

COMMUNICATIONS GUIDELINES

MARKETING GUIDELINES

As an Emeril's Culinary Garden & Teaching Kitchen school partner, it is important to always refer to this guide when developing communications or marketing materials to ensure consistency with the program's voice and mission.

HOW TO COMMUNICATE YOUR ROLE AS A SCHOOL PARTNER

As a school partner, you must use the official program name when referring to your role and partnership.

The required usage in all references is Emeril's Culinary Garden & Teaching Kitchen. It is important that you not deviate from this usage. For example, you should not insert the name of your school into the official program name, i.e. [Your School's] Culinary Garden & Teaching Kitchen would not be an acceptable usage.

Examples of how to describe your role as a school partner:

- Our school applied for and was awarded a grant to become an Emeril's Culinary Garden & Teaching Kitchen school partner.
- We are part of Emeril's Culinary Garden & Teaching Kitchen, a growing network of likeminded schools enriching the lives of kids through a fun, fresh perspective on food.
- We are an Emeril's Culinary Garden & Teaching Kitchen school partner, a signature program of the Emeril Lagasse Foundation.
- We are a proud school partner in this program and support the impact it seeks to make on children and the environment around them.

HOW TO TALK ABOUT THE PROGRAM

The talking points below are intended to guide messaging when referencing the signature program in internal communications and to external media, community partners, and the general public.

- Founded in 2016 by the Emeril Lagasse
 Foundation, Emeril's Culinary Garden & Teaching
 Kitchen is a national education program that
 integrates culinary gardens and teaching
 kitchens in schools to create interactive learning
 environments centered on food.
- The program's vision is "to enrich the lives of children through a fun, fresh perspective on food."
- The program has four key pillars:
 - Appreciation for the source of food
 - Understanding of nutrition and healthy eating
 - · Development of life skills through food
 - Development of culinary skills

HOW TO TALK ABOUT THE PROGRAM (continued)

- Through these key pillars, children:
 - Gain knowledge of how food grows and where it comes from, leading to a deeper understanding and reverence for the ground-to-plate process.
 - Acquire and understand the importance of life skills such as discipline and diligence, leading to increased engagement during school and improved academic performance.
 - Gain knowledge of healthy and nutritious eating habits, leading to increased engagement at home as they share their knowledge and experiences with family.
 - Acquire the skills necessary to prepare meals for themselves, their families, and surrounding communities, nurturing their self-reliance and confidence.
- The program strengthens our school environment through a project-based learning approach that empowers children through food.
- Emeril's Culinary Garden & Teaching Kitchen uses a one of a kind K-8 gardening and cooking curriculum that is integrated across all core subjects and aligned with national academic standards.

- By immersing children in a hands-on learning environment that nurtures critical thinking and life skills that prepare them for life beyond the classroom, Emeril's Culinary Garden & Teaching Kitchen paves the way for children from all walks of life to be healthier, to appreciate food and its role in culture, and to serve as confident role models for healthy eating within their families and communities.
- The program gives children guidance and opportunities to develop social and emotional skills critical to their success in life. With the personal and community skills gleaned from this program, children gain knowledge and skills that poise them for success in life.
- The Emeril Lagasse Foundation is a 501c(3) public charity founded in 2002 by Chef Emeril Lagasse and his wife Alden. The Foundation is headquartered in New Orleans, LA, and seeks to inspire, mentor, and enable youth to reach their fullest potential.



LOGO USAGE GUIDELINES

Emeril's Culinary Garden & Teaching Kitchen logo should only be used to communicate a direct affiliation with or the promotion of Emeril's Culinary Garden & Teaching Kitchen program work.

Do not use the logo to endorse work that Emeril Lagasse Foundation does not directly support.

All uses of the Emeril's Culinary Garden & Teaching Kitchen logo should meet the terms outlined in the school partner Grant Agreement.

PUBLIC RELATIONS GUIDELINES

NEWSWORTHINESS

Does your school have something new and noteworthy regarding your Emeril's Culinary Garden & Teaching Kitchen partnership that you think is worth sharing with media?

