Informed nutrition decisions based on facts, not fear.

The Sound Bites Podcast is hosted by Registered Dietitian Nutritionist, Melissa Joy Dobbins, and delves into the science, psychology and strategies behind good food and nutrition. Join Melissa as she interviews experts including researchers, academics, and authors such as Dr. David Katz, Ellie Krieger and SciBabe.

Topics include: healthy diets, dieting and weight management, diabetes, agriculture, farming, and other hot topics in the media. Melissa promotes sound science, smart nutrition and good food—and wants you to walk away with credible information to help you make your own, well-informed nutrition decisions, based on facts, not fear.

Melissa Joy Dobbins MS, RD, CDE
Registered Dietitian and Certified Diabetes Educator
Speaker, Spokesperson, Blogger, Podcaster, Media Coach

FOOD PHILOSOPHY:
Melissa is the Guilt-Free RD® – “Because food shouldn’t make you feel bad!”
People are hungrier than ever for practical solutions that empower them to make healthier choices, while still allowing them to enjoy their food. No one wants to feel guilty, especially when it comes to what they’re eating! Whether to buy organic or conventional, what to make for dinner, which snack to grab or if dessert is okay….Melissa helps people separate science fiction from science fact and come away with meaningful steps toward better nutrition and health.
TOTAL*
SOCIAL MEDIA FOLLOWERS
22,000+

Twitter……………………… 11,600+
Facebook…………………… 2,600+
Pinterest…………………….. 2,400+
Instagram…………………… 2,500+
LinkedIn……………………… 2,950+

Blog
downloads/month……… 12,000+

* AS OF JAN 2020

WHO is the audience?
Melissa speaks to a diverse audience made up of consumers ranging from the average Joe to the health-conscious to those who have medical conditions requiring special diets. She is also recognized as a valued expert among her peers, educating other health professional influencers who in turn reach their own varied consumer audiences.

WHY a podcast?
To stand out from the crowd, build trust and make a difference!

Blogs hold our attention for a few minutes, but podcasts keep us entertained for 30 minutes or even more. And the convenience of listening to them while commuting, exercising and other activities that may not be compatible with screen time is making them increasingly popular. In addition, our connection with podcasters is more personal than bloggers because voice inflection, enthusiasm and humor are easier to convey.

There are ~ 245 million active blogs compared to ~125,000 active podcasts, making the blogger to podcaster ratio 1950:1. If you look at consumer to creator ratios, blogs have a 2.5:1 consumer to blogger ratio while podcasts have a 552:1 consumer to podcaster ratio. These differences in ratios are why podcasters are viewed as more authoritative than bloggers.¹

¹Sources: Marcus Sheridan of The Sales Lion, and Rob Walch, VP of Podcaster Relations at Libsyn.com

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