



OCTOBER 24, 2011

MEDIA HOW-TO GUIDE

www.FoodDay.org

MEDIA

Media coverage can help you build local excitement about your Food Day project or event. It can also start a conversation around food issues in your community and enable you to reach many more people than on your own. This guide is designed to help everyone—from novice to expert—generate media attention and coverage for Food Day.

A HOW-TO GUIDE FOR GETTING MEDIA ATTENTION

- 👉 Food Day Talking Points
- 👉 Pitching and placing a news article
- 👉 Utilizing social media
- 👉 Writing and submitting commentary pieces
- 👉 Writing and submitting letters-to-the-editor
- 👉 General media outreach tips

HOW TO TALK ABOUT FOOD DAY

As you prepare to reach out to media and/or respond to interested reporters, refer to these key points about Food Day to stay on message and get your point across clearly. It's important to understand that you aren't expected to rattle off these points verbatim; it should be used more as a guide for your thinking and preparation for interviews. Your personal talking points should also include local references to your specific events and relevant food-related issues

FOOD DAY 2011: EAT REAL Talking Points

- 👉 Food Day is about bringing communities together to begin a genuine and all-inclusive conversation about the way we produce, consume, and think about food in this country. We hope that by starting this important conversation, we can begin to spark meaningful change and reform of the food system in America.
- 👉 The current state of our food movement encompasses a wide array of issues and voices that we intend to bring together on Food Day. Food Day will be about all issues related to the production and consumption of food—from sustainable production and humane treatment of animals, to nutritional value, food safety, and affordability.
- 👉 Food Day is modeled after Earth Day and is intended to generate recognition of the challenges we face in changing the way we think about, produce, and consume food in America. The ultimate goal of Food Day is to start a movement to “Eat Real” in communities across the country.
- 👉 What does it mean to “Eat Real?” It's simple really; what we're fighting for is sustainable, humane, healthy, accessible, and safe food. Specifically, Food Day is aimed at fixing the food system by:
 - Promoting safe, healthy foods to reduce obesity and diet-related diseases
 - Supporting sustainable, family farms
 - Expanding access to food and alleviating hunger
 - Protecting the environment and animals by reforming factory farming methods
 - Promoting children's health by reducing junk food marketing aimed at kids
 - Supporting fair conditions for all food and farm workers
- 👉 Hundreds of events, with thousands of participants nationwide, will be taking place in communities across the country to celebrate Food Day. These events are being hosted by local school districts, grocery stores, farms, city governments, food banks, universities, and restaurants, among other groups. Events will range from cookbook talks and the planting of organic community gardens, to special school lunch menus, film screenings, and large-scale volunteer days at food banks.
- 👉 Food Day is founded and sponsored by the Center for Science in the Public Interest. In addition, Food Day is supported by an advisory board of leaders in the Food Movement, including: Michael Pollan, Alice Waters, Jane Fonda, Rep. Rosa DeLauro (D-CT), and Sen. Tom Harkin (D-IA). Food Day is also supported by a myriad of companies and organizations, including: American Public Health Association, the Humane Society, and Bolthouse Farms, among others.
- 👉 At the end of the day, Food Day is a grassroots event, driven by local organizers all across the country. Here in [CITY], I am excited to be organizing [EVENT], where we will [ACTIVITY].

HOW TO PITCH AND PLACE A STORY:

To place a story in a media outlet, you can use many approaches to reach out to reporters. This portion of the How-To guide walks you through the important steps to take before, during, and after your pitch to increase your chances of success.

Step 1: Choose an outlet for your story. Remember that the media are a prime target audience for publicizing Food Day’s message. You will want to target individual reporters from specific media outlets and convince them to cover some aspect of Food Day. Think about how people in your area get their news — newspapers, radio, television, or the Internet? What are the most popular or influential sources? Make a list of places you’d like to get coverage and then start a list of journalists from those media outlets who are writing or speaking about issues related to food, nutrition, sustainability, agriculture, community events, farmers markets, etc. You may be able to find an organization that already has a good press list.

