

# WHAT'S HAPPENING?

A Monthly Summary of Field Activities of the Sugar Association  
Food/Nutrition Consulting Dietitians

January 1, 1978

## Co-Ed Magazine Food Feature

The color photo and recipe copy, which we supplied Co-Ed Magazine, were printed in their December issue. This publication goes to 909,000 high school home economics students. A credit line was given both the photographer, Walter Storck, and The Sugar Association, Inc.

## Media

The majority of Sugar Association dietitians elected not to work for us during December because of holiday preparations or family vacations.

Martha Pehl journeyed to Honolulu on vacation. While there she did some radio-TV as well as professional group programs. Surprisingly, she was asked very little about sugar coated cereals so the controversy hasn't spread to the Islands yet.

Her coverage was very extensive so I'll list it in chart form:

<u>Radio</u>	<u>Time</u>	<u>Comments</u>
KGU (NBC) Radio	30 minutes	Fad diets, red food dyes -- program played four times. It was also translated into Japanese for a 5th airing.
KNDI-Radio	15 minutes	Is sugar safe? Martha offered the booklet.
KNDI-Radio (2nd show)	15 minutes	Health foods, additives and the role of sugar in the diet.
KTUH-Radio	45 minutes	Infants preferring sweetness to bitterness, nitrates and nitrites, general nutrition. Program played twice.

<u>Television</u>	<u>Time</u>	<u>Comments</u>
KHON-TV	10 minutes	Sugar and health; sugar's role as a carbohydrate in the diet.
KIKU-TV	25 minutes	Diabetes, tooth decay, fad diets and over use of Vitamin C. There was a short feature in TV Guide listing Martha as personality of the day.
KHON-TV	30 minutes	Sugar in health, general nutrition.
KGMB-TV	5 - 3 minute segments	Does sugar make you fat? Weight control. Played during the week of Dec. 25.
KHET-TV	15 minutes	Sugar's role in the diet of senior citizens.
KITV-TV	4 - 5 minute segments	Sugar's role in the diet.

#### Meetings

Martha met with the entire Cooperative Extension Service staff for 2½ hours at the University of Honolulu to discuss the Sugar Association's program. She presented all of our printed materials, showed the film, "Nutrition Is", and covered sugar's role in health.

A similar program was conducted for local HEIB (Home Economists in Business) members.

She also met with staff members of the Hawaiian Sugar Planter's Association; visited the cane fields, a mill and refinery.

#### Newspapers

Martha called on Sandra Hu, food editor, Honolulu Advertiser and presented our materials. Ms. Hu is very negative towards sugar.

Pat Guy, food editor, Star Bulletin, interviewed Martha for two hours for a feature on sugar's role in health. She had a very positive attitude.

Trudy Alexander in Atlanta does group meetings, no media in her area.

She was instrumental in having Dr. Norris Bollenback as a speaker at the annual meeting of the Georgia Dietetic Association on "Sugar and Its Use in North America" with emphasis on health. In her opinion, the audience was attentive, asked pertinent questions but did not really change their negative feelings toward sugar.

The film, "Nutrition Is" was aired on Atlanta's public service station on the program "Box 5." It was arranged by the local Cooperative Extension agent and Trudy. The agent followed the film with comments on general nutrition including sugar's role in health.