When considering press announcements, story pitches or other media outreach, refer to the five points of newsworthiness to evaluate the news potential of your content:

- 1. Timeliness Is the story new/current?
- Proximity Does your local audience care about this news? Locality is key.
- Prominence Who's involved? Interesting people, community leaders, and local influencers can add a hook to stories.
- 4. Human Interest Everyone loves a heartwarming story. Does yours include an emotional and impactful element?
- 5. Significance Does the story impact your community? Is it a first or does it include some type of milestone?

A good story does not need to include every point above to be newsworthy, but it should include at least one.

MEDIA RELATIONS

Fostering relationships with news media within your community is an important part of earning coverage for Emeril's Culinary Garden & Teaching Kitchen at your school. There is value in developing an open line of communication with key media contacts in your area. Securing coverage of program accomplishments, human-interest pieces, or events can sometimes be as simple as letting your local newspapers, radio stations, and TV stations know what's going on at your school.

Here are some general media relations tips and industry practices that will help you grow relationships in your community and secure valuable media coverage.

- Create a media list with the names and contact information of media contacts who specifically cover education in your community: Get to know the staff on this list and what information will be useful to them.
- When you have something newsworthy to share regarding the program, contact the people on your press list and let them know. It is always helpful to provide interview opportunities when reaching out with possible story ideas or press announcements.
- Do not ignore media requests, deadlines, or let lengthy spans of time pass after you have been contacted.
- Maintain a list of national awareness days/ months that relate to Emeril's Culinary Garden & Teaching Kitchen. For example, National Nutrition Month, National Gardening Month or National Giving Tuesday are great times to pitch updates from your program to local media.
- Invite contacts form your press list to tour your facilities. This helps familiarize reporters with the physical environment and program offerings and provides an opportunity to connect them with administrators and teachers.

- Avoid asking to see a story before it runs. This
 is typically a taboo practice with traditional
 news media and underscores the importance
 of providing good, clear information during an
 interview.
- Do not take correction requests lightly. If you are quoted or featured in a story and perceive mistakes in how it is reported, exercise good judgment when deciding whether to point them out, especially if they are relatively minor such as typos or misspellings. When writing a correction, the reporter may want to contact you directly to avoid additional errors. If so, another tip on industry parlance: Corrections, clarifications, and retractions are completely different actions. Reporters can be sensitive to an interchanging of the terms.

PRESS RELEASES

When considering topics for press releases, be mindful of the five points of newsworthiness outlined in the media relations section. Evaluate those points to determine whether the information you want to share is best communicated through a formal announcement to news media via a press release. Not all topics warrant a press release. A good general rule of thumb: PR does not equal press release. If the topic only meets one or two points of newsworthiness, consider sharing the information in a more informal manner instead. such as a brief email to one of the key contacts on your media list that positions the topic as a potential story idea consideration. However, if the topic has broader appeal based on your assessment of its newsworthiness, developing and distributing a press release can be a great way to earn local media coverage across multiple news outlets, whether print, online, or broadcast media.

Guidelines for the development and distribution of press releases:

- Press releases should be drafted in AP
 (Associated Press) style, which is the writing style used by news media. This style includes some departures from standard grammar rules, such as using a single space between sentences and not using the oxford comma.
- Do not blast press releases out to a group of media all in one email. Take the time to personalize each email and send individually.
- It is best to send press releases in the early part of the day and week. The most optimal time to distribute press releases to media is between 8 a.m. 10 a.m. Monday-Wednesday, with Tuesday at 9 a.m. being the ideal day of the week and time of day. Refrain from sending releases to media on a Friday, the days surrounding popular local or national holidays, or on days in close proximity to major political events and local/national/international occurrences that dominate headlines and media attention. Exercise good judgment and common sense by avoiding sending releases during times of local, national, or international importance, particularly during times of crisis.
- Photographs and video are excellent assets
 to accompany a press release or story pitch.
 Add multimedia to your outreach, but avoid
 using low-res or poor-quality images/video.
 It is best to send images that are at least 300 dpi
 resolution. This is a high-resolution image and
 a standard specification among media when
 using photos provided for a story.

