



Tips for Getting Media Coverage for National Pie Day (January 23rd) and The Great American Pie Festival

- Develop a good media list of key publications, as well as television and radio stations in your area. Major print publications should have a food editor, who would be the best person to send the information to. If there is no food editor, use your best judgment as to whom the best editor would be. For radio and television stations, contact the news/program director or promotions manager. Of course, be sure to tap any existing media contacts you may have already developed.
- Check the attached list of amateur winners to see if any are from your area. If so, include their winning recipe in what you send and be sure to mention the local winner. This adds a local element and will increase your chances of coverage. If there is no winner from your area, include the recipe from the 2010 Amateur Best of Show winner, Kate Steward Rovner or the 2010 Professional Best of Show winner, Andrea Spring. All of the winning recipes are posted on www.piecouncil.org. Go to the winners' page and scroll down to get to these winners and their recipes.
- Customize the National Pie Day release to include information about your company, naming it as a local player in the pie industry. Be sure to include contact information for a spokesperson at your company so the media can reach you directly for comment.
- Deliver the National Pie Day release and the sheet containing a baker's dozen ways to celebrate National Pie Day to the print and television media by noon on Thursday, January 19. This will give them time to meet their deadlines for publishing information on National Pie Day and allow them time to contact you if necessary. Consider delivering a real pie with the information. This would be a good way to draw attention to your specific company.
- Contact the top radio stations in your area to see if you can drop off pies to the morning show hosts on National Pie Day. Morning shows have the largest audiences and are generally pretty open to this sort of thing. Like print newsrooms, food is always a hit. You may be able to arrange to go on the radio and talk about pie and your company, but if not, even delivering the pies with information on it being National Pie Day is likely to be discussed on-air. You do not need permission just to drop them off. Be sure to have the pies there no later than 8 a.m.! If you are a pie manufacturer, also offer to bring coupons for free pies to be given away.
- If your company has a media relations specialist, consult them. They will be able to provide insights into your local media and what will work best in your market.
- If any members of the media ask you questions about the Great American Pie Festival, APC/Crisco® National Pie Championships or the American Pie Council that you cannot answer, direct them to Linda Hoskins or Mary Deatruck. Mary's number is (407) 332-5212, and she will be happy to answer their questions.