



## Going Pink for Profit: A Guide for Today's Media Landscape

### TRADITIONAL MEDIA TIPS

- Familiarize yourself with the local media outlets in your area to get a sense for the type of news they cover. If their coverage is relevant, add them to your list as an appropriate outlet to pitch. Watch their newscasts, read their articles, listen to their radio shows. This will help you identify the best fit for the news you're pitching.
- Identify the most relevant media contacts – likely a food, features or health editor/producer. If you can't identify a specific contact on your local newspaper, radio or TV station's Web site, call the general newsroom.
  - Introduce yourself and your company (e.g., John Doe on behalf of Marvelous Mushrooms) and share your story idea. Request the e-mail address and phone number of the most appropriate contact.
  - Seek AM news/talk show radio producers, TV assignment editors, and editors/reporters at local newspapers who've reported stories similar to our Pink program.
- Be ready to provide additional assets for the story: interviews with local survivors or brand spokespersons (contingent on availability); images (i.e., Mushroom Council or City of Hope logos, or photo of pink packaging); research; general mushroom information.

**Send an e-mail.** Most media professionals today prefer to receive pitches and story ideas via e-mail (see sample).

- Start with a succinct, explanatory subject line (e.g., Mushrooms go Pink for Nat'l Breast Cancer Awareness Month). Media professionals receive hundreds of e-mails each day, so the subject line is critical in getting their attention and encouraging them to open the e-mail.
- Keep the body of the e-mail concise. If applicable, start by referencing a related story he/she recently reported and suggest the pink pitch might make for a good follow up. Otherwise, start with a catchy introductory sentence or reference a related piece they've recently reported about; follow with a sentence or two outlining your key messages and then bullet out supporting details underneath. (See sample)
- Conclude by suggesting the additional assets you can offer (e.g., interviews, photographs, recipes) and suggest where the story can best fit within the outlet (e.g., newspaper features column, 5pm evening news).
- Include your contact information so that the editor/producer can easily reach you.

**Make a phone call.** A call is a great way to follow up with a contact you've already sent an e-mail to, or a solid first step in identifying the best contact for your pitch.

- Draft a script of two to three key messages you want to deliver. The goal is to gauge their interest in covering your story. Offer just enough detail to force that decision, and plan to share additional information in a follow up interview or e-mail exchange. (See sample)
- Call. Introduce yourself (e.g., John Doe on behalf of Marvelous Mushrooms). If applicable, reference a related story he/she recently reported, introduce your story as a suggested follow up. Then share your pitch using the script. Suggest a couple places where the story would be a good fit. Ask if the idea is something they'd be interested in covering.
  - If interested, set up a follow-up interview or share additional information via e-mail. Follow up e-mails foster relationships, and allow you to highlight the most important details.
  - If they're not interested, you may politely ask them why. Responses may offer insight into their preferences, and lead to future media opportunities.

### Be persistent.

- If you can't reach someone live via phone, hang up and try varying the time of day you call. After three to four calls, leave a concise voicemail with the story idea and your contact information. Do not leave multiple voicemail messages.
- If you haven't received an e-mail response after a week, forward the original email back to your contact. Type a one to two sentence lead on top of the existing content. (E.g., National Breast Cancer Month is getting closer and I wanted to flag the following information...)

### Secure the placement.

- Share your updates with the Council's media specialists; they can help you prepare for and coordinate interviews with additional experts or breast cancer survivors, if needed. Contact Bree Flammini ([Bree.Flammini@edelman.com](mailto:Bree.Flammini@edelman.com) or 312-233-1204) with any questions.
- Prepare and practice for live interviews ahead of time by rehearsing key messages. If you plan to appear on-camera, wear solid, bright colored shirts and modest accessories. Keep your answers brief; the average broadcast sound bite is 10-15 seconds.



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### SOCIAL MEDIA HOW-TO'S

Social media is an exciting way to reach consumers and customers regularly with updates on your pink program as well as additional news, recipes or health information. If you haven't already, set up a personal account on [Facebook](#) and [Twitter](#) so you can easily inform your contacts and interact with the Council online.

### Blogging

[The Mushroom Channel](#) – the Mushroom Council's blog – will be updated with regular pink-related posts throughout October, thus providing a perfect opportunity to share updates with friends, family, colleagues and customers during Breast Cancer Awareness Month.

- Bookmark MushroomChannel.com (<http://www.themushroomchannel.com/>) on your Internet browser or computer and visit it often for updates.
- Send pink posts to friends, family, colleagues and customers. It's easy – click on the e-mail icon at the bottom of each post to easily share content.
- Share your favorite pink blog posts on your own Facebook page. Click the Facebook icon at the bottom of any blog post for simple directions to add it to your wall so your Facebook friends can see.

### Facebook

The Mushroom Channel's Facebook page ([Mushroom Channel](#)) links friends, consumer fans and colleagues and also provides a valuable platform for sharing the news about the Council going pink in 2010.

