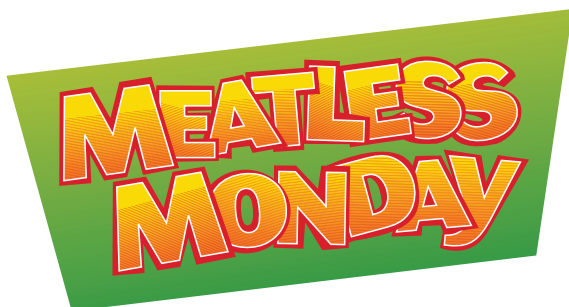


Meatless Monday for the media.

Tools and Resources for Media



One day a week, cut out meat.

Table of Contents

I. Tips for Writing a Successful Press Release	3
II. 10 Steps to an Effective Press Release	4-5
III. Spreading the Word in Digital Media	6
IV. How to Plan Your Release Using Traditional Media Lead Times	7
V. Tips for a Smooth Press Interview	8
VI. Online Resources—Including Posters, Stickers and Other Ideas	9
VII. Contact Info	9

Make the media work for you

Media attention can be all it takes to turn your local campaign into a keystone of the worldwide movement.

Use this media kit to get the notoriety that your event and organizational efforts deserve.

Find helpful hints on working with reporters, planning a successful interview and writing a compelling press release.

Use in conjunction with the Meatless Monday general starter kit and there's no telling how far your campaign will take you!



Tips for writing a successful press release:

Use mixed case in your headline. A press release in all uppercase letters is generally considered bad form (for the proper structure of a press release, see our press release template).

Always follow correct grammar. Avoid using acronyms that the public may not know and stay away from slang and abbreviations.

Tell your story compellingly, but concisely. Stick to the facts rather than embellishment and emotion. Stay away from unnecessary adjectives, exclamation points and clichéd expressions.

Write plainly so everyone can understand your message. For example “the committee exhibited great delight over the decision” would be much clearer as “the committee was delighted by the decision”. Be sure to proof read your release for clarity before it is submitted.

Never embed HTML or links in a press release. HTML code does not always translate well to different platforms. If you feel you need to include a link to properly tell your story, add it at the end after your contact information and write it out in full.

Pick an angle! Why is your initiative special or different from others before it? Will your target audience find your release interesting? Include Meatless Monday in the context of your other wellness programs – or highlight it as the first of many to come. Take advantage of current events, upcoming holidays, your organization's culture or local themes to complete the picture.

Be vigilant in respecting copyright, trademarks and third-party partners. If you include other organizations in your press release, be sure to ask their permission first. Do not use corporate logos, trademarked slogans or ticker symbols without written permission.



As we all work together to ever-improve our communications, keep other folks in the Meatless Monday community informed! Drop us a line about your upcoming press: info@MeatlessMonday.com

10 steps to an effective Press Release

1 Organization letterhead Include your organization identification – logo or combination of logo and campaign graphic identifier.

2 RELEASE TIME Most press releases are marked with **FOR IMMEDIATE RELEASE**. If you would like your release held until a later date: replace with ‘EMBARGOED UNTIL [followed by the date]’.

3 Headline Present a compelling essence of your news story in 80-120 characters.

4 Subheading / Summary *In italics include a 1-3 sentence quick summary of your release, indicating that your organization is participating in the Meatless Monday campaign.*

5 Dateline: City, State, Date (month, day, year)

6 Opening Paragraph Paragraphs should be no longer than 3-4 sentences. The introductory paragraph must include the critical “who, what, where, when and why” of your story.

7 News Release Body Use the second paragraph to expand on the ideas behind your project. How is Meatless Monday being carried out at your organization? What inspired you to begin the program? What do you hope to accomplish by advocating Meatless Mondays? Here you may want to include a quote from the person(s) starting the program, sending the release, or an executive in your organization – including an explanation of why this person(s) is being quoted. You may expand on the story with additional paragraphs, but a press release should only be a page or two.