 Avoid sending attachments, especially those with large file sizes, to media. When sharing photos or video, include a link to a platform like Dropbox or Google Drive for media to access and download the photos. Similarly, it is best to copy and paste a press release into an email instead.

PRESS RELEASE STYLE GUIDE

Refer to the following guidelines for drafting press releases in the proper format and writing style. These instructions are intended to provide general guidance on style, tone, and key elements to include.

Guide to style and tone of press releases:

- Use AP (Associated Press) Style for all press releases. Resource link with AP style rules: www.apstylebook.com
- Overall tone should use positive messaging.
- Include substantiated facts that can be easily referenced.
- Keep releases objective, straightforward, and concise. Hyperbole, rhetoric, and opinion commentary are not acceptable when writing for the media. Use quotes in releases for opinion statements.

Hyperbole: Used to make an exaggerated statement or comparison that lacks substantiated facts, i.e., "this is the best culinary education program." These types of opinion statements should be kept to quotes attributed to school spokespersons, if used at all.

Rhetoric: This type of language is used to persuade or appeal to readers' emotions but is often viewed as lacking sincerity and substance/ meaning. Refrain from using "colorful" rhetoric language. Write in plain terms with clear impact versus aspirational statements, i.e., "we're so excited to help students from our area achieve a better future" vs. "we have 200 students currently progressing through our Emeril's Culinary Garden & Teaching Kitchen program, which is allowing us not only to make an impact on youth in our community through food but also to extend the values and knowledge this program offers to students' family and friends."

Opinion statements: Similar to hyperbole, these are subjective comments that should be used in quotes only, i.e. "we're changing how culinary and nutrition education is integrated into schools." This is a great comment, but it is an opinion and should be captured in a quote attributed to a school spokesperson/representative.

PRESS RELEASE EXAMPLE

The following example displays the format and key elements that should be used when drafting press releases.

LOGOS:





July 18, 2016 FOR IMMEDIATE RELEASE Emeril Lagasse Foundation

HEADLINE: \

DATELINE:

Includes the city

of origin, and state. Refer to AP

style datelines

PARAGRAPH:

of the reader. Summarize

what you're

announcing, use

and frame up the

key messaging

Grab the attention

LEAD

when inserting.

What the release is about. Set the reader's expectations for the content.

Contact:

Person Name, Company Name, 504-555-5555, name@company.com Person Name, Company Name, 504-555-5555, name@company.com

Emeril Lagasse Foundation, Second Harvest Food Bank Reach 1 Millionth Meal Milestone

NEW ORLEANS – The Emeril Lagasse Foundation recently celebrated its one millionth meal funded through Second Harvest Food Bank's Summer Feeding program – an annual summer-long anti-hunger program that prepares and delivers fresh, healthy meals to summer campers in New Orleans.

In Louisiana, over 83 percent of children rely on the free and reduced meals program and receive most of their calories at school. In summer, these kids have little other access to food. Since 2010, Second Harvest's Summer Feeding program has worked with local schools, camps and agencies to alleviate this need.

Emeril Lagasse Foundation has granted a total of \$250,000 over six years, providing nutrition to high-poverty neighborhoods in New Orleans, Jefferson, St. Bernard and surrounding parishes. This summer alone, 4,000 children at risk of hunger will benefit from this program, receiving breakfast, lunch and snacks at over 60 safe sites in New Orleans.

"No child should ever have to worry about where their next meal is going to come from," said Brian Kish, President of the Emeril Lagasse Foundation. "Making good, nutritious food available for children during the summer helps ease that burden, and we're honored to take part in this huge milestone with Second Harvest."

Hot meals and healthy snacks are prepared fresh each day by Second Harvest volunteers, delivered free of charge and meet or exceed USDA nutritional guidelines, ensuring that at-risk children have access to food and the benefits that come from being well-nourished and ready to learn. This is part of a nationwide effort to reduce summertime hunger, as the USDA aims to provide 200 million meals this summer.