- Set up your own personal Facebook account [here](#) and be sure to connect with the Mushroom Channel.
- Encourage friends to connect with the Mushroom Channel by selecting "Suggest to Friends" underneath the Mushroom Channel photo on the Facebook page.
- Share Mushroom Channel Facebook posts about the Council's pink efforts with your friends by clicking the "Share" link at the bottom of each Facebook post. You can share posts publicly on your wall or choose to send as a private Facebook message to select friends.
- Comment on Mushroom Channel Facebook posts about breast cancer and mushrooms by using the links below each post.

### Twitter

The Mushroom Channel's Twitter profile ([@MushroomChannel](#)) uses the real-time social networking service to inform consumers about the Council's pink efforts in 140 characters or less.

- Set up your own personal Twitter account [here](#).
- Follow [@MushroomChannel](#) ([www.Twitter.com/MushroomChannel](http://www.Twitter.com/MushroomChannel)) for the latest tweets and re-tweets of current pink news, and news about cancer and mushrooms in general.
- Extend the reach of these messages by clicking the button to "re-tweet" the Mushroom Channel's pink updates. Be on the lookout to re-tweet any City of Hope fundraising efforts on Twitter, in particular.
- Post your own updates about Breast Cancer Awareness month and those about mushrooms and cancer research.

For more information or to get personal assistance on getting started, please do not hesitate to contact Bree Flammini ([Bree.Flammini@edelman.com](mailto:Bree.Flammini@edelman.com) or 312-233-1204) with any questions.



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### SAMPLE PHONE SCRIPT

#### Introduction

- Hi [*insert first name*]. My name is [*insert full name*] and I am calling on behalf of [*insert company*].
- National Breast Cancer Awareness Month in October is coming up and I wanted to let you know that [*insert company*] will be selling mushrooms in pink packages to celebrate.
- Researchers at City of Hope have found a link between mushrooms and a decreased likelihood of tumor growth.
- As mushrooms' relationship to cancer is surprising to most, I thought you might like to include mushrooms in any upcoming breast cancer coverage you're considering for October.

[*Allow contact to respond, continue conversation with key messages below if possible*]

- Is this something you'd be interested in covering or working into existing stories?
- [*Suggest a place for the story*] I think this story would be a good fit for the food section if coupled with some of our delicious recipes.  
*OR*
- I could also see this as more of a community piece highlighting local companies going pink this October.
- I'm happy to coordinate an interview with a cancer survivor in the area, or brand spokesperson [*insert name/title*]; and I can provide images or background information to supplement the story.
- *IF YES* – Great! I'd love to send more background information your way regarding the research being done on mushrooms and cancer, as well as some background on the Council's partnership with City of Hope.
- *IF NO* – Thanks for your time, do you mind if I ask why you're passing on this story. It always helps to know what kind of stories you're looking for.

[*Conclude by sharing your contact information*]

#### Available Key Messages to Discuss

- Since 2002, the Mushroom Council has invested more than \$700,000 in grants to City of Hope for research on mushrooms and cancer. This fall, the Mushroom Council will provide an addition \$50,000 to continue funding this important research.
- City of Hope's scientists were some of the first to find a potential link between mushrooms and a decreased likelihood of tumor growth. City of Hope is now taking the research another step and conducting clinical trials with people to test the potential of white button mushrooms.
- Look for pink mushroom packages in the produce aisle at your local stores starting this September. People can also visit [www.cityofhope.org](http://www.cityofhope.org) to make an additional donation in honor of a loved one.
- Couple this with food and recipe news, the [Mushroom and Egg Wrap](#) and [Mushroom, Edamame and Salmon Penne](#) are tasty ways to incorporate mushrooms into everyday meals.



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### SAMPLE E-MAIL PITCH

**Subject line:** October: Mushrooms "Go Pink" for Breast Cancer Awareness Month!

Hi [*insert first name*],

You already know October is National Breast Cancer Awareness Month, but did you know that the mushroom industry is dedicated to helping find a cure? Scientists at City of Hope were among the first to find a potential link between mushrooms and a decreased likelihood of tumor growth and development in cells and animals. Now, the team has begun human clinical studies involving breast and prostate cancers.

Consider incorporating mushrooms into some of your upcoming breast cancer awareness coverage [*Choose the most relevant bullets, considering your audience*]:

- Since 2002, the Mushroom Council has invested more than \$700,000 in grants to City of Hope for research on mushrooms and cancer. This fall, the Mushroom Council will provide an addition \$50,000 to continue funding this important research.
- Look for pink mushroom packages in the produce aisle at your local stores starting this September. People can also visit [www.cityofhope.org](http://www.cityofhope.org) to make an additional donation in honor of a loved one.
- Couple this with food and recipe news, the [Mushroom and Egg Wrap](#) and [Mushroom, Edamame and Salmon Penne](#) are tasty ways to incorporate mushrooms into everyday meals.

Pending interest, I'm happy to coordinate an interview with a cancer survivor in our area or a brand spokesperson [*insert name/title*]; and can also provide images of pink packaging and further information about mushrooms and our relationship with City of Hope.

Best,  
[*Insert first name*]

[*Insert contact information*]

Full name

Phone number

E-mail address

[MushroomInfo.com](http://MushroomInfo.com)