8 Boilerplate Use your last paragraph to give a bit of background information about your organization and other projects you are working on (or have previously worked on) that are relevant to Meatless Monday. In addition to your boilerplate info, include the following:

Meatless Monday boilerplate

Meatless Monday is a non-profit public health initiative in association with the Johns Hopkins Bloomberg School of Public Health. Launched in 2003, the goal of Meatless Monday is to cut saturated fat intake, which in turn reduces the risk of chronic diseases such as diabetes, heart disease, stroke and cancer. Going meatless one day a week can also decrease our carbon footprint and save precious resources like fresh water and fossil fuel.

9 Call to action/contact info Include “For more information on Meatless Monday, please contact info@MeatlessMonday.com”, followed by contact info on your organization: primary contact’s full name and title, e-mail address and/or phone number.

10 Closing To let editors and journalists know when your release is finished, include “###” or “-30-” at the end of the release. If you have a second page, end your first page with –more–. If you have any addenda attached (charts, images photos), mention it at the end of the news release.



2 FOR IMMEDIATE RELEASE

3 **Celebrity Chef Mario Batali, The King of Pancetta, Embraces Meatless Monday**
14 Top U.S. Restaurants Join the Worldwide Movement

4 *Starting Monday and every Monday thereafter, chef Mario Batali adopts Meatless Monday in his renowned restaurants such as Babbo, Del Posto, Esca, Lupa, Carnevino Italian Steakhouse and Osteria Mozza.*



5 NEW YORK, NY June 7, 2010 – Mario Batali’s 14 restaurants will feature at least two vegetarian entrees as part of his Meatless Monday promotion. By advocating more plant-based meals, Mario not only joins a growing global movement, he sends a powerful message to other chefs and restaurateurs that we should all start the week right by eating our veggies.

7 “The fact is, most people in the U.S. eat way more meat than is good for them or the planet,” maintains Batali. “Asking everyone to go vegetarian or vegan isn’t a realistic or attainable goal. But we can focus on a more plant-based diet, and support the farmers who raise their animals humanely and sustainably. That’s why I’m such a big believer in the Meatless Monday movement!”

Meatless Monday, a national nonprofit public health initiative, is all about incorporating more vegetables and less meat into our diet. It’s about moderation, just one day a week, cutting down on meats high in saturated fat and increasing protein-rich plant-based foods – good for personal health and good for the planet.

Early adopters, political leaders and entertainment celebrities include Michael Pollan, Al Gore, Sir Paul McCartney, Simon Cowell and Gwyneth Paltrow; the entire Baltimore Public School System, nearly 30 college campuses and 100 blogs; and 8 international programs popping up from Brazil to Taiwan.

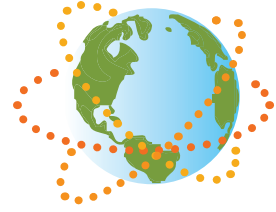
8 Launched in 2003, Meatless Monday is an initiative of The Monday Campaigns, in association with the Johns Hopkins Bloomberg School of Public Health. By going meatless once a week, thus reducing our saturated fat intake, we can limit our risk of chronic preventable conditions like cancer, cardiovascular disease, diabetes and stroke. Additionally, we can decrease our carbon footprint and save precious resources like fresh water and fossil fuel.

9 To learn more about Meatless Monday, visit www.meatlessmonday.com. Or contact Chris at info@meatlessmonday.com.

Attached: PDF of Batali & Bastianich Meatless Monday logomark for press usage.

10 ###

Spread the Word on the world wide web



E-MAIL

An excellent way to make contact with a news source, suggest a partnership or increase awareness about your event.

Here are some tips for effective messages:

Think about timing before you send an e-mail. Sending someone a business message after 4 p.m., over the weekend or on a Friday decreases your odds of successful communication. Try to send e-mails early in the week, but after the Monday morning bustle.

