds may help cancer treatment
http://www.eurekalert.org/pub_releases/2006-04/ra-lcm040906.php**

**High-dose vitamin D supplements act as anti-inflammatory
<http://www.nutraingredients.com/news/ng.asp?n=66953-vitamin-d-inflammation-chf>**

Source: *American Journal of Clinical Nutrition*

**Research provides clues to obesity's cause and hints of
new approach for curbing appetite
http://www.eurekalert.org/pub_releases/2006-04/uopm-rpc041006.php**

Source: *Nature Medicine*

Newswise Daily Wire for 06-Apr-2006

Journalists' source for knowledge-based news

- [Bed-Wetting Often Caused by Diet--Follow These Tips to Help Your Child](#)
As many as 30 percent of young school-aged children wet the bed, but while there are medications available to help, doctors say something as simple as changing what kids eat and drink can be just as effective.
—Baylor Health Care System
- [Timing of Pregnancy May Predict What Baby's Gender Will Be](#)
There's still no way to choose the sex of your baby, but researchers say they have found a way to better predict whether an expectant mom is having a boy or girl by looking at the timing of her pregnancy.
—Baylor Health Care System
- [Sometimes 'Organic' Really Isn't--Follow These Tips When Shopping](#)
Ever get stumped in the produce aisle wondering whether you should buy organic? What does 'organic' really mean and is there a true health benefit? What's the difference between regular apples and 'organic' apples?
—Baylor Health Care System
- [Key Nutrients Critical for Older Infants' Development](#)
Conference at Experimental Biology Explores Advances in Infant Feeding Over Past 25 Years.
Experimental Biology
—International Formula Council

TOPICS

LEADING HEALTH ISSUES

- Obesity
- Diabetes
- Fitness
- Eating Disorders
- Food Safety
- Organic Food



THEMES

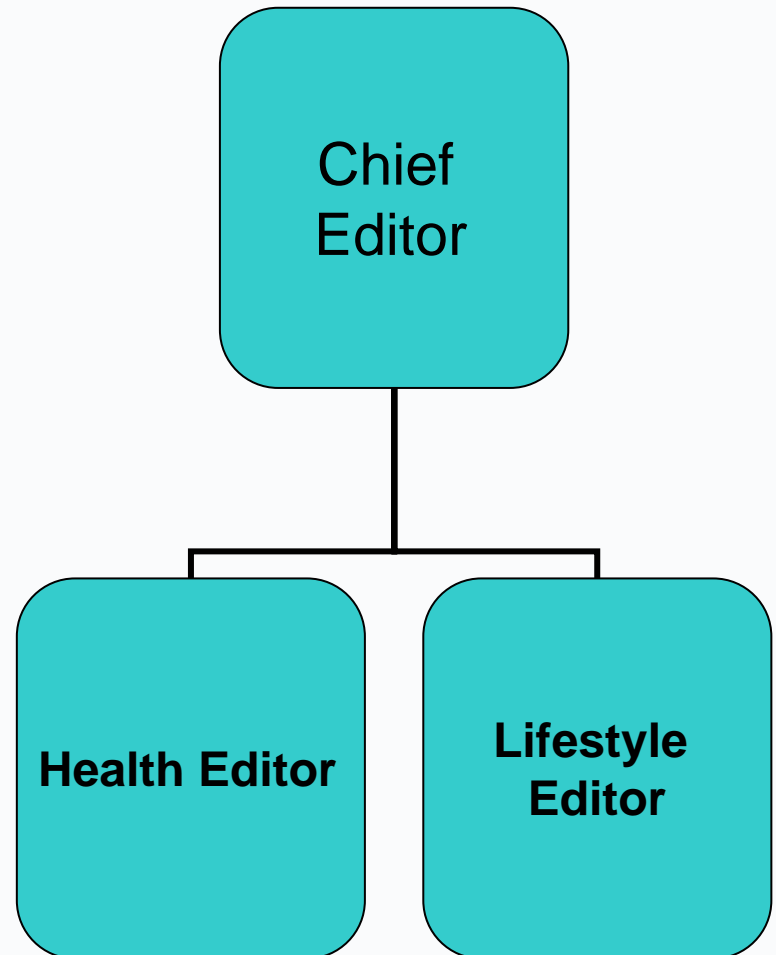
- Makeovers
- Top 10 lists
- Rate your plate
- Events
- What type? –hard news, human interest, how to
- New twist



MAKE CONTACTS

Gather information on journalists or reporters who cover health or nutrition.

- Name
- Title/Position
- Direct Phone number
- Address




CONTACT THE MEDIA

- Phone Call
- Email
- Letters
- Face to face

APPROACH MEDIA WITH CONFIDENCE



- Identify yourself
 - Media is our **Ally**
 - Take the initiative
 - They are trying to their job
 - Pleased to receive suggestion
 - Remember you are the Nutrition Expert
- 


TIMELINES

- Television: A few days or even same day
- Newspapers: A few days before
- Magazines: 1-2 months, sometimes longer
- Website: A few weeks

GETTING ATTENTION



FIND A GOOD HOOK

- Appeal to Health
 - Appeal to Emotions
 - Appeal to the Wallet
- 

PITCHING

- Pitch letter or Press Release
- Determine most important information
- Keep it short-300 words
- Include 1 or 2 headlines
- Include contact information
- Check spelling
- Send 4 weeks before the event

WHEN MEDIA CALLS

The slide features a white background with two slices of orange. One slice is in the top right corner, and another is in the bottom left corner. The title 'WHEN MEDIA CALLS' is centered at the top in a large, bold, black font.