"The support of the Emeril Lagasse Foundation over the last six years has been life-changing for so many young people in South Louisiana," said Natalie Jayroe, President and CEO of Second Harvest Food Bank. "I can't stress enough the positive impact these Summer Feeding sites have made in the lives, nutrition and well-being of some of our most vulnerable children, and to the overall health of our communities. We're so proud to partner with the Foundation to reach this milestone, and look forward to many more."

The Emeril Lagasse Foundation is proud to support organizations like Second Harvest Food Bank and join in the fight against hunger in New Orleans. Learn more about causes making a difference here.

QUOTES:

release.

Attribute to a school spokesperson or other individual involved with the program. Use casual, conversational language. This is where you can include opinion statements.

About Emeril Lagasse Foundation:

Founded in 2002 by Chef Emeril Lagasse and his wife Alden, Emeril Lagasse Foundation is a 501c(3) public charity headquartered in New Orleans. The Foundation's mission is to create opportunities to inspire, mentor and enable youth to reach their full potential through culinary, nutrition and arts education. Since its inception, Emeril Lagasse Foundation has granted more than \$6 million to children's charities to support culinary, nutrition and arts programs. To learn more about the Foundation and its beneficiaries, visit Emeril.org or follow us on Facebook, Twitter or Instagram.

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BOILERPLATE:

A closing "about us" paragraph describing your school. This should be short and can include a link to your website and social media channels.

[LOG0]

July 18, 2017 FOR IMMEDIATE RELEASE

Contact: [NAME], [SCHOOL], [PHONE], [EMAIL]

[SCHOOL/DISTRICT] Awarded Grant to Implement Emeril's Culinary Garden & Teaching Kitchen

Emeril Lagasse Foundation's signature program will create interactive learning environment centered on food

[CITY, STATE ABBREVIATION] – [SCHOOL/DISTRICT] has been awarded a grant to implement Emeril's Culinary Garden & Teaching Kitchen, a national education program established by the Emeril Lagasse Foundation that seeks to enrich the lives of children through a fun, fresh perspective on food.

By integrating the Emeril's Culinary Garden & Teaching Kitchen program, [SCHOOL/DISTRICT] will be designated as one of ten forthcoming school partner sites in the United States. In addition to [PROJECT AREAS DIRECTLY BENEFITING STUDENTS], [SCHOOL/DISTRICT] will provide training for academic professionals in order to help increase these opportunities for all students.

["We could not be more excited to become an Emeril's Culinary Garden & Teaching Kitchen official school partner," said PRINCIPAL. "The program strengthens our school environment through a project-based learning approach that empowers children through food, nurturing critical thinking and life skills that pave the way for our students to be healthier, to appreciate food and its role in culture, and to serve as confident role models for healthy eating within their families and our community."]

Emeril's Culinary Garden & Teaching Kitchen will integrate an outdoor culinary garden and robust teaching kitchen space within the [SCHOOL] campus. The program uses a one of a kind K-8 gardening and cooking curriculum that is integrated across all core subjects and aligned with national academic standards. Construction will begin in [MONTH] [YEAR] and is anticipated to be complete by [MONTH] [YEAR].

"Schools across the nation are ready and willing to incorporate cooking and garden-based education into their academic subjects, but schools often lack the capital and other resources necessary to launch, establish and sustain these programs," said Katie Mularz, program manager for the Emeril Lagasse Foundation. "With school partners like [SCHOOL/DISTRICT], Emeril's Culinary Garden & Teaching Kitchen is providing critical resources and technical assistance for schools to successfully implement the program for the benefit of its students, families and the community."

For more information about Emeril's Culinary Garden & Teaching Kitchen, visit [LINK TO EMERIL LAGASSE FOUNDATION WEBSITE OR SCHOOL WEBSITE].

