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**2007 Communications Awards (Radio)  
Program Outline**

- a. **CATEGORY:** Communications Awards (Radio)
  
- b. **SUBJECT/ISSUE:** February is Heart Health Month: Food Safety for Fruits and Vegetables
  
- c. **TARGET AUDIENCE:** General public
  
- d. **WHERE PROGRAM HAS BEEN USED:** "A Moment With...", a community affairs radio program, is broadcast six times per week on six sister stations during the late morning and noon-time hours (ranging from 10:20 am to 12.35 pm). The format is interview-style with the radio announcer serving as the host and conducting the interview. This Extension professional is responsible for one interview on a monthly basis. Interview times vary from approximately three to six minutes. The air time of this interview is three minutes. Occasionally, excerpts of the interviews are replayed during daily news broadcasts at the discretion of the host, depending on the subject matter. Since February is Heart Health Month, this interview addressed the importance of consuming fruits and vegetables for heart health, but with a food safety twist since national news

reports about foodborne illness involving fresh fruits and vegetables continue to surface. Tips for purchasing, washing, and handling fruits and vegetables were featured. The interview concluded with an offer for listeners to obtain additional information by contacting the local Extension office.

- e. **NUMBER OF PEOPLE REACHED:** The gross market audience for this broadcast is approximately 100,000 people in a multi-county area in southeastern Ohio.
  
- f. **IMPACT ON PARTICIPANTS/CLIENTELE/AUDIENCE:** Interviews aired on “A Moment With..” provide listeners with the opportunity to gain research-based consumer information, to learn more about Ohio State University Extension, or to learn about specific educational programs offered by OSU Extension. Program content is varied for an adult audience. Frequently, the Extension office receives requests from listeners for information presented during these radio broadcasts.
  
- g. **RESOURCES USED:** No financial resources were required. Subject matter resources were obtained from the *FightBac!* campaign of the Partnership for Food Safety Education.
  
- h. **PERCENTAGE OF THE INFORMATION WRITTEN/PREPARED BY APPLICANT:** 100% of the interview was prepared by the applicant using the resource cited above.

**i. *INDICATE INFORMATION FROM UNIVERSITY AND/OR USDA SOURCES:***

Sources of information for this interview were obtained online from the Partnership for Food Safety Education's *FightBac!* website. All information is public domain.

**j. *INDICATE HOW EXTENSION SERVICE IS IDENTIFIED* -** The interview begins

with an introduction of the Extension professional and identification of the Extension affiliation (Ohio State University Extension in Noble County). At the conclusion of the interview, the applicant provides a phone number from which listeners can obtain additional information.

**Beth D. Gaydos, MS, CFCS**

**2008 Communications Awards - Radio**

**30 Word Summary**

Information and announcements are presented during late morning interview broadcasts reaching 100,000 listeners in southeastern Ohio. This interview featured tips for buying and handling fresh fruits and vegetables safely.

**50 Word Summary**

This late morning interview broadcast is aired weekly on six sister stations and reaches 100,000 listeners in a multi-county area of southeastern Ohio. Topics apply to a general audience and include practical information or program announcements. This interview featured tips for purchasing, handling, and washing fresh fruits and vegetables safely.