



Course Map

Course Name: Pitch, Prepare, Perform: The 10 Ps to Media Success

Instructor Name: Amy Goodson, MS, RD, CSSD, LD

Media E-Course Description:

Pitch, Prepare, Perform: The 10 Ps to Media Success is designed to give you the top ten keys you need to know to master success in media. Whether you are just starting out, looking to dip your toes in TV, or have a goal of media spokesperson, this mini e-course course will help you confidently and successfully take YOUR next step.

The media mini e-course encompasses:

- Pitch - The Steps to Pitch like a Pro
- Producers - Navigating the Business Side of Producers and TV Stations
- Plan - From Idea to Air: Crafting a TV Segment Script
- Parts - Tech Essentials for Media Success
- PR - Building Partnerships with PR Companies and Brands
- Price - Pricing Your Services and Monetization Strategies
- Prepare - The Art of Set Styling and Creating Visual Impact
- Practice - Mastering On Camera Skills
- Promote - How to Elevate Your Name's Credibility
- Perform - Navigating the Media Spotlight: Do's and Don'ts for Success

Course Instructor:

Amy Goodson, MS, RD, CSSD, LD received her Bachelor of Science degree in Speech Communications from Texas Christian University and her Master of Science degree in Exercise and Sports Nutrition from Texas Woman's University (TWU). She is a Certified Specialist in Sports Dietetics and adjunct professor at TWU. As a registered and licensed dietitian, Amy is passionate about marrying nutrition and communications together to provide quality, science-based nutrition information through speaking, media, writing and consulting, as well as developing young leaders to do the same.

Amy is the author of *The Sports Nutrition Playbook* and co-author of *Swim, Bike Run, Eat*, and *The 3-D Body Revolution*. She has over 1450 media placements nationwide, has given over a thousand presentations and hosted nutrition and communications workshops in the US and abroad. She is the owner of Amy Goodson RD Courses, a business designed to help dietetic students, interns, and new registered dietitians determine and take the steps necessary to reach their dream career.

Media E-Course Learning Objectives:

1. Identify the steps to writing and delivering a media interview pitch to a producer or brand.
2. Learn how to use message maps to craft compelling messages for dynamic media interviews.
3. Recognize key skills to enhance on-camera skills.
4. Develop a plan for pitching and completing a media interview.

Suggested CDR Performance Indicators:

Sphere 1: Ethics

- 1.1.5 Integrates new knowledge and skills into practice.
- 1.1.6 Recognizes and exercises professional judgment within the limits of individual qualifications.
- 1.1.7 Builds collaborative relationships to encourage professional growth and development.

Sphere 2: Communications

- 2.1.1 Assesses the communication needs of individuals, groups, and populations to provide effective communication.
- 2.1.3 Tailors messages and communication methods to meet the needs of target audiences.
- 2.1.5 Evaluates the effectiveness of communication methods used to ensure understanding of presented information.
- 2.2.3 Delivers accurate and credible messaging.
- 2.2.4 Ensures written communications are timely, legible, accurate, and professional in nature.
- 2.3.1 Identifies needs for and negotiates common ground with clients, inter- and intra-professional team members, and other stakeholders.

Sphere 3: Leadership and Advocacy

- 3.1.1 Identifies strengths and opportunities for improvement in self and in others.
- 3.1.6 Takes an active role in sharing information and knowledge.

Sphere 4: Critical Thinking and Decision Making

- 4.2.1 Identifies potential or existing opportunities and challenges.
- 4.2.7 Identifies and implements a plan to address opportunities and challenges.
- 4.2.8 Evaluates the effectiveness of plans and decisions and makes adjustments when needed.

Sphere 11: Business, Industry, and Product Development

- 11.3.1 Adheres to the Code of Ethics of the profession.
- 11.3.5 Adheres to legislation, regulations, standards, and guidelines when selling products and services.
- 11.3.6 Demonstrates advanced communication, negotiation and leadership skills, and flexibility with clients/patients, team, and others.
- 11.3.7 Develops and implements marketing materials and advertisements, adhering to legislative, regulatory, and organizational policies.
- 11.4.1 Stays abreast of changing trends and technology in promotion, marketing, and advertising products and services.
- 11.4.2 Adheres to advertising regulations and organizational policies.
- 11.4.3 Ensures advertising information is evidence-based, balanced, accurate, and in the public's best interest.

