

## SPREADING YOUR MESSAGE WITH COOKING SEGMENTS ON TV THAT SIZZLE



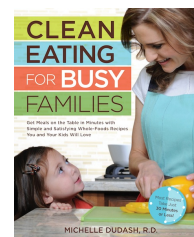
**Michelle Dudash, RDN**

International Association of Culinary Professionals  
September 11, 2017

@michelledudash  
#iaccp

## ABOUT MICHELLE DUDASH, RDN

- Registered dietitian nutritionist
- Cordon Bleu-certified chef
- Founder of Chef Dudash Nutrition
- Cookbook author
- Hundreds of TV appearances
- ~2 segments per month
- Media spokesperson
- Recipe developer
- Writer



**clean eating**  
COOKING SCHOOL  
MONTHLY MEAL PLANS MADE SIMPLE

## OBJECTIVES

- Understand the steps going into the execution of an effective cooking demo on TV
- Develop skills to make your cooking segment appear effortless and magical and make you look amazing



## THE 7 PS

- Pitch
- Plan
- Prep
- Practice
- Perform
- Plug
- Post-segment

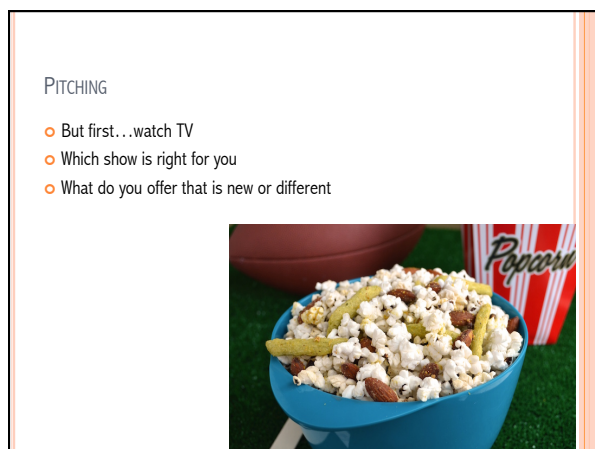




## Step 1: Pitch

### AND OTHER WAYS TO GET ON TV

- Contests
- Hire a publicist that will pitch you (\$\$\$)
- Articles may turn into TV segments
- Be findable online (SEO)



### PITCHING

- But first...watch TV
- Which show is right for you
- What do you offer that is new or different



### PITCHING

- Topic could be:
  - Seasonal
  - Tie into local or national current events
  - Announcing something of yours
  - Types of recipes viewers want
  - Will fit in with the other types of stories the show covers

## WHAT TO INCLUDE IN YOUR PITCH

- Compelling subject line
- Keep it short
- Don't give it all away
- Send links to images if you have
- Very short bio
- Link to your best, recent TV segment



## SAMPLE PITCH

Guest Available: (Chef RD referred by [REDACTED] Fall-Inspired Meals &amp; Snacks

Inbox

Michelle Dudash &lt;michelle@dudashnutrition.com&gt;

10/26/16

Go to [REDACTED]

My dietitian colleague [REDACTED] told me you would be a good person for me to get in touch with. I have this story idea that I thought you might be interested in and I'd love to come on "Indy Style" to share my recipes and tips with viewers. I have been appearing on television as a guest chef/nutritionist for over 10 years, including on "The Chew" and "The Doctors," and had a regular monthly segment on "Arizona MIDDAY" on KPNX. I also write a recipe blog for Food Network and am a recipe columnist for *The Arizona Republic*. I recently moved from Phoenix.

**Fall-Inspired Meals and Snacks**

In addition to your beloved #PSL (pumpkin spice latte), registered dietitian, chef and author of *Clean Eating for Busy Families*, Michelle Dudash, RDN, has plenty of other delicious ideas to get you into the season of things, like:

**Natural Pumpkin Spice Latte** (click here to [view the images](#))

- My recipe saves you 150 calories and 25 g carbs compared to coffee shop versions, and is all-natural.

**Baked Sweet Potatoes with Garlicky Greek Yogurt Dip**

- Packed with immune-boosting nutrients vitamin A and C.
- Recipe I created for Chobani, who I am a spokesperson for.