Step 2: Compile a media list. Media lists are databases containing the names and contact information for members of the media. Your media list should contain the contact’s name, outlet, coverage area (“beat”), email, telephone number, and a notes section where you can add any and all relevant updates about the contact. The best way to build a media list is to truly evaluate who is already covering the issue(s) you’re focused on emphasizing about Food Day. While one approach would be to include every writer at a particular news outlet on your list and hope that a pitch blasted out to all of them will reach a few relevant contacts, you’ll have better luck if you create a list of top targets and pursue those people aggressively. Also, a media list is always a work in progress. It is never a finished product because you should always be adding to and updating it according to the media coverage on your topic of interest.

Likely Outlets

- 👉 Daily papers
- 👉 Weekly free and commercial papers
- 👉 Local commercial radio show hosts (producers)
- 👉 Local public radio stations (usually the station manager or lead reporter depending on where you are.)
- 👉 Local television affiliates (usually the news director)

Step 3: Identify the best news hook. Think about what makes your event and activities around Food Day unique, exciting, and relevant to the issues that news outlets are covering in your area. Reporters and readers love a narrative — a storyline that helps them understand why something is new and different. Also, you’re more likely to get coverage by focusing on your local story — the local event, the local people involved (e.g., the local farmers who provided the food for the event), and why the issue matters to your community.

Step 4: If you’re having an event, send a media advisory. A media advisory is different than a press release — it is sent in advance of an event to urge the media to attend. The advisory should clearly tell the media *what* the event is focused on, *where* and *when* the event is going to be, *who* will be there, and *why* the event is being held so they have the necessary information to research and send a reporter to your event. An example of an event is an “Eat-Up” where people come together to eat real, sustainable food.

A typical media advisory has the look of a press release with your contact information up top and an attention-grabbing headline. The body of the advisory more closely resembles an invitation, and should very simply list the information you want the reporter to know.

An advisory should be sent to journalists 4-7 days prior to your event (or earlier if you're sending it to a weekly paper). Once you pass it along to your targeted media outlets, follow up with a phone call 1-2 days prior to the event and then on the day of the event to find out if someone will be able to attend. During the event or immediately after it takes place, send out your press release.



Use an embargo if you don't want the story released until a specific time.

(EMBARGOED until: October 18th 2011)

****MEDIA ADVISORY****

Contact: Local Coordinator, 401-777-0960
Food Day Committee Chairperson, 401-472-5920

Thousands of Buffalonians to Celebrate Food Day at Broadway Market and City Dinner

Celebrating healthy, affordable food and calling attention to local food deserts

WHAT: Thousands of Buffalonians will celebrate national Food Day on October 24th. The city-wide events begin at Broadway Market and culminate with an official city dinner hosted by Mayor Christopher Robin at 6pm with one-hundred simultaneous house and block parties.

WHO: Mayor of Buffalo
Dozens of children from the Buffalo Public School District
Executive Director, Massachusetts Street Project
Executive Director, Garden Roots

WHERE: Broadway Market, 999 Broadway, Buffalo, NY, 14212. Parking is available on the street and in lots.

WHEN: Monday, October 24, 10:45am-1:00 p.m.

VISUALS: Food Desert Photojournalism Display, Live Cooking Demonstration with dozens of children from Buffalo Public Schools

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Step 5: Write the press release. A press release is a written account of your announcement or event that provides details, commentary, quotes, and basic background about Food Day and the related issues you want to present to the media. Anything included in a press release is considered material a reporter could include in a story s/he decides to write, so it's essential to develop interesting and salient quotes and descriptions.

It should provide a thorough summary of your announcement, event, or plans for Food Day, with quotes from your spokespersons and any other local leaders whose support would be valuable. You

will probably send several press releases for Food Day. For instance, announcing: the formation of your committee, your events, a mayoral proclamation of Food Day and a release summarizing your event for media that could not attend.

