

# Back-to-School: Media Materials

## SAMPLE PRESS RELEASE:

### FOR IMMEDIATE RELEASE:

(INSERT CONTACT NAME)

(INSERT PHONE NUMBER)

## **BAC!<sup>®</sup> TO SCHOOL** *Quick Tips to Packing a Safe Lunch*

(INSERT LOCATION AND DATE)- It's back-to-school time again, and (INSERT ORGANIZATION) and Fight BAC!<sup>®</sup> want to remind parents and families across the country that the first important lesson of the school year is packing a safe lunch. All it takes is a quick refresher course:

When packing a safe lunch:

- Always keep it clean. Make sure your hands, food preparation surfaces and utensils are clean. Use hot, soapy water to effectively get rid of BACteria. Teach your children to wash their hands before they eat. Also wash fruits and vegetables before packing them in your child's lunch.
- Be sure to keep hot foods such as soup, chili or stew hot by using an insulated bottle. Fill the bottle with boiling water and let it stand for a few minutes. Empty the bottle and then fill it with piping hot food. Keep the bottle closed until lunchtime.
- Cold foods should stay cold, so invest in a freezer gel pack (available in supermarkets and kitchen supply stores) and an insulated lunch box. Freezer gel packs will keep foods cold until lunchtime, but are not recommended for all-day storage. Any perishable food (i.e. meat, poultry, or egg sandwiches) not eaten at lunch should be discarded.
- If your child chooses a brown paper bag to carry lunch, it's especially important to include a cold source. A freezer gel pack or a frozen sandwich works well. Because brown paper bags tend to become soggy or leak as cold foods thaw, be sure to use an extra paper bag to create a double layer. Double-bagging will also help insulate the food better.
- Tell your child to use the refrigerator at school, if one is available. If not, make sure they keep their lunch out of direct sunlight and away from radiators, baseboards and other heat sources found in the classroom.
- Every parent should have a supply of shelf-stable foods for easy packing. These include fresh fruits and vegetables, crackers, peanut butter sandwiches, packaged pudding and canned fruits or meats.
- Freeze single-sized juice packs overnight and place the frozen drink in your child's lunch. The juice will thaw by lunchtime, but it will still be cold. The frozen drink will also keep the rest of the lunch cold.
- If you make sandwiches the night before, keep them in the refrigerator until packing up to go in the morning.

Fight BAC!<sup>®</sup> is a national consumer education campaign sponsored by the Partnership for Food Safety Education, a unique coalition of industry, government and consumer groups. The campaign is designed to teach consumers about the importance of food safety and reduce the incidence of foodborne illness.

For more information on how to fight foodborne bacteria and handle food safely during the back-to-school season, visit [www.fightbac.org](http://www.fightbac.org) or call (INSERT LOCAL NUMBER).

## **RADIO PROMOTION: SECURING NON-COMMERCIAL AIR TIME**

You have undoubtedly heard promotions on the radio... "be the 10th caller and win a pair of tickets" ... "answer our trivia question for a great prize package" ... "call in with your most embarrassing moment and win a trip for two." You most likely pay attention to them because they're fun and involve you - the listener. But the companies whose brands are in those prize packages know something else: that they are communicating messages and building brand equity in an entertaining, non-commercial way.

The same technique can work for promoting food safety and the Fight BAC!<sup>®</sup> campaign. This section of the toolbox is designed to help you become an instant expert in radio promotions.

The overall objective of radio promotions is to spotlight the Fight BAC!<sup>®</sup> messages to a broad consumer base. The beauty of radio is you can target audience demographics, such as women age 25-49, by selecting certain formats.

The key is creating a promotion that first grabs the attention of the on air personalities or their producers and promotions managers. You must get them hooked on the concept, so it means knowing your target station and understanding the kinds of promotions they do.

### **Getting Started**

Identify two or three stations in your market that appeal to a broad adult audience. The kinds of formats that typically work best include: Oldies, Country, and Adult Contemporary.

Make it a point to listen to the stations at home, in the office and in your car so you can acquaint yourself with their approach.

Call the stations to get the name and title of the person in charge of promotions. It could be the Promotions Manager, Program Director or specific producer. Ask that person how they typically like to receive promotional ideas - letter, fax, e-mail - and how much lead time they require. The average is around 3-5 weeks, so a 4th of July promotion would need to be planned and secured by late May/early June.

Radio stations are organized into dayparts. Usually, the most popular daypart is known as Morning Drive, followed by Afternoon Drive, when stations try to outdo each other with their rush hour teams to maintain loyal (and captive!) commuting audiences. While this is

the best time to reach the broadest audience, it may be the most difficult "sell" to a promotions manager because they are much more discerning about their drive time programming. Consider building a mid-day promotion to demonstrate flexibility.

### **Creating the Promotion**

Luckily, food safety is something that affects and impacts everyone. And, with the Fight BAC!<sup>®</sup> campaign, food safety can be packaged in a memorable, entertaining way.

The first rule is: KEEP IT SIMPLE. Stations reject promotions that are too complicated or require too much knowledge on the part of the DJs. The simplest promotion is the call-in concept. You can add elements to make it a little more fun and uniquely related to food safety. Consider the following:

- Peg the call-in to songs or artists relating to food (Mashed Potato Time; songs by the singer Meat Loaf)
- Peg the call-in to songs with BAC in the title. (Back in the USSR; My Boyfriend's Back) This helps reinforce the branded program.
- Other popular and relatively simple promotions center around trivia, which not only makes a fun game but educates people about what they should know - and DON'T KNOW - about food safety.

The trivia model requires a little more work from you to make sure the station has multiple copies of simple trivia questions.

Promotions typically run for one or two week periods. This becomes important when planning trivia questions as well as giveaways. For instance, a two-week promotion run daily requires at least ten questions and ten prize packages. If you compile elements in increments of ten, you will be more likely to secure two-week promotions that run every day. In the world of radio promotions, this is considered a home run!!

### **Giveaways**

To further spotlight the Fight BAC!<sup>®</sup> campaign, assemble "The Fight BAC!<sup>®</sup> BAC-to-School Prize Package," consisting of useful food safety items. Consider including the following: meat thermometer, small cutting board, oven mitt, grilling ideas, etc. You can reach out to grocery stores in your area for donated items in return for visibility in the promotion. Add the grocery store name to the copy and they will receive at least 10 mentions in the course of the promotion, linking themselves to an importance public service: back to school food safety.