**Overnight Oats on the Go with Grapes, Pomegranate & Cinnamon**

- Protein and fiber to keep you powered throughout the day.

## SAMPLE PART 2

Here is my [demo reel](#).  
Here is my [bio](#).

I hope to hear from you soon!  
Best,

~  
**Michelle Dudash, RDN**

Get my free, meal planning cheat sheet [here](#).

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Author, Spokesperson, Recipe Developer, Speaker, Clean Eating Marketer  
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Creator of [Clean Eating Cooking School](#)  
Author, *Clean Eating for Busy Families*  
"Dish with Dudash®" columnist, *The Arizona Republic*  
Healthy Eats blogger for Food Network

**New best address to send to!** For non-perishables only:  
1950 E. Greyhound Pass Ste. 18 #338



### NOW WHAT?

If producer doesn't send you a segment sheet with this info, ask:

- How long of a segment?
- Live or taped?
- Taped: straight through or edited?
- (Assume you need to bring everything)



Photo: freedigitalphotos.net

## Step 2:

## Plan

### WILL YOU NEED HELP?

- Ask for help
- Interns, students

They can

- Put recipe into Word doc
- Shop and prep food
- Day-of assistance



Photo: freedigitalphotos.net

### CHOOSING THE RECIPE

- Keep it simple
- Audience
- Season
- Time available
- Appeal
- Comfort level of yourself and audience



*"I do something much simpler than I think that I need to. Choose simple recipes to illustrate your point."*

—Jill Nussinow, MS, RD "The Veggie Queen"



### WRITING THE SEGMENT SHEET

- Usually: 3 - 5 main points
- Maybe 5 questions
- Recipe titles
- Main props
- 1 - 1 ½ pages
- Your roadmap on set-up day
- If the show doesn't have their own segment sheet...

### MORE ON THE SCRIPT...

- Keep it positive
- How to fill moments of silence?
- Action verbs, descriptive adjectives
- Forecast potential questions
- What *don't* you know?
- Memorable tips

### SAMPLE: 3 MAIN MESSAGES

1. **Sweet potatoes are versatile** and can be microwaved, boiled, or my favorite...roasted.
2. **Roasting caramelizes the natural sugars in sweet potatoes**, making them golden and crispy on the outside and fluffy on the inside.
  - Demo: Baked Sweet Potato Fries with Garlicky Greek Yogurt Dip
3. **Enjoy pumpkin all fall long**, which counts as a fruit, containing a lot of the same nutrients as sweet potatoes, which you can feel good about.
  - Natural Pumpkin Spice Latte

### PROPS

- Seasonal or related to topic
- Ingredients from recipe
- Final dish
- Produce/grains in raw form
- Under liners
- Cloth napkins





#### HELPFUL TOOLS FOR BEHIND THE SCENES

- Spoons
- Paper towels/rags
- Bags for dirty dishes
- Cutting board/mats
- Knife
- Crate, cooler on rollers
- Large "tweezers"
- Plastic gloves

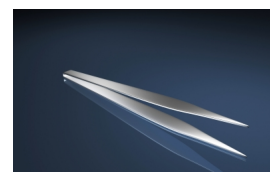


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#### LEAVE ONLY A FEW THING TO DO IN-STUDIO

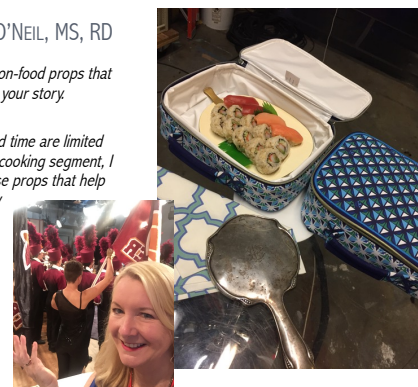
- Plating food
- Cutting foods that oxidize quickly
- Sometimes you can fake it