At the top of your press release, include the words “For Immediate Release” to tell reporters the information is now public. Also include your contact information. Next, include a headline that is to the point and intriguing. You can also add a subtitle in italics to add more context to the headline. Then begin the body of your press release. Be sure to lead with the most important and newsy paragraph and don’t forget your news hook. Make sure to support your argument with quotes and relevant background information.



NEWS RELEASE

Or use a date when you want the story released.

October 24, 2011

Contacts: Local Coordinator, 401-777-0960
Food Day Committee Chairperson, 401-472-5920

For Immediate Release:

Buffalonians Celebrate Food Day in a Big Way

Event calls attention to local food deserts and celebrates national campaign with healthy, affordable food for all

Indicate city and state of event.

Buffalo, NY – Today, over two thousand Buffalo residents celebrated the first national Food Day locally with a kick-off at Broadway Market and hundreds of events across the city, including an official City Dinner hosted by Mayor Christopher Robin at City Hall. More than 1,500 local signatures were collected in support of national and local Food Day priorities.

“Food Day is an opportunity to celebrate real food and the growing movement to fix the food system. I’m thrilled that thousands of people across the City of Good Neighbors joined in celebration and to fix the food system, starting with the food deserts on the West Side of Buffalo,” Mayor Christopher Robin said.

Food Day is a national campaign to draw attention to celebrate healthy, affordable foods produced in a humane, sustainable way and to fix the food system by:

- * Reducing obesity and diet-related disease by promoting safe, healthy foods
- * Supporting sustainable family farms and cutting subsidies to huge agribusiness
- * Ending urban and rural “food deserts” by providing access to healthy foods
- * Protecting the environment and farm animals by reforming factory farms
- * Promoting children’s health by curbing junk-food marketing aimed at kids
- * Obtaining fair wages for all workers in the food system.

CONTINUED...

Locally, Buffalonians advocated for:

- * A city-wide tax on sugary beverages to fund healthcare programs
- * Tax credits to supermarkets located in food deserts and for existing stores to purchase refrigeration units for low-fat dairy products and fresh produce

Local growers provided fresh ingredients to many of these events. Many of these local growers signed up months in advance to contribute their produce as well as discuss the importance of sustainable agriculture to all attendees.

“We were excited to hear about the creation of Food Day many months ago and are happy to provide our produce,” said John Smith, a local grower. “This is not just a day-long event, but an opportunity to make a permanent change that supports a more sustainable and healthy future.”

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Step 6: Send out your press release. Your press release should generally go out the day of your announcement or event.

Step 7: Call reporters. When you make your pitch, explain how your event or report is unique and newsworthy. For example, “This is one of the thousands of events taking place around the country to mark the first annual Food Day.” With smaller outlets, a local angle is usually the best lead, as well as any specifics on noteworthy attendees or whether a significant crowd is anticipated.

Be sure to respect their time. Reporters are usually on deadline towards the end of the day so it is best to call in mid-morning. Keep to the point, and follow up as necessary. Try to speak to the reporter directly instead of leaving a voicemail.

Step 8: If a reporter is interested, prepare spokespeople for interviews. Interviews can be intimidating for people who have never spoken with reporters before, but there’s no reason to be nervous. Before conducting an interview, be sure to research the reporter’s background and previous stories s/he has written that relate to your issue. It’s important to understand the audience the reporter is writing for so you can speak to them in your answers. Anticipate what questions may be asked and have answers ready, identify potential issues that may arise, know the facts, know what you don’t know, and practice “bridging” techniques that bring the conversation back to the points you wish to get across in the interview.

Step 9: Things to do in an interview. During an interview, there are many ways you can guide the conversation. During your introductions, explain your position and particular areas of expertise. When you tell your story, keep it simple and cite the facts and figures that are relevant in an interesting way. Don’t overwhelm the interviewer with too much at once. Talking about one thing in 10 seconds shows that you are in control. Talking about 10 things in 30 seconds is when you risk losing control. Use colorful examples, personal experiences, and real-life comparisons to get your point across. By avoiding jargon, statistics, and complex concepts you’ll also keep the interview on track.

