

Improving On-camera Performance Skills for TV and Other Video Platforms

PRESENTERS
Carolyn O'Neil, MS, RDN & Liz Weiss, MS, RDN




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Disclosures

Carolyn O'Neil, MS, RDN: Pompeian Olive Oil Tillamook Cheese American Pecans a2 Milk	Liz Weiss, MS, RDN: Avocados from Mexico Tomato Wellness Portofino Tuna
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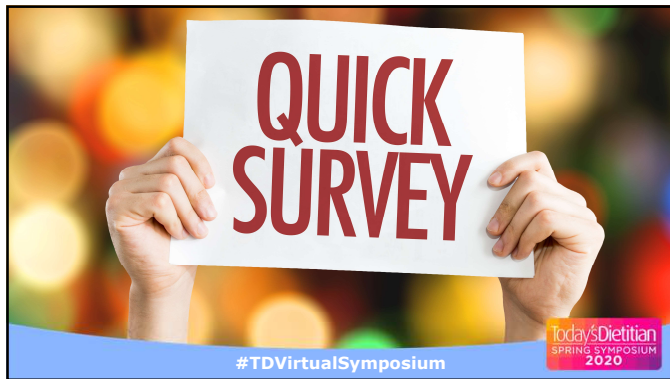
Learning Objectives

1. Identify and implement the steps required to **pitch, prepare, and prop** a TV or video food segment.
2. Understand how TV and video food/cooking demonstrations can build **consumer confidence** in the kitchen and trigger **behavior change** for healthier eating patterns.
3. Learn key strategies for a winning video when your **performance**, your food demo, and your nutrition messages are the stars.



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Impact of COVID-19 on Food Journalism

"Restaurants are shutting down or facing curfews in many places. People are staying home and (we hope) doing a lot more cooking for themselves. Food supply chains are interrupted. The effects of COVID-19 are making the work of food journalists *more relevant than ever*."

-Rick Nelson, Association of Food Journalists and Food Reporter at the *Minneapolis Star Tribune*

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Video: Powerful Educational Tool

- Now that I have your **attention**
- 1 picture is worth 1,000 words
- **Concise** content
- Video platforms are busy!

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Food Demos & Nutrition Knowledge



- Research: British Food Journal
- 98% participants reported food demo helped increase **awareness** and **knowledge** of creating healthier meals and making healthier food choices

Goh, Lynette & Wong, Yoon & Yee, Ang & Tan, Audrey.
(2017). Effectiveness of nutrition education accompanied
by cooking demonstration. British Food Journal, 118,
15, 1158/9/1-15-2016-0464.

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Food Demos & Nutrition Knowledge

- Research: Bowling Green State University, Honors Project by M. Hemmelgarn
- Food demo captured and **retained** attention
- **Immediate** gain of knowledge due to concise content



Hemmelgarn, Megan. "Effectiveness of Food Demos to
Increase Nutrition Knowledge" (2017). Honors Projects.
202. <https://scholarworks.bgsu.edu/honorsproject/202>

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Food Demos & Nutrition Knowledge



Research Summary:

- Concise nutrition education that is clear and pertinent found to be **effective**
- Designed **not to overwhelm** with abundance of facts
- **Short** and sweet!

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Learn from Lifestyle Experts

- **Catchy** titles
- Current **concerns**
- Enthusiastic **delivery**
- **Show** and tell



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**RDNs are lifestyle experts
with a
SUPERPOWER!**

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RDNs Have Superpowers!

