Section 6: Designing and Delivering Communication via Mass Media

This section covers the wide variety of channels that effectively reach large numbers of people. The effective nutrition communicator does not shy away from communicating via mass channels of communication.

The titles emphasize the main ideas of each of the six chapters:

* Chapter 27: Nutrition Communicators Have Greater Reach Via Mass Media
* Chapter 28: Nutrition Topics Make Popular Newspaper and Magazine Articles
* Chapter 29: Social Media Is a Powerful Tool for Nutrition Communication and Professional Marketing
* Chapter 30: Blogging and Web-Based Writing Establishes the Nutrition Communicator as an Expert Resource to a Wide Audience
* Chapter 31: Online Education Is an Effective Tool for Nutrition Communicators
* Chapter 32: Master Media Interviews to Be a Reliable and Relatable Expert

Use the following questions as you read the section showcase and Chapters 27 through 32 to increase your understanding and put your knowledge into practice.

Section 6 Showcase

1. Have you ever listened to a podcast? Which one(s)? What was or were the topic(s)? Are you a regular listener to podcasts? If so, which one(s)?

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1. Imagine taking Liz up on her suggestion to start your own podcast. Answer the questions she posed in the showcase: Determine your niche. What are you passionate about? What can you talk about for hours on end?

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1. What format would you likely use? Why?

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1. How would you promote your podcast and get the word out?

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Chapter 27

1. How does the quote at the top of page 425 relate to the first paragraph in the chapter?

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1. Imagine being in a conversation with a colleague about nutrition professionals being present on various mass media channels. They remark, “I could never do that!” How could you respond to motivate them to reconsider their viewpoint? Refer to the rationale provided in the chapter. Include at least three reasons in your response.

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1. The section titled Understand the Media Landscape describes many different types of media channels. Which ones do you go to for news and information?

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1. In the section titled Take Advantage of Available Channels, the necessary skills are listed for each type of channel. List below the skills you would like to learn:

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1. Pick one of the mass media channels described in the chapter and explain one or more ways you could learn more about your audience:

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1. Imagine you want to develop a relationship with a local media outlet. Look up who you would contact and jot down how you might introduce yourself and how you could serve them:

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1. List an example of a “soft” news story about a nutrition topic suitable for each of the following categories:

Food

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Health

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Lifestyles

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Home and Garden

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Science and Technology

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Entertainment

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1. Check out one or more of the links in Box 27.1. Which one did you search? What did you find there?

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1. Following the Soup Month example on page 434, what is a topic, key message, and supporting evidence or examples that could make a good media story:

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Chapter 28

1. What are examples of popular press newspapers and magazines you read that are not listed in Box 28.1?

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1. How do you access news? Online or in print?

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1. Use Google Trends (<https://trends.google.com>) to locate a current food or nutrition trend. Describe what you found below.

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1. Page 441 describes an example of a story idea and how it could be pitched to a newspaper and a magazine. Come up with another example and describe when and how you would pitch it to both types of popular press publications.

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1. Use the Media-Monitoring Checklist on page 442 to evaluate a specific newspaper or magazine.

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1. Use a source listed in the chapter to identify a seasonal holiday related to food or nutrition, and describe how you could make a story with the qualities listed on page 443.

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1. Using the story concept from question 6, list three pieces of information you could include in an article that correspond to the most important, middle, and least important categories on the inverted pyramid.

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1. Locate the author guidelines for a particular publication. Where did you find them?

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1. Outline a query letter for pitching the idea listed in questions 6 and 7 above.

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1. How might you get started writing for a local media outlet, such as your student newspaper? Consider giving it a try.

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Chapter 29

1. What social media platforms do you use?

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1. Which of the platforms listed above have you accessed food and nutrition information of a professional nature? Have you contributed any food and nutrition information to a platform? Please describe.

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1. Suggest a purpose for a potential Facebook Group that would promote a food, nutrition, or health topic.

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1. What is disclosure and how is it done on social media?

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1. Take the professional civility pledge (Figure 29.11, see link under Resources). Why is this important?

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1. Share the post of someone else that you found useful and informative; add a comment or caption. What did you choose to share and why? How does sharing and commenting help a post have greater reach?

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1. What are popular hashtags related to a nutrition topic? Do you follow particular hashtags? If so, which ones?

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1. What are some potential goals you might have for using social media as a professional?

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Chapter 30

1. Have you read any food or nutrition blogs? If so, which one(s)? Have you ever written a blog? If so, what was the topic and the audience?

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1. Not all dietetics educators or nutrition professionals think favorably about their colleagues writing and publishing blogs. Why do you think that might be? The chapter provides evidence in favor of RDNs blogging. What findings did you find most compelling?

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1. Using any of the links in Box 30.1, locate a blog that interests you. As you read the chapter, reflect on how well the blog meets the qualities described for well-written blogs. What is the URL for the blog you selected?

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1. The most successful bloggers write for a targeted audience and stay within a targeted niche. For the blog you chose to evaluate above, who is the target audience? What is the focused topic area? If these two questions are hard to answer, what changes would you recommend?

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1. Consistency in posting is another recommended practice. By looking at the dates of the blog posts, does this blogger post on a consistent basis or sporadically? What is the frequency? Does this seem about right or would you recommend more or less frequently?

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1. Evaluate the blog based on the list of characteristics on pages 475 to 476:

Be scan-friendly

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Keep it clear and concise

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Find a voice

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Use vibrant, active words

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Create structure for the post

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Write strong headlines

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Think visually

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1. What changes would you recommend based on your evaluation above?

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1. Can you find the blogger on social media? What platforms? Does he or she link their blog from these platforms?

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1. Select a recent blog post and select some key words you might use to search for the topic. Using your preferred search engine, see if the post comes up when you search using the key words you selected. Describe your findings.

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1. Does the blog include any of the critical elements listed on pages 479 to 480? If so, which ones?

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1. How likely are you to write a blog? Why or why not?

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Chapter 31

1. What are your experiences with online education?

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1. What do you see as the pros and cons of online education? Do you agree with what is listed in the chapter?

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1. What types of online education would you consider using (as either the instructor or the learner)?

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1. In what ways is the design of online education the same as designing other types of communication?

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1. Thinking about the online education you have experienced as a learner, is there any aspect of the AIMES model that is frequently omitted? Would following this model improve the quality of online education?

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1. What LMS platforms have you had experience with? What features made them easier to use?

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1. What types of support materials do you find helpful?

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1. If you were to design an online course, what are three features that you would make sure you took into account to increase learner success?

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Chapter 32

1. Why is important that RDNs and other credentialed food and nutrition professionals say yes when the media calls and be willing to be interviewed?

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1. Best practices for media interviews are listed on pages 505 to 507. For each of the practices listed below, write one key idea from the chapter that struck you as most important to practice:

Be on time

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Look the part

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Attend to the interviewer

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Respond to questions in sound bites

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Provide context and clear meaningful examples

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1. Imagine you are interviewing someone for a podcast. What are two to three things you would do to prepare?

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1. What are several characteristics of good interview questions?

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1. Imagine you are going to be interviewed about a project you are currently working on. What is one key point you could make and two examples or pieces of evidence you could use to support it?

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1. Create a possible “hook” for the topic you describe in question 5:

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1. Create a possible bridge for an off-topic question that might occur in the interview:

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1. How could you flag your key point?

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1. What is a visual aid or prop that you could use with this interview?

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