Use appropriate tone when writing an e-mail. Even friendly notes about your event should use proper grammar and punctuation. Be sure that the recipient knows who you are and why you are contacting them. Avoid being too personal with contacts you don't know.

Do not send bulk e-mails unless the recipient has willingly signed up for them. Spamming potential contacts will likely give them a negative impression of your organization and event.

Don't forget to follow up on the phone. If an e-mail conversation about your event has volleyed several times without a final plan, it may be best just to meet in person or talk on the phone. Though e-mail has its benefits, conversations in real-time may prevent unnecessary confusion, lead to quicker results and cement partnerships.

FACEBOOK

With over 400 million active users, Facebook is one of the easiest ways to spread the word about an event or cause. It is not enough, however, to simply create a Facebook page: for your page to grow, you must engage with your audience:

Encourage others to join. Once you've created your page, visit like-minded pages and invite readers to join your page. Find groups that have similar goals and philosophies (when planning an event, check local hubs as well). Leave a short, friendly message on their page with a link to yours.

Leave message updates on the Meatless Monday Facebook page.

www.Facebook.com/MeatlessMonday

Post fresh news. Encourage people to return to your page by updating event info or discussion questions each Monday. You can also use the "notes" section of your page to pose larger topics for fans to check on later.

Offer incentives. When planning an event, make the transition from cyber space to real life! Get fans to come by offering teasers on your page, taking fan suggestions or offering "social media specials" to those who attend and mention your Facebook page.

How to use traditional media lead times

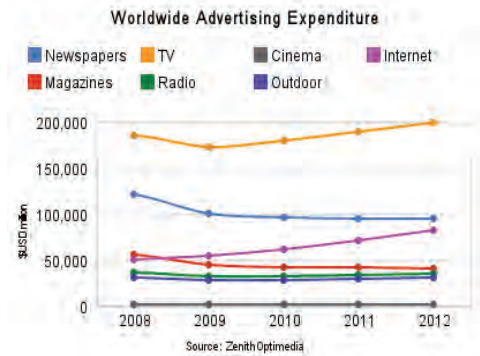
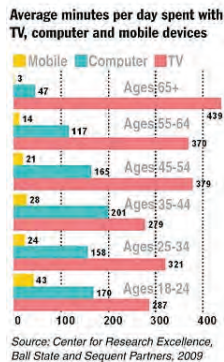
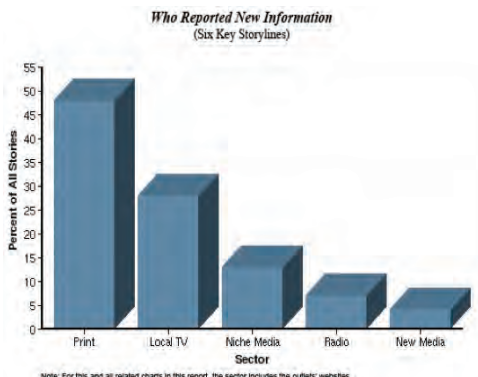
PLAN AHEAD FOR AN EVENT TO REMEMBER

More traditional forms of media require some time between when info is received and when it becomes a full story. Having a basic understanding of lead times demonstrates that you are considerate and media savvy, and greatly increases the likelihood of your event receiving press.

PRINT	LEAD TIME
Newspapers (dailies)	One to two weeks
Trade Magazines (monthly)	Six weeks to two months
Consumer Magazines (monthly)	Five to six months
Metro Magazines (monthly)	Three to four months
Weekly Magazines	One to two months
Sunday Magazines	Three to four months

TELEVISION	LEAD TIME
Public Service Announcements	Six to eight weeks
National Morning Shows	One to two months
Local Talk Shows	Four to six weeks
Local News	Two days

RADIO	LEAD TIME
Public Service Announcements	Six to eight weeks
Promotions	Two to eight weeks
Talk Shows	Four days to one month
Local News	Two days



A SAMPLE OF READILY AVAILABLE ONLINE USER TREND INFORMATION

Tips for a smooth press interview

SPEAK TO YOUR AUDIENCE

Determine who your target audience is (students, parents, doctors, etc). This will help you decide which type of media to work with and how to frame your message.