About [SCHOOL/DISTRICT]:

[BOILERPLATE FOR SCHOOL/DISTRICT]

About Emeril Lagasse Foundation:

Founded in 2002 by Chef Emeril Lagasse and his wife Alden, Emeril Lagasse Foundation is a 501c(3) public charity headquartered in New Orleans. The Foundation's mission is to create opportunities to inspire, mentor and enable youth to reach their full potential through culinary, nutrition and arts education. Since its inception, Emeril Lagasse Foundation has granted more than \$7 million to children's charities to support culinary, nutrition and arts programs. To learn more about the Foundation and its beneficiaries, visit Emeril.org.

SOCIAL MEDIA GUIDELINES

Use social media to engage and inspire! We encourage all school partners to share the good work they are doing in a quality manner.

Approach social media with the same strategic mindset you would bring to traditional marketing communications. Content and interactions on social media should be message-driven, suitable for your audience, and aligned with your overall communications tactics.

Social media content should convey a positive tone and allude to growth—both educational and personal—that children experience through the program. Messaging and visuals should focus on the social and emotional skills the program develops in students and aim to represent how the program enriches the lives of kids through a fun, fresh perspective on food.

POSTING TIPS

- Keep copy short.
- Include engaging imagery pertinent to the program and its curriculum (garden and kitchen classes, students, facilities and outdoor teaching areas, food, etc.).
- Include a call to action for your school or the Emeril Lagasse Foundation where possible:
 Example: Follow @EmerilOrg to learn more about this engaging program!
- Build in links to online or other social media channels where appropriate.
- Utilize program-specific hashtags. Incorporate at least one hashtag and no more than three to four hashtags per post. Below is a sampling of recommended hashtags for social media posts, including the official hashtag for Emeril's Culinary Garden & Teaching Kitchen:

Official program hashtag:

#EmerilsCulinaryGarden

Additional hashtags:

#EmerilOrg / #EmerilLagasse / #NutritionEducation / #CulinaryEducation / #LifeSkills / #GardenToPlate / #CulinaryGarden / #TeachingKitchen / #GrowingConfidentKids / #InspireMentorEnable

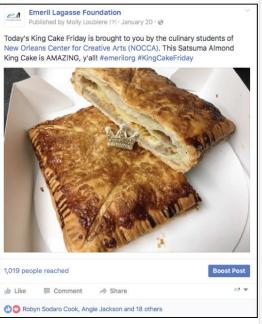
 Tag Emeril Lagasse Foundation in photos related to the signature program:

Instagram, Twitter, Facebook: @EmerilOrg

CONTENT EXAMPLES

Facebook post examples:





Twitter post examples:







Social graphic examples:





SUMMARY

Please remember these general tips and recommendations for marketing, public relations, and social media efforts related to your Emeril's Culinary Garden & Teaching Kitchen program.

DO:

- Use social media to share inspiring, engaging content that shows Emeril's Culinary Garden & Teaching Kitchen program in a positive way.
- As allowable by your school, share testimonials/quotes from students in social media content and using personal stories in media outreach efforts. Always secure parental/guardian consent. (Please refer to the school partner Grant Agreement for publicity terms and conditions).
- Engage your community.
 Example: Host "open-house" days that invite community members to tour the facilities during non-school hours and learn about the program.
- Use branded elements and key messaging.
- Host events that allow local media contacts, elected officials, and influencers to tour your facilities and gather information for potential stories or social media content.
- Provide program updates and general information via monthly newsletters or emails for parents of children involved with the program.
- Participate in your community's "Giving Day" if applicable (for example givenoladay.org).

DO NOT:

- Use unapproved brand standards (logo, different fonts, etc.) in marketing or communications materials.
- Edit or revise the official logo in any way in marketing materials.

COMMUNITY EVENT & FUNDRAISING BEST PRACTICES

COMMUNITY EVENTS

An important component of Emeril's Culinary Garden & Teaching Kitchen program is to engage students' families, nearby residents, and community members in the work done at a school partner site. Schools often have culminating events which highlight individual student and group accomplishments, such as fairs, festivals, or performances. School partners could make the garden or kitchen a featured element in or the theme of an existing event. Also, a school partner could create a new event to inform and educate the community the about the space and the program.

