



## Going Pink: How to promote your participation with local media

### **TRADITIONAL MEDIA TIPS**

Contact your local newspaper editor by finding the general newsroom contact page online or the contact information located in the newspaper.

- Introduce yourself and your company (e.g., John Doe on behalf of Marvelous Mushrooms) and share your story idea: *[Marvelous Mushrooms] is using pink packaging to honor National Breast Cancer Awareness Month and our commitment to breast cancer research.*
- Request the e-mail address and phone number of the most appropriate contact.

**Send an e-mail:** Most editors today prefer to receive story ideas via e-mail (see sample e-mail on page 2).

- Be ready to provide background information for the story. This can include:
  - Images (i.e., Mushroom Council and City of Hope logos, or photo of pink packaging). [Breast cancer research](#) from City of Hope; mushroom [nutrition information](#), retail locations where your products will be sold.

**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 story. (See phone call script sample on page 2)

### **Be persistent**

- If you haven't received an e-mail response after a week, forward the original email back to your contact. Type a reminder sentence at the top of the email. (E.g., *National Breast Cancer Awareness Month is getting closer and I wanted to flag the following information...*)
- If you can't reach someone on the phone, try changing the time of day you call. After a couple calls, leave one concise voicemail with the story idea and your contact information.

### **Share updates with the Council**

- Share your updates with the Council's media specialists; they can help you prepare for media outreach and follow up. Contact Bree Flammini ([Bree.Flammini@edelman.com](mailto:Bree.Flammini@edelman.com) or 312-233-1204) with any questions.

### **SOCIAL MEDIA**

Social media is an exciting way to reach consumers with updates on your pink program as well as any 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. (See expanded background on Facebook, Twitter, and Blogging on page 3).



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### **SAMPLE PHONE SCRIPT**

Hi [*insert first name*]. My name is [*insert full name*] of [*insert company*].

- I wanted to share a quick story idea with you. This October, [*insert company*] will be selling mushrooms in pink packages in honor of National Breast Cancer Awareness Month. Additionally, the mushroom industry will provide \$50,000 to City of Hope to continue research on the potential effects of mushrooms on breast cancer.
- [*Suggest a place for the story*] I think this news could be a good fit for the food section, coupled with recipes, or *I could also see this as more* of a community piece highlighting local companies going pink this October.

[*Allow contact to respond, continue conversation with supporting information below, if possible*]

- **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?

[*Conclude by sharing your contact information*]

### *Supporting information*

- Since 2002, the Mushroom Council has invested more than \$750,000 in grants to City of Hope for research on mushrooms and cancer. This fall, the Mushroom Council will provide an additional \$50,000 to continue funding this important research.
- City of Hope's scientists were some of the first to discover the potential effects of white button mushrooms on breast cancer, and while their findings in this cell and animal study are preliminary, clinical trials are currently underway.
- We also have photos of the pink packages, mushroom dishes and varieties, if you're interested. I'm also happy to share recipes that you can include in the story.

### **SAMPLE E-MAIL**

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

Hi [*insert first name*],

The produce aisle boasts tons of bright colors, but pink will take center stage in October! [*Insert company*] will be selling mushrooms in pink packaging in honor of National Breast Cancer awareness month and our commitment to breast cancer research.

Since 2002, the Mushroom industry has invested more than \$750,000 in grants to [City of Hope](#) for studies on mushrooms and cancer. This fall, the Mushroom Council will provide an additional \$50,000 to continue funding this important research.

City of Hope's scientists were some of the first to discover the potential effects of white button mushrooms on breast cancer, and while their findings in this cell and animal study are preliminary, City of Hope is now pursuing human clinical trials.

Pending interest, I can share additional information on the [research](#), photos of pink packaging, and recipes.

Best,

[*Insert contact information*]

## **SOCIAL MEDIA BACKGROUNDER**

### **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.

- Visit MushroomChannel.com often for updates
- Send pink-related blog posts from the Mushroom Council 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-related 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 information.

- Set up your own personal Facebook account [here](#).
- Visit the Council’s page ([Mushroom Channel](#)), and click “LIKE.”
- 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 mushroom lovers about the Council’s pink efforts in 140 characters or less.

- Set up your own personal Twitter account [here](#).
- Visit the Council’s Twitter page ([@MushroomChannel](#)) and click “Follow” to see the latest tweets and re-tweets of current conversations.
- Extend the reach of these messages by clicking the button to “re-tweet” the Mushroom Channel’s updates.
- Post your own updates about pink, your product or mushrooms.

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.