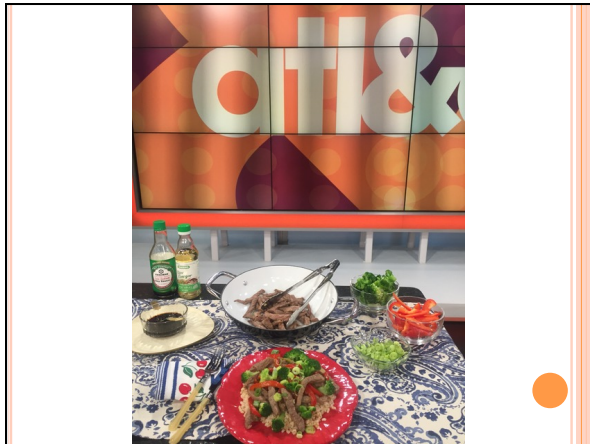


#### CAROLYN O'NEIL, MS, RD

*"Think of the non-food props that can help tell your story."*

*"Since words and time are limited during a TV cooking segment, I like to choose props that help illustrate key messages."*





#### SPECIAL CONSIDERATIONS

- Finished dish
- Precautions for dressings, sauces
- Bountiful

#### ESSENTIAL ON-CAMERA TOOLS

- Camera-ready pots, pans, cutting boards
- Spoons, spatulas
- Tasting supplies
- Side towel
- Beauty shot
- Colorful cutting mats



Photo: freedigitalphotos.net





ELLIE KRIEGER, HOST OF ELLIE'S REAL GOOD FOOD

*"Have a script outlined for how you see the segment going and practice it, but don't get stuck on that script during the segment."*

*"Instead, when you are on camera, be in the moment, ready to roll with whatever comes your way—truly engage with the host, and remember to **have fun**."*



**ELLIE'S  
REAL  
GOOD  
FOOD**

Season 2 now airing on public television

#### PRACTICING

- Practice, practice, practice!
- Fully tested recipe
- Use a timer
- Smooth switch out
- In front of mirror
- Dry rehearsal with props

#### YOU GOT THE LOOK

About:

- Chef coat or civilian?
- Hair
- Makeup
- Nails
- Jewelry

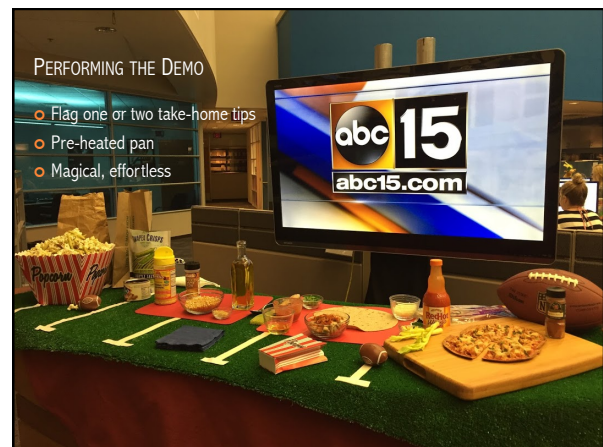






SPECIAL CONSIDERATIONS

- What time to arrive?
- Teases and bumps
- Involve host?
- Ask host questions



"You can say whatever you want, as long as it's absolutely fascinating..."

-- Michelle Dudash, RDN

"...not boring!"

#### SPONSORED SEGMENTS

- Stills needs to be fun to watch, not a commercial
- Disclose on-air
- Incorporate product into demo
- Have top 3 messages memorized, but in your own words that are consumer-friendly



#### STEP 7: POST SEGMENT

- Follow-up with your contact
- Post recipe on your website
- Socialize it





#### ADDITIONAL RESOURCES THAT WILL HELP YOU IMPROVE

- IACP Conference
- Watch national shows with food stylists for food styling inspiration! (Rachael Ray, Today, GMA, The Chew, The Doctors)
- Michelledudash.com – click the video tab for more examples
- Watch people that are great on TV
- Watch *your own* videos!
- The Lisa Ekus Group for media training
- Or find a media trainer in your local area
- Practice with Facebook Live and other social video platforms

#### CONCLUSION

The keys to a successful cooking segment are:

- **It's your segment. You gotta own it!**
- Adequate preparation
- Showing your personality and act like you're talking to your best friend
- Sharing tricks and take-home tips to make cooking look easy



#### CONTACT MICHELLE

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Tweet me your questions and I'll RT and answer!