Module # and Title	Module Description	Module Learning Objectives (MLOs)	Suggested CDR Performance Indicators:
Module 1: <i>Pitch: The Steps to Pitch like a Pro</i>	Elevate your pitching game with expert insights. Understand the nuances between editorial and sponsored pitches, craft compelling pitches that stand out, and learn	<ul style="list-style-type: none"> • Create a segment concept including crafting a compelling hook, the structure, and the unique selling points. • Identify how to connect with the right people in which to pitch a TV segment. 	<u>Sphere 1: Ethics</u> 1.1.5 1.1.6 <u>Sphere 2: Communications</u> 2.1.1 2.2.3

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	the etiquette and best practices for successful pitches that grab media attention.	<ul style="list-style-type: none"> Learn how to conduct proper follow-up when communicating with TV producers. 	2.1.3 2.2.4 2.1.5 2.3.1 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.7 4.2.8 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.6 11.3.5 11.3.7
Module 2: <i>Producers: Navigating the Business Side of Producers and TV Stations</i>	Unlock the secrets of working with TV stations and building relationships with producers. Dive into the world of TV production timelines and gain valuable insights into the business aspects that can make or break your media career.	<ul style="list-style-type: none"> Understand the difference between pitching TV segments and booking airtime. Identify the skills necessary for working with TV station producers and account executives. Recognize the types of transparency and disclosure necessary for editorial and paid TV segments. 	<u>Sphere 1: Ethics</u> 1.1.5 1.1.7 1.1.6 <u>Sphere 2: Communications</u> 2.2.4 2.3.1 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.8 4.2.7 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.4.1 11.3.5 11.4.2 11.3.6 11.4.3 11.3.7
Module 3: <i>Plan: From Idea to Air - Crafting a TV Segment Script</i>	Go from idea to polished TV segment script effortlessly. Learn to outline your segment, create a logical flow with message maps, and provide relevant information and context to engage and inform your audience effectively.	<ul style="list-style-type: none"> Understand how to use a message map to develop a TV segment's structure and layout. Recognize the details necessary to writing a TV script for producers and TV stations. Identify the types of call to actions that can be utilized depending on the type of TV segment being conducted. 	<u>Sphere 1: Ethics</u> 1.1.5 <u>Sphere 2: Communications</u> 2.1.1 2.1.5 2.1.3 2.2.3 <u>Sphere 3: Leadership and Advocacy</u> 3.1.1. 3.1.6 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.8 4.2.7 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.4.2 11.3.6 11.4.3 11.3.7

Module # and Title	Module Description	Module Learning Objectives (MLOs)	Suggested CDR Performance Indicators:
Module 4: <i>Parts: Tech Essentials for Media Success</i>	Master the technical side of media with ease. Set up your virtual workspace, discover in-studio tips and tricks, select the right equipment and software, and troubleshoot common tech issues. Get ready for a seamless media performance.	<ul style="list-style-type: none"> Identify necessary technology and equipment necessary for doing media interviews and TV segments from home. Recognize the opportunities to amplify a virtual TV set. Identify the training and skills necessary to execute virtual TV segments. 	<u>Sphere 1: Ethics</u> 1.1.5 <u>Sphere 2: Communications</u> 2.1.5 <u>Sphere 3: Leadership and Advocacy</u> 3.1.1 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.7 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.7 11.4.1
Module 5: <i>PR: Building Partnerships with PR Companies and Brands</i>	Unlock the potential of PR partnerships for media exposure and navigate collaborations with brands like a pro. Explore the dos and don'ts of building win-win partnerships that boost your media presence.	<ul style="list-style-type: none"> Understand the importance and components to building a media kit for brands and PR companies. Identify how to work with PR companies and food brands to book and execute TV segments. Learn the various types of partnerships available when working with PR companies and food brands. 	<u>Sphere 1: Ethics</u> 1.1.7 <u>Sphere 2: Communications</u> 2.2.4. 2.3.1 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.8 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.4.1 11.3.5 11.4.2 11.3.6 11.4.3 11.3.7
Module 6: <i>Price: Pricing Strategies and Monetization Strategies</i>	Navigate the world of pricing your media services confidently. Learn effective pricing strategies tailored to different media work, sharpen your negotiation skills, and explore various monetization avenues for sustainable success.	<ul style="list-style-type: none"> Identify the differences between editorial and paid media. Recognize ways to receive compensation for media and TV segments. Learn how to increase your ROI on TV segments. 	<u>Sphere 1: Ethics</u> 1.1.5 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.4.1 11.3.5 11.4.2 11.3.7 11.4.3

