

Earn
1 CEU

Exclusive Webinar Presentation

Delivering a Dynamic TV Interview



Presented by Sue Mah, MHSc, RD, and Gina Sunderland, MSc, RD

Sue Mah, MHSc., RD



❖ Affiliations:

President, Nutrition Solutions Inc.

Co-Founder, Media Training Boot Camp

Co-Founder, Nutrition for Non Nutritionists

❖ Disclosures:

In the past year, I have worked as a consultant and ambassador/media spokesperson for international companies including:

Campbell's Soup Company of Canada

Canola Connect

Country Harvest

Egg Farmers of Canada

KIND Bar

Oral B, Proctor & Gamble

Peanut Bureau of Canada

Pulse Canada

Sunkist

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Owner of Gina Sunderland, Consulting Dietitian
Clinical Dietitian, CancerCare Manitoba
Co-Founder, Media Training Boot Camp

❖ Disclosures:

In the past year, I have worked as a consultant and ambassador/ media spokesperson for international companies including:

- Almond Board of California
- Canola Eat Well for Life
- Becel Centre for Heart Health
- Tropicana Canada
- Dietitians of Canada
- CancerCare Manitoba, Nutrition Services
- Canadian Lentils
- Pulse Canada
- Mann's Veggies Made Easy

How We Got Started....



Sue Mah, MSc., RD
Toronto, Canada



Gina Sunderland, MSc., RD
Winnipeg, Canada

Media Dietitians are Key Influencers

Inform,
educate,
inspire



Share facts,
dispel
myths

Translate
science into
practical tips
and advice

Build your
profile &
business

Increase visibility
of RDs as
recognized,
trusted
food/nutrition
experts

Agenda

- ❖ **Ask These 10 Questions Before Every TV Interview**
- ❖ **Create Powerful Key Messages & Sound Bites**
- ❖ **Secrets of Success Checklist for TV Interviews**
- ❖ **TV Interview Rewinds**

Learning Objectives

After completing this continuing education course, nutrition professionals should be able to:

1. Identify 10 essential questions to ask before every media interview.
2. Define the 5 Cs for writing effective key messages.
3. Observe and compare some strengths and limitations of media interviews using the facilitators' "Secrets of Success" criteria.
4. Apply facilitators' expert insights and tips to their own media interviews.

Ask These 10 Questions Before Every TV Interview

Ask These 10 Questions

1. What is the topic? What questions will be asked? Is there a pre-interview?
2. Who is the host(s)? Who else are they interviewing?
3. Who is the target audience? How many viewers?



Ask These 10 Questions

4. What is the interview format?
5. How long will the interview be?
6. When will the interview air? Will it be posted on-line? Can you get a copy?



Ask These 10 Questions

7. Where is the interview? What time should you arrive? Where should you park?
8. Is there is a kitchen? What is the type and size of the set-up space?
9. Who is the main contact person on the day of the interview?
10. Is there in-studio make-up available? Is there a food stylist or set stylist available?



Create Powerful Key Messages

What's a Key Message?

MOST IMPORTANT things you want to say

MEMORABLE short talking points

STAND ALONE backed by supporting messages

Key messages are NOT the only messages you will say,
but they are the **MOST IMPORTANT** messages

Aim for 2-3 key messages per topic

5 C's for Creating Powerful Key Messages

1. **CLEAR** simple, no acronyms/technical terms
2. **CONCISE** max 2 sentences in key message
3. **COMPELLING** news, interesting, shocking
4. **CONNECTING** relevant, appeals to audience
5. **CREDIBLE** evidence-based

***MEMORABLE** persuasive, easy to remember, easy to repeat!

***PRACTICAL TIPS**

***EDU-TAINING!**

Create a Catchy Sound Bite

- ❖ A short catchy phrase that is memorable and supports your key message
- ❖ Can stand on its own
- ❖ 5-10 seconds in length



Some of our Favorite Sound Bites

Eat food.
Not too much.
Mostly plants.

Cook it once,
eat it twice.

Eat with
your hands!

*Real people aren't perfect,
and perfect people aren't real.*

Cooking is like
yoga – it requires
practice, patience
and presence.

On a cold wet day,
food can be a hug.

Example – Sugary Drinks

Key messages:

- ❖ Sugary drinks contain more sugar than you think.
- ❖ Some sugary drinks have as many calories as a meal.

