
Sticky Message of the Month – October 2009

“Lactobacillus is just the bacterium. To say a product contains Lactobacillus is like saying you’re bringing George Clooney to a party. It may be the actor, or it may be an 85-year-old guy from Atlanta who just happens to be named George Clooney. With probiotics, there are strain-to-strain differences.”

What’s a “Sticky Message?”

A “sticky message” is a statement that easily stands out in a speech or is a key quote in a news article. It’s the one the reporter instantly says: “That’s going to make it in my piece.” It’s one that is easily remembered by the reader, viewer or listener.

What made this month’s sticky message?

The quote in the *New York Times* (<http://tinyurl.com/yaofapb>) came from Gregor Reid, director of the Canadian Research and Development Center for Probiotics.

What made it sticky?

Probiotics are dietary supplements of live microorganisms thought to be healthy for the host organism. Reid used the easy-to-grasp and memorable visual of George Clooney rather than scientific jargon to underscore that speaking accurately about probiotics requires specificity so as not to be misleading.