HOLIDAY MEDIA TOOLKIT
This has been a year like no other. The charitable food network has been put to the test and we have all seen our demand increase since March.

The pandemic impacted countless lives. The Central Pennsylvania Food Bank is serving 200,000 people per month, up from the 135,000 served in the months just prior to the crisis. We have distributed more than 44 million pounds of food out to you, our partners on the frontline. That is an increase of nearly 50 percent over the same period last year. One in 20 people living in central Pennsylvania are experiencing food insecurity for the first time as a result of the pandemic. Of those individuals, one-third are children.

COVID-19 shed a bright light on food insecurity and the importance of our mission. It reminded not only us, but the world due to the heightened media coverage around the pandemic, that anyone, at any time, in any circumstance, could need a little extra help keeping food on the table.

The holiday season is an important time to re-engage with the community and to put the Food Bank and you, our partners, first on their minds when giving this holiday season to a charitable organization. You have played an important part in providing support and hope to your community. Now it is time to let your work shine in the spotlight by contacting your local media affiliates about your upcoming holiday distributions.

Use the templates in this guide to connect with your media outlets in all forms (print, tv, radio) to make them aware of the upcoming outlets you are hosting. When media is on site, please be sure everyone working or volunteering with your organization is following CDC guidelines and is following safety protocols for your distribution.

Thank you for your commitment. Not only have you been a constant to those you are serving, but you’ve provided nourishment and hope that fuels your clients heart and soul that helps take on another day of challenges. take on another day of challenges.
MEDIA ALERT

What is a Media Alert?
Media alerts are one-page announcements of an upcoming event, intended for journalists, not the public. Their purpose is to convince reporters that this event is a genuine news story worthy of coverage. As an invitation to media it needs to be presented in a particular format.

How to Format the Media Alert
On the left, include the date of the alert and your contact information: that is, name, email address, and phone number. On the top of the page, type “Media Alert” in a large font, bolded, and all capital letters.

Format the invitation using the 5Ws of journalism:

1. Who – individuals who will talk to media on-site at event
2. What – event description
3. When – date and time of event
4. Where – location of event
5. Why – why this event is a newsworthy story

At the bottom be sure to include your boilerplate description. In marketing, a boilerplate is a short paragraph summarizing a company and is used across all marketing materials. It is always the same and can be found at the bottom of press releases and reports, on the 'About Us' page of the website, and anywhere else where people may require a brief description of the organization. Be sure to add “partner agency of the Central Pennsylvania Food Bank” to your description.

Sending out the Alert
You should prepare the alert within 6 days of the event and submit it within 5 to 3 days prior to the event. This gives journalists the chance to pass along the information and attend themselves if they wish. Next, prepare your list of who you will send it to. Aim for local journalists. Create a database of contacts you can connect with in future each time you want to send out a media alert via email. Make sure you have the contact information correct and spell their name right. Don’t be sloppy.

Send your alert in the body of your email, not as an attachment; Don’t use logos or other image files – most reporters use smartphones (small screens!) and logos can hide or distract from the main information; Use links to provide more information.

Following up
Follow up the media alert with a telephone call to confirm that the reporters actually received it. Be polite and prepared to re-send the alert according to their instructions if they did not get it the first time.
MEDIA ALERT TEMPLATE

Date
For Immediate Release

Contact: NAME
Email:
Phone Number:

MEDIA ALERT
Story/Photo/Video Opportunity
(INSERT HEADLINE)

Who: Name persons in charge or individuals who will be authorized to talk to the media

What: Description of event

When: Date, Time. Include best time for photography and/or media interviews if applicable

Where: Place

Why: Description of the importance of the event

If this event is held in conjunction with the Central Pennsylvania Food Bank, include the following boilerplate:

About the Central Pennsylvania Food Bank:
The Central Pennsylvania Food Bank is a nonprofit organization whose mission is to reduce hunger in 27 counties across Pennsylvania. By working with more than 1,000 local agencies and partner programs, the Central Pennsylvania Food Bank serves more than 200,000 neighbors in need every month. For more information on the Central Pennsylvania Food Bank and its mission to reduce hunger in Pennsylvania, visit centralpafoodbank.org or call 717-564-1700.