Sound bite: A can of soda pop has about 10 tsp of sugar.

Supporting message:

- ❖ Some sugary drinks are: energy drinks, fruit drinks, sports drinks, pop, slushies, specialty coffee/tea drinks, and vitamin-enhanced waters.
- ❖ A large iced cappuccino has more calories than a double cheeseburger.

Secrets of Success (SOS) Checklist for TV Interviews

Secrets of Success (SOS) Checklist for TV Interviews

Look and sound your best on TV!

- ❑ Key Messages – concise, catchy, practical tips



Secrets of Success (SOS) Checklist for TV Interviews

Look and sound your best on TV!

- ❑ Key Messages
- ❑ Key Message Delivery – eye contact, body language, pace, tone, engaging



Secrets of Success (SOS) Checklist for TV Interviews

Look and sound your best on TV!

- ❑ Key Messages
- ❑ Key Message Delivery
- ❑ Visuals – colours, textures, tells your story



Secrets of Success (SOS) Checklist for TV Interviews

Look and sound your best on TV!

- ❑ Key Messages
- ❑ Key Message Delivery
- ❑ Visuals
- ❑ Wardrobe – colours, jewelry, makeup



TV Interview Rewinds

Getting Creative with Blueberries

- Kristyn Hall, RD



SOS – Key Messages



SOS - Key Message Delivery

Kristyn – good interaction with host



SOS - Visuals

Kristyn – suggestions



SOS - Wardrobe

Kristyn - patterned top



Healthy & Festive Holiday Snacks

- Alexandra Caspero, RD



SOS – Key Messages



SOS - Key Message Delivery

Alex – great eye contact with host, smiling all the time



SOS - Key Message Delivery

Alex – suggestion to engage host



SOS - Visuals

Alex – 3 stations, coloured bowls, placemats, heroes, heights, crossover



SOS - Wardrobe

Alex – beautiful blue, necklace length



Foods that are Better Together

- Sue Mah, RD



SOS - Key Messages



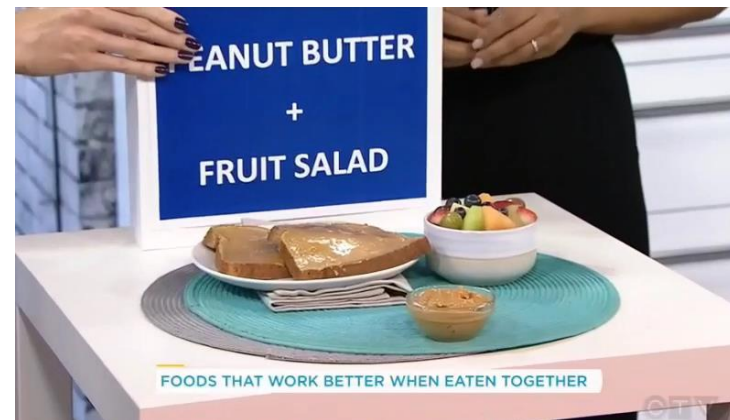
SOS - Key Message Delivery

Sue – good energy, smiling, friendly



SOS - Visuals

Sue – clean, simple, colourful



SOS - Wardrobe

Sue – blue dress, necklace



We're Here to Help You!

Media Training Workshops & Webinars Personal Coaching & On-Camera Training Free Secrets of Success

- ✓ Pitch a winning story to editors and producers
- ✓ Develop memorable key messages & sound bites
- ✓ Create the right visuals to tell your story
- ✓ Dress for success
- ✓ Identify your strengths and weaknesses
- ✓ Build your skills and confidence
- ✓ Rock your next interview!



Sign Up for Our Free e-Newsletter! Questions?

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Resource

Working with the Media: A Handbook for Members of the Academy of Nutrition and Dietetics.

<https://www.eatrightpro.org/~media/eatrightpro%20files/career/career%20development/workingwiththemediashx>

Credit Claiming

You must complete a brief evaluation of the program in order to obtain your certificate. The evaluation will be available for 1 year; you do not have to complete it today.

Credit Claiming Instructions:

1. Log in to www.CE.TodaysDietitian.com and go to “My Courses” and click on the webinar title.
2. Click “Take Course” on the webinar description page.
3. Select “Start/Resume Course” to complete and submit the evaluation.
4. Download and print your certificate.