

# European Food Information Council

## Podcast Experiences

European Podcast Summit, March 19<sup>th</sup>, London

Dr Josephine Wills  
Director General



# European Food Information Council (EUFIC)

Communicating science-based food information to health and nutrition professionals, educators, and journalists in a way that promotes consumer understanding



[www.eufic.org](http://www.eufic.org)



EUFIC

# European Food Information Council

- Membership-based European association, in Brussels
- Funded by the European Food and Drinks Industries, with some funding from the European Commission
- Established 12 years ago, to provide more science-based balance in the media on food, nutrition, health, food safety.
- Range of Communication instruments:
  - On-line [www.eufic.org](http://www.eufic.org) - 5 languages, 4,500 pages, 0.5 million visits per month
  - Podcasts, webcasts
  - Print - bimonthly Newsletter in 5 languages, circulation 18,000 (44,000 on-line)
  - Reviews, scientific publications
  - Conferences

## How have we used podcasts?

- Started in June 2006
- Policy makers, regulators, politicians
- Scientists, other experts
- Broader outreach of messages from an event or conference
- Staging a debate with experts on a specific controversial topic
- Capture the opinion of scientific experts, opinion leaders, politicians whilst they are at a conference
  - An expert or policy maker opinion, in their own voice, their words, credibility, believability, no opportunity for misquoting

# Return on Investment

- Speed - can disseminate to a lot of people faster than print
- Cost effective - versus print costs
- Numbers accessing podcasts
- Flexibility with own recording equipment - ability to interview at events where we are present

# Recording an interview ourselves: lessons learned

- Selecting right equipment to buy, and technical training
- Podcast pre-preparation vital
  - Advance planning of questions
  - Asking interviewees and planning availability in advance and sharing questions
  - Equipment checking
  - Room preparation - identification of quiet location, aircon
- The Recording
  - 2 people better than one, one to interview, the other to handle the recording technically

# Future Challenges

- Multiple languages
- Use Skype for cost-effective recording of scientific experts, at a distance?
- Video?