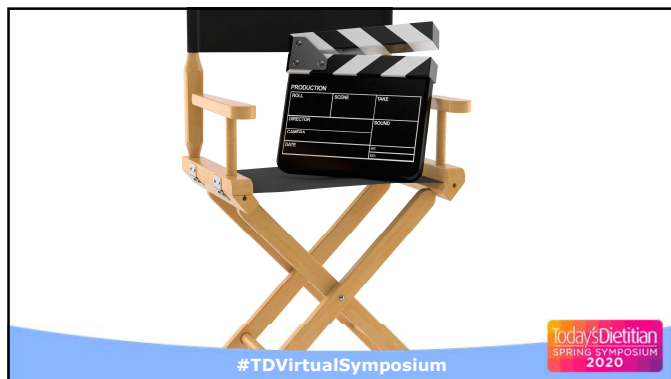


- You have college **degrees** in food, nutrition and dietetics
- You are a **credentialed** RDN
- You probably have an **expertise** in a particular area of nutrition science
- Media craves **credibility** now!

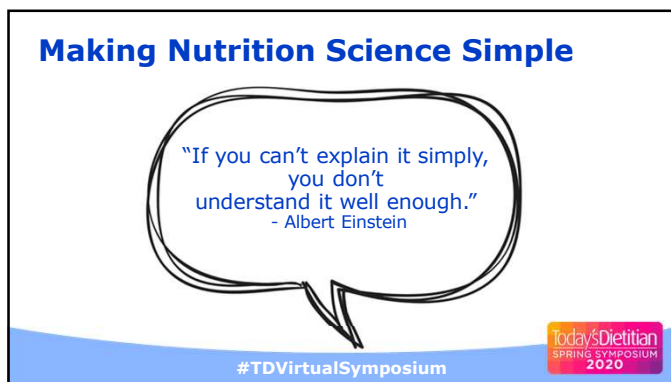
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Before the Pitch: *Things to Consider*

- Show vibe; host personality; and demographics
- Live or taped; segment length
- Sponsored or non-sponsored
- Table; kitchen space; digital screen?
- Location: Station? Home kitchen?



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The Pitch: *What's the Hook?*



- Timely / Seasonal
- In the news
- Local
- Hyper focused
- What are viewers and online followers hungry for? Can you do a survey?

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Planning Pointers: *Segment Elements*

- Break segment into 2 to 3 **zones**
- Develop 1 to 2 **talking points** per zone
- What recipes, food, and props will **support those messages**



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Planning Pointers: *Recipe Selection*



- Do the recipes (and food) match the segment theme?
- Are the recipes easy to make, visually appealing, nutritious, flavorful?
- Have you made and **practiced** them?
- Provide **written recipes** and/or a hyperlink

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Planning Pointers: *At the Station*

- Getting into the **studio**
- Set up **time**
- Prep area? Equipment? Clean up?
- Sanitizing wipes, gloves, paper towels, dish towels, soap, compost bags?
- Take **photos** of the set ... and YOU!



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Equipment List: *For Home "Studios"*

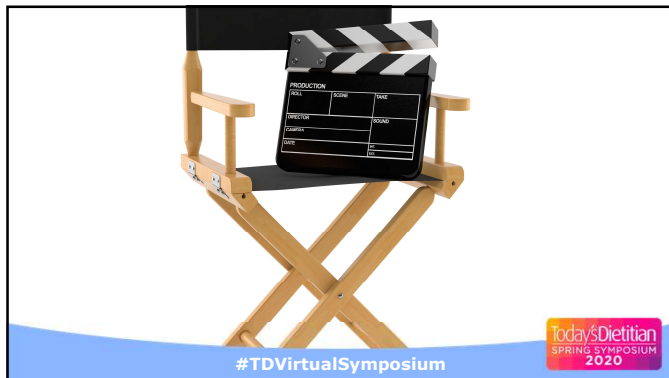
- Ring light: 12 – 18 inches. Dimmable feature. Does double duty as a tripod.
- Light costs \$60 - \$150 depending on size
- Selfie stick with bluetooth wireless remote clicker
- Microphone (not mandatory, but comes in handy)



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Prepping: *Cooking Hacks*



- **Online** grocery service
- **Pre**-sliced and diced produce
- **Prepped** items
- **Shortcut** ingredients
- Garnishes and things that **pop**: fresh herbs; sliced citrus; flowers

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Prepping: *Cooking Hacks*

- Got Gazpacho? No!
- Then use **salsa**
- Think like a **food stylist**
- Add **salt to beer** to keep the foam!