Although you do not have control over what questions the reporter asks, you are in control of what you say and bridging your answers back to the messages you want to convey. To do this, first acknowledge the question and then bridge to your message. This may sound something like: “That

may be the case, but one thing to consider is...” or “That’s not my area of expertise, but I can tell you...” or “That’s an interesting question, it reminds me of...”

Step 10: Things NOT to do in an interview. Don’t answer hypothetical questions but instead acknowledge that it’s a hypothetical and bridge to a message. Don’t guess, always tell the truth. Avoid “yes” and “no” answers by seizing the opportunity to tell an interesting story. And lastly, avoid long and complex answers.

Step 11: Helpful interview tricks to remember.

In a phone interview

- 👉 Stand up to sound more energetic
- 👉 Smile—and your message will sound more appealing
- 👉 Speak clearly and not too fast

When interviewing in person

- 👉 Sit straight in your chair, slightly forward
- 👉 Use your hands effectively by keeping motions between your abdomen and shoulders
- 👉 Maintain eye contact with the reporter

When a camera is present for a TV interview

- 👉 Speak clearly and not too fast
- 👉 Avoid wearing any clothing that might cause distractions like loud prints and shiny jewelry

No matter what form your interview takes, allow pauses in the conversation. It’s natural to be nervous and continue talking after you’ve made your point to avoid awkward silences. Just let the pause sit for a moment to avoid getting off message or creating a weird soundbyte that becomes the story.

Step 12: How to Pitch a Feature Story

In the weeks leading up to Food Day, it’s a good idea to try pitching a feature story to local reporters. A feature story is different than pitching your event for coverage. Instead, pitching a feature means focusing less on the actual event you will be hosting and instead, generating interest in a broader issue. Because it is less focused on your Food Day event, feature pitching can take place a few weeks in advance of Food Day.

One way to pitch a feature story about Food Day is to think about a major issue related to food that has been in the news in your area and think of a way to use that issue to direct a reporter’s interest to Food Day. For example, if you recently had an outbreak of foodborne illness in your area, it might be a good opportunity to contact the reporters who covered it and let them know that there is a growing grassroots movement to prevent these types of outbreaks in the future. Or maybe data recently showed that a high percentage of families in your area are going hungry because they cannot afford food. Once again, using this news to turn attention to the growing grassroots movement to alleviate hunger is a good way to pitch a feature story.

It may be that there is not a major issue related to food that is currently in the news in your area. In this case, it would be worth thinking about who you know that is participating in Food Day and has an interesting story to tell. Maybe you know a local chef who is trying something new with his or her menu, or a school district administrator who is shaking up the lunch menu. In these cases, it’s a great idea to pitch these folks to reporters for potential feature profiles. By using their interesting stories, you can get food-related issues into the spotlight and make sure they bring up Food Day in their interviews.

Your approach to pitching a feature story can be done in a variety of ways, but usually it's best to call up the general news desk and ask who covers either a) food related issues or b) feature stories/feature editor. Once you know who your targets are, try to read up on a few of their recent stories to get a sense of the issues they cover and topics they might find interesting. Next, craft an email pitch that lays out the story idea you think would best suit them. Follow up with a call to discuss their interest in your idea in the days immediately following. Even if they decide not to write an advance feature story, it's another opportunity to plug Food Day and get them thinking about possible Food Day stories they might want to do, or recommend to colleagues.

Step 13: How to Pitch an Editorial Board

In the lead up to Food Day, you should also pitch the editorial board of your local newspaper to try convincing them to write an editorial in support of Food Day. Just like getting your city government to pass a proclamation recognizing Food Day, getting your local newspaper to write an editorial recognizing the importance of Food Day can be quite powerful.