- 5 W's Who, When, What, Where, Why
- Subject
- Deadline
- Medium
- What angle
- Who else is being interviewed

WHEN MEDIA CALLS

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- Why do you want to do the story?
- Take 10 minutes to gather your thoughts
- Do not be pressured to say anything you are not comfortable
- Who is the reporter

INTERVIEW PREPARATION



- Know your subject
- Know your audience
- Know your message
- Know your interviewer
- Follow Up



DO

- Start with important points
- Be a good listener
- Smile
- Always tell the truth
- Personalize it
- Entertain first, inform second.



DO NOT



- Exaggerate
- Do not try to say everything you know
- Do not speculate
- Do not say no comment
- Do not make statements you cannot back up



DO NOT




- Do not lie or fake it
- Do not endorse or criticize a particular product, author etc
- Do not use excessive scientific language
- Do not be late



SAY IT THEIR WAY



- Understand what words mean to the consumer
 - Average reading level is 6th grade.
 - Be practical. Show benefit that results from action.
 - Make advice specific, manageable, actionable.
 - Do not give lofty, vague advice.
- 

DEVELOP AN EFFECTIVE MESSAGE



Step 1: Define the Issue. What is the central idea (or issue) you want to communicate

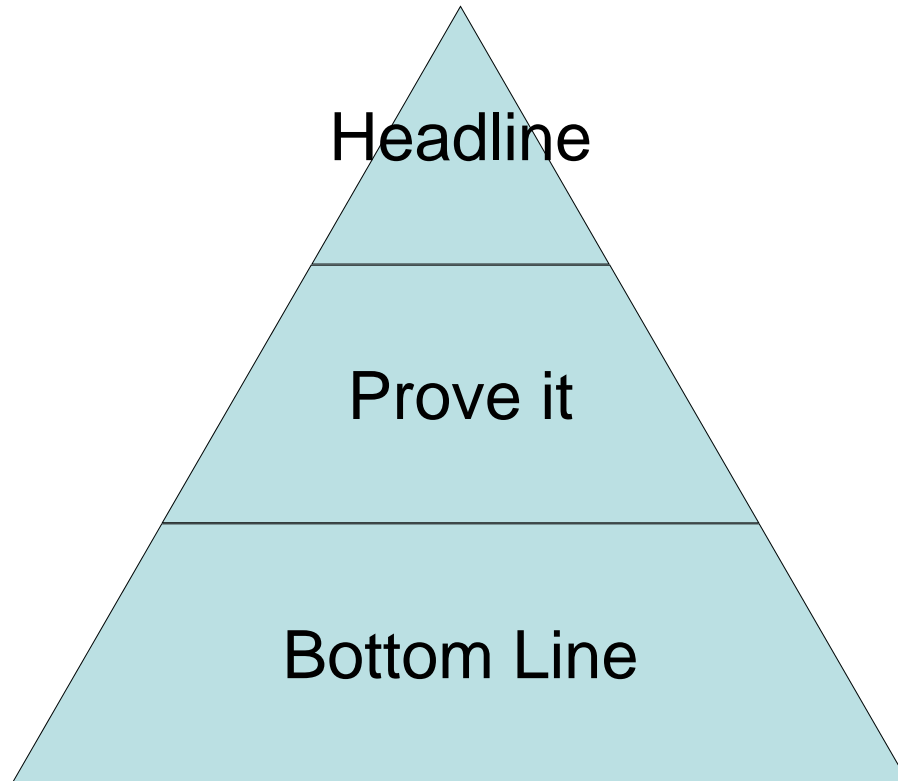
Step 2: Develop Initial Message Concepts What is/are the specific action(s) or behavioral change(s) that you want your target audience to adopt

Step 3: Assess Message Concepts Is the message meaningful and motivating to your audience?

Step 4: Fine Tune Messages Is the message interpreted and understood?

Step 5: Validate Messages Validating a message means confirming that a specific message is meaningful to many individuals in your audience.

MESSAGE PYRAMID





3

is the magic number



GET YOUR MESSAGE OUT THERE

- Practice
- Sound bites
- Anecdotes
- Be persuasive
- Personalize it
- Believe in it



WRITING AN ARTICLE



- Keep it interesting, attractive and appropriate.
- Accuracy is important. Always back up your information with scientific data
- Keep the deadline
- Verify that scientific information has not changed, after editing.
- Check for spelling and grammatical errors
- Get paid

RELATIONSHIP WITH THE MEDIA

- Allows healthcare professionals to educate consumers
- Not about seeing yourself on TV, but education.
- If you do your job well, they look well.
- Be consistent
- Be available

ETHICS

- Do not agree to write an article on a topic that has no scientific basis or that you do not agree with.
- Do not accept gifts from companies or manufacturers. In exchange they will expect you to promote their products.



THANK YOU