Module # and Title	Module Description	Module Learning Objectives (MLOs)	Suggested CDR Performance Indicators:
Module 7: <i>Prepare: The Art of Set Styling and Creating Visual Impact</i>	Transform your media sets into captivating visual experiences. Harness the power of set styling, create visually stunning environments, and discover budget-friendly tips to make your on-screen presence truly shine.	<ul style="list-style-type: none"> Understand the techniques necessary to prepare and transport food for TV segments. Recognize how to use props to amplify a TV set. Identify 15 tricks and techniques to elevate food's appearance on TV. 	<u>Sphere 2: Communications</u> 2.1.1 2.1.5 <u>Sphere 3: Leadership and Advocacy</u> 3.1.1 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.7 4.2.8 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.7 11.4.2 11.4.1
Module 8: <i>Practice: Mastering on Camera Skills</i>	Banish stage fright and hone your on-camera skills. Prepare thoroughly for appearances, master body language and non-verbal communication, and gain the confidence to perform flawlessly on camera.	<ul style="list-style-type: none"> Learn how to use body language, tone, and pace to amplify and enhance TV segments. Identify various ways to practice TV segments to improve before doing the TV segment. Recognize ways to adapt a script and prepare for unpredictable questions. 	<u>Sphere 1: Ethics</u> 1.1.5 <u>Sphere 2: Communications</u> 2.1.1 2.1.5 2.1.3 2.2.3 <u>Sphere 3: Leadership and Advocacy</u> 3.1.1. 3.1.6 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.1 4.2.8 4.2.7 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.6 11.3.5
Module 9: <i>Promote: How to Give Your Name Credibility</i>	Boost your name's credibility in your niche with effective self-promotion strategies. Learn how to leverage social media and online platforms to enhance your authority and make your mark in the media landscape.	<ul style="list-style-type: none"> Identify ways to elevate your name's credibility in the media. Recognize how to use expert quotes to improve your brand, SEO, and influence. Learn how to use other people's audiences and stages to amplify your reach and name's credibility. 	<u>Sphere 1: Ethics</u> 1.1.6 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.7 4.2.8 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.3.7 11.3.5 11.4.2 11.3.6 11.4.3

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Module 10: <i>Perform:</i> <i>Navigating the Media Spotlight - Do's and Don'ts for Success</i>	Steer your media journey with expert guidance. Discover the crucial dos and don'ts for success in the media spotlight, ensuring that every appearance and opportunity maximizes your impact and influence.	<ul style="list-style-type: none"> Identify the top five ways to enhance on-camera and stage presence and delivery. Understand how body language, tone, and pace affect a media interview. Recognize the five things to avoid when conducting media interviews and TV segments. 	<u>Sphere 1: Ethics</u> 1.1.5 1.1.6 <u>Sphere 2: Communications</u> 2.1.1 2.1.5 2.1.3 2.2.3 <u>Sphere 3: Leadership and Advocacy</u> 3.1.1. 3.1.6 <u>Sphere 4: Critical Thinking and Decision Making</u> 4.2.7 4.2.8 <u>Sphere 11: Business, Industry, and Product Development</u> 11.3.1 11.4.2 11.3.5 11.4.3 11.3.6