In order to get your newspaper to write a positive editorial, the best thing you can do is to find out who sits on the editorial board and contact them with an editorial board memo. The best approach to identifying the right contact is to either research the board on the newspaper's website, or call and ask around to find out. Some newspapers have multiple editorial writers, some only have one. If there are multiple contacts, you should find out who covers editorials on food, agriculture, local issues, etc.

Once you know who is in charge of writing editorials at your local paper, you should craft a short memo that explains what Food Day is, why it is important for your community, and why you believe the editorial board should write about its importance. In the memo, make sure to provide details about the event you will be hosting and make your best effort to tie Food Day into issues that are in the news locally. Your memo should conclude with an offer to come in and talk about Food Day directly with the editorial board member(s).

Once you've sent in your memo, make sure to follow-up by phone. These days, editorial boards are often short-staffed and they may not have time to sit down with you one-on-one. However, a call to flag your memo and remind the editors that you are available to answer questions about Food Day could lead to an editorial appearing without an in-person meeting.

If you are invited to talk with the editorial board, make sure you familiarize yourself with your talking points beforehand and follow the tips (included in this kit) for in-person interviews.

GENERAL MEDIA OUTREACH TIPS:

Be Helpful: Reporters are busy, so make their job easier. Organize all the information they will need before your first contact. If you're holding an event, have some materials on hand about Food Day and the issues in case they'd like further information.

Be Specific: The more specific information you give reporters the better. If the media knows what to expect they will be able to better cover it. If a prominent figure is working with you, mention this. If you're holding an event, describe in detail where it will be held.

Answer "Why": Why is this newsworthy? This will be a key point for the media, so don't hide what you are advocating for – put that up front.

Follow-up — Don't Harass: If you sent a press release and you don't hear back right away, don't despair — follow up with a call to see if the outlet received what you sent them or needs more information. Be diligent but respectful – checking in is one thing, but if you harass the outlet they will be less eager to work with you in the future.

Be Polite: Always remember to thank people — it will go a long way the next time you have an announcement.

UTILIZING SOCIAL MEDIA:

Social media are additional tools you can use to drive a message and raise awareness about Food Day and specific events.

Social media include blogging, Facebook, Twitter, and many other informal ways of communicating on the Internet. Publicizing your event through each of these media will require a little research.

Sometimes you can find lists of prominent bloggers on the Internet. Ex. Buffalo, NY: http://www.networkedblogs.com/network/buffalo_ny/. Bloggers will help reach potential participants beyond traditional media outreach. Create your own blog to track the progress of your event using blogspot, tumblr, wordpress or another blog hosting site. Use Google blogs and Technorati to locate other blogs writing about topics of shared interest.



Twitter is a tool for Internet conversation. You can hold conversations with followers and tell people what you are doing/thinking, what you are reading, and what you are planning.

Once you set up a Twitter account, you should follow local dietitians, health bloggers, reporters, and others to help draw attention to your event. You are allowed to create 140 character posts about called tweets. Hashtags are a special way to link information on Twitter. They act as organic keywords so tweets show up more easily in a Twitter search. Use a hashtag for your city and state to help publicize your event to local people.

If you click a hashtag, it will take you to other tweets using that tag. You can put a hashtag anywhere in the tweet. Hashtagged words often become trending topics, so try to get people to use our #FoodDay tag. Try to use the #FoodDay tag when talking about your event so people can find it quickly in a search. For example, instead of writing Food Day, write #FoodDay.

Make sure you message new followers and reply to tweets when possible. Engaging people on Twitter is a very important practice to get more people involved. Twitter.com/CSPI has a good list of people to follow. Twitter is a great way to create awareness for your event.

Twitter

Other useful tags to publicize the event beyond your followers include #foodday, #eatreal, #food, #health, #nutrition, #localfood, #buylocal, #obesity, #foodsafety.

(Tags help you be found by people looking for you.)

