

**“...there is much that each individual member can do to provide the media with positive, newsworthy information about food and nutrition issues and the dietetics profession”
(ADA Handbook)**

Media 101: Tips and Information for GDA Members

Resources:

"Working with the Media", ADA's media handbook (includes pitching and story ideas):

http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/media_1524_ENU_HTML.htm

Check out the following sites for lists of media outlets in Georgia; just click on the station call letters to connect with the station's website.

<http://www.shgresources.com/ga/radio/>

<http://www.shgresources.com/ga/tv/>

<http://www.shgresources.com/ga/newspapers/>

Know the Media

To be an effective communicator, you must learn to be alert to the issues and practice techniques.

1. Watch television analytically: Tune in to the syndicated morning shows like the Today Show, Good Morning America, etc. Watch how the pros do it.
 - Who is the interview subject talking to (target audience)?
 - What is the interviewee's objective (overriding persuasive message)?
 - What supporting messages did you pick up? How effective are they?
 - How well prepared do you think the interview subject is? Is this the right person to be speaking for the organization they represent?
 - Are the answers given in such a way that they can stand on their own? What are the chances this person could be quoted out of context?
 - How do you feel about the interviewer? Fair, or biased? What were the indications?
 - What can you tell about the subject's non-verbal communication?
 - Is the person in conversation or message delivery? How can you tell?
 - Other observations/ comments?
2. Read the newspaper, watch the news and explore the Internet. Keep abreast of current research and hot topics in nutrition. If you are positioned as an expert, reporters and viewers will expect you to know the answers to topical questions.
3. Practice, practice, practice: Run through a question-and-answer simulation with a staff member before you go to the interview. You'll have the answers fresh in your mind and will be more confident and relaxed.
4. Take the communications aspect of your work seriously: Communication skills are essential to your line of work. This is true not only in exchanges with the news media, but in your job as well. Communication is an area where you can always improve.

Be prepared for the Interview

Step One: General idea

Is this an interview that you requested? What has happened? What, if any media coverage has already occurred on this issue? What is the nature of the coverage? Where did the information come from? Who else has the reporter interviewed?