Include a boilerplate description of your organization
MEDIA ALERT
Story/Photo/Video Opportunity
Subject: Holiday Distribution

Who: Joe Arthur, Executive Director of the Central Pennsylvania Food Bank
Gary Shipman, Social Services Director of the American Rescue Workers
Ron Frick, President of Lycoming County United Way

What: The Central Pennsylvania Food Bank in partnership with the American Rescue Workers will host a Holiday Healthy Box Distribution to over 500 low-income and in-need families in Lycoming County. The event is sponsored by Lycoming County United Way & Kellogg’s. Contents of the box include: frozen turkey, milk, eggs, potatoes, carrots, onions, apples, cereal, gravy, green beans, juice, and more.

When: Tuesday, December 17, 2019 – Best time for story/photography/video is between 12:30 to 1:00 p.m. when the event starts. There will be two distributions on this day. 1:00 to 3:00 and 4:00 to 6:00 p.m.

*If there is inclement weather and only if the Central Pa Food Bank closes, the event will be moved to Friday, December 20 at 337 Bridge Street in Williamsport from 9am to 3pm. Please check the Food Bank’s website for any changes. www.centralpafoodbank.org

Where: Central Pennsylvania Food Bank, 3301 Wahoo Drive, Williamsport PA 17701

Why: The holidays can be a stressful time, especially for families who do not know where their next meal will come from. For children who rely on school resources for access to healthy food, holiday school closing can also be stressful. It is partnerships like this one, that we can make an impact and work toward our mission of fighting hunger, improving lives, and strengthening communities with a hands-on distribution at our Healthy Food Hub location with our partner agency American Rescue Workers. Better access to healthy foods means better health and a brighter future for those in need.

About the Central Pennsylvania Food Bank:
The Central Pennsylvania Food Bank is a nonprofit organization whose mission is to reduce hunger in 27 counties across Pennsylvania. By working with more than 1,000 local agencies and partner programs, the Central Pennsylvania Food Bank serves nearly 200,000 people in need every month. For more information on the Central Pennsylvania Food Bank and its mission to reduce hunger in Pennsylvania, visit centralpafoodbank.org or call 717-564-1700.
PRESS RELEASE

What is a Press Release?
A press release is an official statement delivered to members of the news media for the purpose of providing information, an official statement, or making an announcement. The purpose of a press release is to get attention, make news, and generate publicity. It's cost effective marketing (free) and they can be used to create brand awareness.

Unlike a media alert where you are inviting media to an event, a press release details news about a business and can be released whenever as long as its newsworthy. A press release can also be used after an event has taken place, reporting on the highlights. It should read like a news story.

How to Format a Press Release
On the left, include the date of the alert and your contact information: that is, name, email address, and phone number.

1. Headline: A title which grabs people’s attention and clearly explains what the release is about
2. Location: Where you are and where the news is taking place
3. Strong Lead: This is where you explain your newsworthy story/content in one sentence
4. Body: It’s a very good idea to add in quotes throughout the body.
5. Boilerplate: A few words describing your company to the audience. Be sure to add “partner agency of the Central Pennsylvania Food Bank.”

Sending out the Press Release
Since a press release details news about your business vs. inviting the media to an event, you can submit a press release anytime you want the story to run.

Just like a media alert, prepare your list of who you will send it to. Cast a wider net and submit to major news outlets as well as local journalists. Create a database of contacts you can connect with in future each time you want to send out a press release via email. Make sure you have the contact information correct and spell their name right. Don’t be sloppy.

Send your alert in the body of your email, not as an attachment; Don’t use logos or other image files – most reporters use smartphones (small screens!) and logos can hide or distract from the main information; Use links to provide more information.

Google Alert
Sign up for Google Alerts to get emails when news for your organization is detected.

How to sign up for Google Alerts

1. Go to Google Alerts.
2. In the box at the top, enter a topic you want to follow.
3. To change your settings, click Show options.
4. Click Create Alert. You'll get emails whenever we find matching search results.
PRESS RELEASE TEMPLATE

For Immediate Release
Date:

Contact:
NAME
Title
Email
Phone

HEADLINE
Additional Subhead (if necessary)

(CITY, STATE) – Body of release

Quote from Food Bank: Please choose from the quotes on the following page

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If event/news is held in conjunction with the Central Pennsylvania Food Bank, please include the following boilerplate

About Central Pennsylvania Food Bank

The Central Pennsylvania Food Bank is a nonprofit organization whose mission is to reduce hunger in 27 counties across Pennsylvania. By working with more than 1,000 local agencies and partner programs, the Central Pennsylvania Food Bank serves nearly 200,000 people in need every month. For more information on the Central Pennsylvania Food Bank and its mission to reduce hunger in Pennsylvania, visit centralpafoodbank.org or call 717-564-1700.