HOOK TO OTHER INTERESTS

A hook will greatly increase your chances of press coverage. If you can, link your story to other community projects, current events or upcoming holidays.

STAY ON PURPOSE

Remember that the goal of your interview is to get your message out there loud and clear! Be direct in your communication and avoid getting off topic. Do not assume that the reporter understands your subject or is planning to frame their story in a complimentary light.

PREPARE YOUR SOUND BITES

Come up with some sound bites ahead of time and stick with them! Use short, clear sentences and do not be afraid to pause for a moment or repeat your message. Be quotable!

PREPARE FOR TOUGH QUESTIONS

Think ahead about any controversial questions a reporter might ask and have an answer prepared. Only answer questions you're comfortable with and avoid responding to "what if" scenarios. Remember that it's better to not answer a question than to be factually inaccurate. When in doubt, politely and confidently return to your main message.

SMILE & BE CONFIDENT

When giving an interview, it is important to deliver your message confidently and clearly. Speak in statements, be enthusiastic and collected, and be sure to smile. When you are done answering a question, stop talking- avoid rambling or going off the record. Remember that anything you say (or imply) can and may be printed.

FOLLOW-UP

Ask the reporter for their contact information and follow up with them after the article is printed. Thank them for their time and coverage and let them know that you are available for further questions.

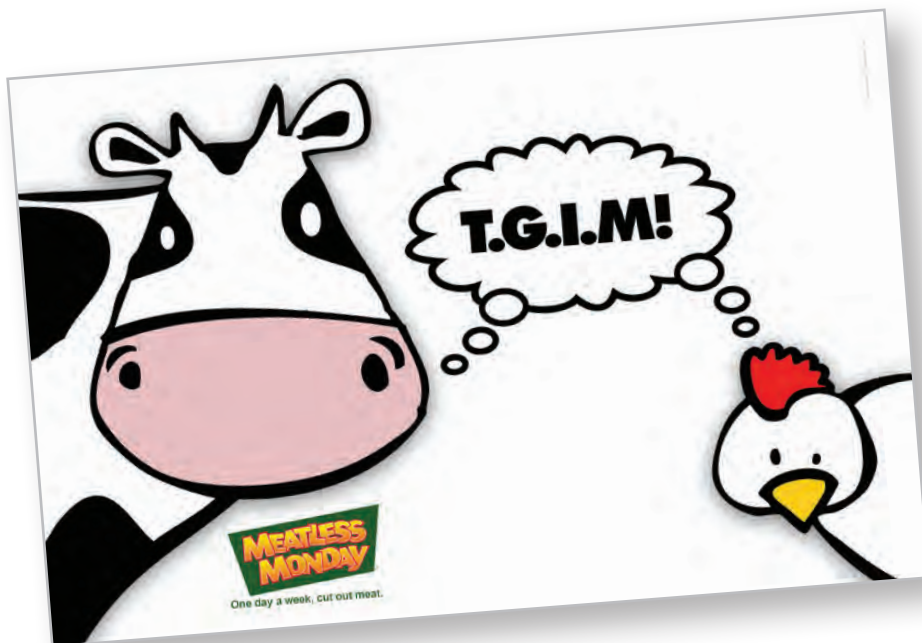


A SAMPLE OF MEDIA
OUTLETS WHO COVER
MEATLESS MONDAY

Online Resources

Download posters, sticker and magnet designs and web graphics to get your school, community, workplace or organization excited about Meatless Monday!

<http://www.meatlessmonday.com/spread-the-movement>



Contact Info:

Email: info@meatlessmonday.com

Website: <http://www.MeatlessMonday.com>