

AMY WONNELL

IMD 220 PROPOSAL

TOPIC Nutrition

TITLE What You Eat

SLOGAN Helping you and your family eat well

PROJECT SUMMARY

A clean, user-friendly on-line magazine that informs families about eating healthfully.

The web site features recipes, restaurant review, health research information, a section for children and an interactive forum for readers to interact with each other.

WEBSITE

HOME

1. A description of the month's theme.
2. Test Your Knowledge Quiz
3. Highlights of some of the recipes featured.

Advertisement: Family Food by Anne Wheat: A newly released cookbook focusing on families.

WHO WE ARE

Information about the magazine staff and the sponsoring organization (a Canadian Public Health Office).

- 1.A list of staff with images and descriptions
- 2.A list of the goals of the magazine
- 3.Contact information.

Advertisement: Fall Food Festival: Upcoming event sponsored by the public health organization that created the site.

DINING OUT OR DINING IN

Information about recipes and restaurants.

- 1.Features 3 recipes
- 2.Adaptations for each recipe
- 3.A feature restaurant.

Advertisement: Food-Stuff: A recipe website.

TO YOUR HEALTH

Information about nutrition and health. Including recent findings and summaries of research on different topics.

- 1.An article about a new nutritional finding
- 2.A list of tips pertaining to a specific disease (e.g. Diabetes Prevention Tips; a feature food and its benefits.)
- 3.A recipe related to the topic of the article.

Advertisement: Farmer's Market: An advertisement for a local farmer's market.

YOUNGINS'

A page focusing on children.

1. A kid friendly recipe
2. Information about new findings on children's nutrition
3. A section where kids write in and comment and can win a prize.

Advertisement: Young Fun Program: An afterschool program for kids.

YOUR COMMENTS

Features input from readers.

1. Letters from readers
2. Recipe suggestions from readers;
3. Photos from readers.

Advertisement: Modern Mom: Parenting web site by Casey Fox.

AUDIENCE Adults; parents with young children in a rural Canadian city.

PERSONA Jessie is a young mom with 3 kids. She enjoys reading the magazine to learn more about healthy eating for her family. She also enjoys the access to easy and tasty recipes and the connection with other readers.