Include an informational paragraph about your organization.
CENTRAL PENNSYLVANIA FOOD BANK HONORS HUNGER HEROES

Each week during September, the Food Bank will honor local organizations and individuals

(Harrisburg, PA) – September is Hunger Action Month, a month designated by Feeding America to raise awareness on hunger issues. In celebration of Hunger Action Month, the Central Pennsylvania Food Bank, located in Williamsport has named its Hunger Hero for the first week of September. The Food Bank’s Hunger Heroes are local individuals and organizations who have demonstrated their commitment to ending hunger in their communities over the past year.

“We are tremendously proud of each one of our 2020 Hunger Heroes,” said Joe Arthur, executive director of the Central Pennsylvania Food Bank. “Each one knows how important it is to end hunger in their communities and have stepped up to the challenges presented to them during the COVID-19 pandemic. Their work is incredible, and their commitment to fighting hunger is an inspiration to all of us. They prove that we are truly, better together.”

The Central Pennsylvania Food Bank has named the following individual as their 2020 Hunger Hero for the first week of September. Hunger Heroes are being honored through a special social media series titled Hunger Hero Stories on the Food Bank’s Facebook page at www.facebook.com/CentralPAFoodBank and Twitter at @centralpafb. Different Hunger Heroes from throughout the Central Pennsylvania Food Bank territory will be acknowledged each week.

Chris Gilbert and his team of volunteers at the Friends of the Food Pantries in Tioga County, provide additional resources, including money, fresh produce and volunteers to all food pantries in the county. When the COVID-19 pandemic hit, Chris worked to create a safe drive-thru distribution model to continue to serve the community. He also established several local distribution locations to support the growing demand for food assistance.

“Food is a necessity. We are commanded to feed people and I was led to help,” Chris said.

Chris also serves on the board of directors of the Mansfield Food Pantry and is proud of his partnership with the Central Pennsylvania Food Bank noting, “Our local pantries would struggle without the help of the Food Bank.”

To learn more about the Central Pennsylvania Food Bank and Hunger Action Month, please visit www.centralpafoodbank.org or call 570-321-8023.

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About Central Pennsylvania Food Bank

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QUOTES FROM THE CENTRAL PENNSYLVANIA FOOD BANK

The following quotes may be tailored to your media alert or press release.

“The pandemic has impacted and continues to harm many of our neighbors. The Central Pennsylvania Food Bank is serving 200,000 people per month, up from the 135,000 served in the months just prior to the crisis. The demand for food is at an all-time high and our neighbors struggling with hunger need help now more than ever,” said Joe Arthur, Executive Director of the Central Pennsylvania Food Bank. “(Name of Partner Agency goes here) has played an important part in the well-being of their community. They have been a caring lifeline to those they are serving by providing nourishment and hope to body and soul as this health and economic crisis continues.”

“This has been a year like no other. The charitable food network has been put to the test with a significant increase in demand since March. At the Central Pennsylvania Food Bank, we have distributed about 45 million pounds of food out to partners during our Crisis Response. That is an increase of nearly 40 percent over the same period last year,” said Joe Arthur, Executive Director of the Central Pennsylvania Food Bank. “With partners like (Name of Partner Agency goes here) we have a strong frontline to combat hunger and continue helping the many families who face food insecurity, some for the very first time.”

“One in 20 people living in central Pennsylvania are experiencing food insecurity for the first time as a result of the pandemic. Of those individuals, one-third are children. As we look forward to the holiday season, many of our neighbors are struggling to get back on their feet, so the coming weeks and months may not be joyous for them,” said Joe Arthur, Executive Director of the Central Pennsylvania Food Bank. “(name of Partner Agency goes here) will provide nourishment and a glimmer of hope to those who will struggle with hunger this holiday season and beyond.”
Our Mission
fighting hunger, improving lives, strengthening communities

Our Vision
No one should be hungry.

Our Bold Goal
By 2025 our collaborative network will provide access to enough nutritious food for everyone struggling with hunger in each of the 27 central Pennsylvania counties we serve, and we will convene and nurture partnerships to make progress toward ending hunger.

www.centralpafoodbank.org