The community event is free or has a very low, accessible admission price. It can include on-site opportunities for fundraising such as games or raffles. The lead organizer will recruit classes and their families to work together to demonstrate accomplishments in both the garden and the kitchen. Students will be eager to show their families what they accomplish during school time. Have students develop, write, and practice tours of the garden and kitchen. On event day, have them lead community members in small group tours.

The scope and sequence suggests two community events. The Schoolwide Garden Work Party kicks off the school year, while the Feast Around the World celebrates lessons learned. Each school partner site is encouraged to host other community events that best highlight school culture and incorporate the lessons, progress, and bounty of the program spaces. Finally, community events provide students a goal that reinforces development of their personal and community life skills.

Community events establish and strengthen existing relationships that can lead to increased in-kind support of the program. They place a spotlight on needs, for example requesting a landscape supplier to donate the soil and seeds for the Schoolwide Garden Work Party. When volunteers are properly engaged, they will return, empowered that they are contributing to the program's success.

EXAMPLES FROM ELF BENEFICIARIES:



Sweet Potato Festival at Edible Schoolyard

Outdoor festivals, large and small, are popular gatherings in Louisiana. Edible Schoolyard New Orleans plays upon the bounty of a native crop, the sweet potato, and each fall hosts a Sweet Potato Fest. The community is invited to a parade, harvest, and wellness fair. The festival is free. http://esynola.org/special-events.html



Pay What You Can Day at Café Reconcile

Café Reconcile houses a hospitality training program and operates a lunch café training student interns. Twice a year, it opens doors to anyone in the community to enjoy lunch without presenting the traditional check. It results in a celebratory afternoon with customers who could otherwise not afford to go out to lunch sitting next to others who are potentially making larger than normal contributions.

https://www.cafereconcile.org/thank-youiberiabank/

FUNDRAISING EVENTS

The kitchen and garden spaces are ideal locations to host revenue generating events for adults and families in the community. The Emeril's Culinary Garden & Teaching Kitchen program encourages the school partner's fundraising body to invite adults to enjoy the space as a fundraising strategy. Parents, nearby residents, community leaders, and other nonprofits are great potential audiences to engage to use the space in various ways that generate income to help meet the school partner site's fundraising goals.

The school partner site can host an annual fundraising event to introduce the community to the program. Admission prices and sponsorship levels should be determined based on the school site and the fundraising goals. Auctions, raffles, fund-a-need appeals, and other creative onsite appeals increase revenue. Local chefs and even student teams can provide food stations at a tasting reception, or they prepare and serve a seated dinner if the space allows. Consider selecting a champion of the program to honor, and invite local officials as complimentary guests. Create a short presentation highlighting student accomplishments, and display photos and examples of student work.

Additionally, instructional classes in both cooking and gardening are very popular fundraising tools, whether they take the form of individual workshops or class series for adults or families. Finally, if appropriate for the school partner site, consider basic rental of the kitchen and garden space so local community members can host luncheons, social gatherings, and even fundraising events for other nonprofits.

EXAMPLES FROM ELF BENEFICIARIES:



Chef Night at Edible Education Experience

Edible Education Experience makes use of the new Emeril Lagasse Foundation Kitchen House & Culinary Garden at Orlando Junior Academy. After hours, chefs present one-time cooking classes on a particular theme, such as pasta making or making your own green kitchen cleaning products. Fees are charged for participation.

http://www.edibleed.org/chefnight/



Community Chef Night at Liberty's Kitchen

In New Orleans at the hospitality training café
Liberty's Kitchen, chefs are invited to prepare a
dinner for patrons. Students assist in creating,
preparing and serving the meal, which results in
a true mentorship experience. Fees are charged
for the evening, and sponsorships are solicited
for ingredients, beverages, and supplies.
http://www.libertyskitchen.org/guest-chef-nightwith-tenney-flynn/