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Prepping: *Cooking Hacks*



- **No time** to make rice or other grains?
- Use **premade** rice or quinoa: frozen or in pouches

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Prepping: *Cooking Hacks*

- **No time** to make butternut squash soup?
- Use **premade**
- This is TV; **not a cooking contest**



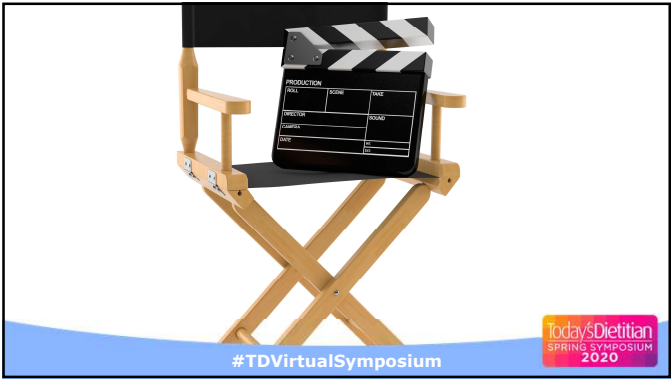
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Propping: *Theme*



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Propping: *Layers*

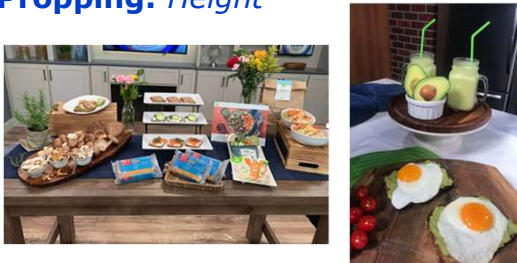


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Propping: *Height*



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Propping: *Make Things Look Full*



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Propping: *Make Sure It's In Order*

- Going left to right?
- For the camera **operators**
- For the **host**
- For your **messages**
- Can you reach your **action areas**?
- Have a **landing place** for final and opening shots



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Propping: *That Something Extra!*



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Performance: Lights, Camera, Action



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Performance: *Your Personality*

- Watch the **competition**
- Smile and have **fun!** What's your **style?**
- Share a story; make it **real**
- Adapt to tone of show, host, guest, online audience...and **engage** when possible
- **Avoid** using and repeating words such as *amazing, absolutely* and *exactly*
- Wardrobe and makeup tips



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Performance: *Your Voice as an RDN*

- Be **credible**, confident, and compassionate
- Use "person first" language
- **Avoid** stereotypes
- Consider all **income** and **education** levels
- **Adjust** your lens



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Performance: *Your Voice as an RDN*

- **Define** generic or popular terms like *clean eating*, *processed meats* (*prepared meats*), *immune boosting*, and *plant based*
- Weave in **eco-friendly** tips and actions that prevent food waste
- Always consider **food safety**; Don't touch your hair or face; is your home kitchen neat and tidy?
- Emphasize **evidence-based** facts: What does the science say...?

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"As a Registered Dietitian Nutritionist..."

- Use that in **at least one** sentence
- But make sure to lead with **messages first**
- **Credentials** are key
- **Compassion** is vital
- Especially true for **TV and video** audiences



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It's a Wrap

Sound Smart
Show Smart
Look Smart

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Questions?

Liz Weiss, MS, RDN
Host, *Liz's Healthy Table* podcast and blog
www.LizsHealthyTable.com

Carolyn O'Neil, MS, RDN
TheHappyHealthyKitchen.com
www.thehappyhealthykitchen.com

 @LizWeiss | @CarolynOneil

 liz@lizshealthytable.com

 Carolynoneil@aol.com





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Questions?

Carolyn O'Neil, MS, RDN
TheHappyHealthyKitchen.com

www.thehappyhealthykitchen.com

 @CarolynOneil

 Carolynoneil@aol.com





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