Facebook

Food Day:

<http://www.facebook.com/FoodDayEatReal>

CSPI:

<http://www.facebook.com/pages/Center-for-Science-in-the-Public-Interest-CSPI/240937060405?ref=ts>

Try to have one other hashtag in your tweet along with the #FoodDay tag so your tweet comes up in searches beyond your followers.

If you have an active personal Twitter account, you can sort people by lists to help separate other topics from people relevant to Food Day.



Use Food Day's Facebook page to publicize your event. Send a message and event invitation to all of your friends.

Create an event page - Facebook is a good way to organize your event. Link it to a webpage or blog for your event, if you have created one. Encourage your friends and family to send the event to their friends too.

****Make sure to link your blogs, Facebook pages/events, and Twitter handles with URLs for each site. Also be sure to add links to these pages in an e-mail signature or somewhere within your e-mail correspondence with volunteers and attendees.**



If you have an established professional profile, you should share your event information on LinkedIn. It is a great place to make connections with potential volunteers or attendees.

COMMENTARIES, LETTERS-TO-THE-EDITOR, AND OPINION-EDITORIALS:

Placing letters-to-the-editor or commentaries in local newspapers and radio stations can be an influential way to insert Food Day's viewpoint into an ongoing conversation. A commentary is a radio piece, usually on public radio stations, that expresses an opinion or perspective about an issue in the news. A letter to the editor (LTE) is just that — a letter written to a newspaper by a reader in order to respond to a previous article or to offer a newsworthy opinion.

HOW TO WRITE AND SUBMIT A RADIO COMMENTARY PIECE:

Step 1: Decide when to submit a commentary piece and what to write about. Commentaries are most likely to be aired when there is a public debate or coverage of a particular issue occurring, perhaps around rising food prices or food deserts. In some cases they may also be tied to events; however those pieces are generally more difficult to place if they do not have a strong and relevant news hook. It's best to emphasize a local/regional angle if possible (e.g., how local farmers producing environmentally-friendly and sustainable food are impacted by factory farms). The biggest rule is to pitch the commentary before the news goes old — news goes stale very fast.

Step 2: Write the commentary. Commentaries should clearly articulate the problem at the beginning of the piece (e.g., junk-food marketing towards children and resulting in unhealthy eating habits). Then narrow the arguments down to a regional point (e.g., children in the area have a higher obesity rate than other parts of the country). Conclude with a clearly defined call-to-action (e.g., "Food Day is a way we can urge our representatives to end junk-food marketing to children and adopt policies that encourage eating real, healthy, and sustainable foods."). Radio stations have different time requirements for segments. Roughly speaking, every three words of copy are about one second of air time, so it's best to keep commentaries to 400 words. If the station's website does not indicate time requirements, be sure to ask so you know before you submit your text.

HOW TO WRITE AND SUBMIT A LETTER TO THE EDITOR (LTE):

Step 1: Decide when to submit an LTE. LTEs are most often published in response to an article/ editorial and point out an alternate perspective. In some cases it may make sense to submit an LTE that does not relate back to a particular article, but rather highlights an upcoming or recent local event, but keep in mind, these pieces are less likely to be printed (e.g., Food Day supports healthy eating and food production in concert with the environment).

Step 2: Choose what to write in an LTE. LTEs should be able to stand on their own and make sense to readers who may not have read the original article to which it is responding. Trying to cover several topics and making too many points reduces letters' impact, so try to keep to one subject if possible.

Step 3: Write your LTE. LTEs should be focused and direct. Newspapers and online outlets have different word count requirements for LTEs, so look up the requirements on the newspaper's website. In general it is best to keep them as short and succinct as possible (usually between 150-250 words).

Step 4: List your info. Always include your credentials and contact information, as most publications will require verbal verification that you have authored the piece. If you do not provide contact information your letter will most likely not be published!

Step 5: Follow-up after you submit. Most newspapers have areas online where you can post comments to articles. If your LTE does not get placed, consider going online and adding your letter as a comment to a story.



Dear Editor,

Obesity is a problem not only in our neighborhood and our state, but all across America. This comes as a result of many problems with our food system. Americans make bad food choices everyday, but what if you can't find good food? My home is located within a food desert – which means healthy, affordable food is difficult to obtain.

The readily available 'food' I have easy access to is ultra-processed and loaded with fat, calories, and sodium. This has to stop. I want access to real food, and by this I mean real, delicious, affordable, and convenient food that makes me feel healthy.

This is why I'm helping with Food Day on October 24th, a national grassroots movement to break-through the noise and start conversations with neighbors and leaders about what we eat, how we eat it, who is producing it, who can afford it, and if it's helping/hurting the local economy. I am joining with hundreds of organizations and activists to create one thousand events across the nation to transform the American diet and have fun.

Together we will demand healthy, affordable food produced in a humane, environmentally sustainable way because: It's Time to Eat Real, America. Check it out at www.foodday.org

Sincerely,

Jennifer Smith
Buffalo Food Day Coordinator

HOW TO WRITE AND SUBMIT AN OPINION EDITORIAL

Step 1: Decide when to submit an Opinion Editorial. An opinion editorial is longer than a Letter to the Editor and is not usually linked to a particular article. It functions as a stand alone article (like journalists write). They usually highlight an issue, analyze the parts, and present a solution. Newspapers are looking for pieces that make arguments that are not made by one of the publications' journalists or columnists. Make sure your writing is clear and organized, timely, and newsworthy.

Step 2: Check the op-ed regulations of the publication and write your op-ed. Some publications ask that pieces contain fewer than 800 words. Write using your own voice – don't use the style you see journalists use. Again, move quickly because news changes quickly. If there are relevant articles about food issues, it might be a good time to submit your piece.



Join the nationwide celebration of all things food on October 24, 2011. Food Day seeks to bring together all aspects of food from sustainable agriculture, to nutrition and health, to access and affordability. Food Day is more than just another day. Behind the whimsy and deliciousity is a smart, timely grassroots campaign to raise awareness and find solutions to problems inherent in our food system.

Food Day was founded on six national priorities: reduce diet-related disease by promoting healthy foods, support sustainable farms & cut subsidies to big agribusiness, expand access to food and alleviate hunger, protect the environment & animals by reforming factory farms, promote health by curbing junk-food marketing to kids, and obtain fair wages for all workers in the food system.

When 63 percent of Americans are obese or overweight, 25.8 million of them children, and diet related diseases like diabetes and heart disease are skyrocketing, it's hard to ignore the problem. Diet related health is the most visible, and talked, about problem but there is a lot more to food than meets the eye. Food Day draws attention to: food deserts (areas where fresh, healthy, affordable foods are scarce), the wages of workers in the food system, the consequences of concentrated animal feeding operations (CAFOs), the importance of sustainable agriculture, and the type of food-messages targeted at our children.

Sponsored by the nonprofit Center for Science in the Public Interest, Food Day is backed by some of the most inspirational voices in our movement such as Michael Pollan, Marion Nestle, and Will Allen. More than 50 organizations--including Slow Food USA, the Sierra Club, the National Sustainable Agriculture Coalition, and the National Farmers Market Coalition--are gearing up make a difference.

People will celebrate by hosting dinners, farm tours, debates, movie screenings, and much more. Visit www.FoodDay.org for more information, or contact me at xxxx@aol.com. Until next time remember, It's Time to Eat Real, America

ORGANIZING AND EARNED MEDIA TIMELINE

September	6-10	Proclamation Week
	12	Last day to put events on the Map!
	17 and 18	Paint the Town Weekend
	23	Kick off LTE campaign
	26-20	Pitch Features story
October	6	Editorial Board visit Day
	10	LTE week
	20	Media Advisory (for an Oct 24 event)
	21	Press calls (for an Oct 24 event)
	24	Press Release (for an Oct 24 event)