

# *In Defense of Food* Social Media Toolkit



**Premieres Wednesday, December 30, 2015**

**9p E/8p C.**

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## About

Join *New York Times* best-selling author Michael Pollan on a fascinating journey to answer the question: What should I eat to be healthy? Busting myths and misconceptions, the two-hour film *In Defense of Food* reveals how common sense and old-fashioned wisdom can help us rediscover the pleasures of eating and at the same time reduce our risks of falling victim to diet-related diseases. ***In Defense of Food*, a Kikim Media production, premieres Wednesday, December 30, 2015, 9p E/8p C on PBS.**

Please use this social media toolkit as a resource for your online promotion of *In Defense of Food*.

## Useful Links

### Official Website

<http://www.pbs.org/food/shows/in-defense-of-food/>

### *In Defense of Food* Facebook Page

<https://www.facebook.com/indefenseoffoodthemovie>

### *In Defense of Food* Twitter

@idofmovie [www.twitter.com/idofmovie](http://www.twitter.com/idofmovie)

### *In Defense of Food* Instagram

[www.instagram.com/idofmovie](http://www.instagram.com/idofmovie)

### Michael Pollan's Facebook Page

<https://www.facebook.com/Michael-Pollan-125708780820038>

### Michael Pollan's Twitter

@michaelpollan <https://twitter.com/michaelpollan>

### PBS Pressroom

<http://pressroom.pbs.org/Programs/i/IN-DEFENSE-OF-FOOD.aspx>

### KQED Pressroom

<http://blogs.kqed.org/pressroom/in-defense-of-food-based-on-the-bestselling-book-makes-it-simple-to-enjoy-food-and-health/>

### *In Defense of Food*

For questions, collaborations and requests, please contact: Aldo Mora-Blanco

([amorablanco@kqed.org](mailto:amorablanco@kqed.org))



# TWITTER

Grow the conversation on Twitter!

- Follow *In Defense of Food* The Movie: [www.twitter.com/idofmovie](http://www.twitter.com/idofmovie)
- Follow author and subject Michael Pollan: <https://twitter.com/michaelpollan>
- Use @idofmovie and @michaelpollan in your tweets
  - Approved hashtag: #InDefenseofFoodPBS
- If starting a tweet with the @idofmovie and @michaelpollan usernames, remember to include a period (.) at the beginning.
- Upload a Twitter Photo to your tweets.
- In Defense of Food airs at feed Wednesday, December 30<sup>th</sup> at 9p E/8p C
  - If your station is airing In Defense of Food after feed, please adjust DATE and TIME

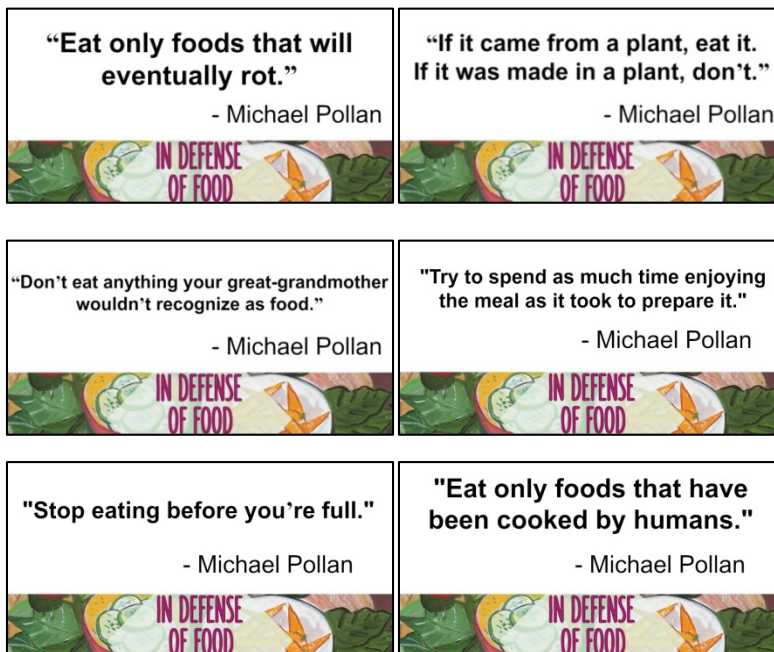
## Suggested Tweets

### Tweets with Michael Pollan's Food Rules

We have created sharable quotes to use in your tweets! Please use them leading up to broadcast to generate engagement.

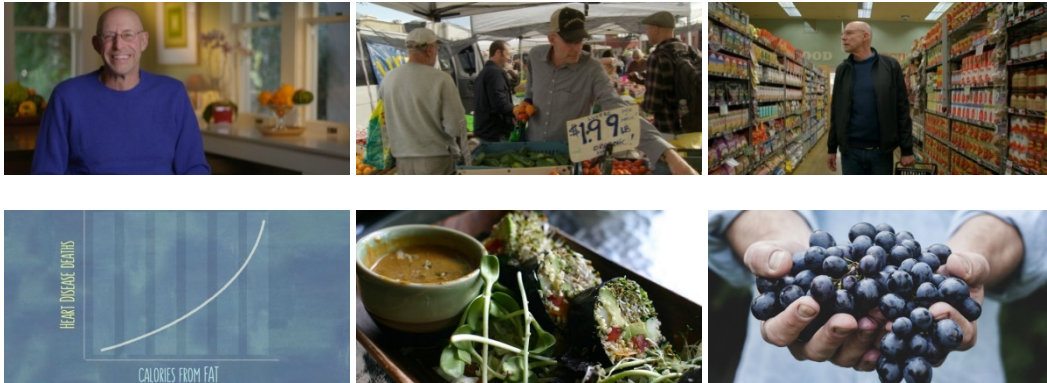
Click on the pics below and upload photos to your tweet with the following suggested language:

**Food Rule by @michaelpollan. Tune in Wed 9p/8c <http://www.pbs.org/food/shows/in-defense-of-food/> @idofmovie #InDefenseofFoodPBS**



## Tweets for Broadcast

Click on the pics below and upload photos to your tweets!



## Tweets Leading Up to Broadcast (December 26 to 29)

**OPTION 1:** Enjoy food again! @michaelpollan stands #InDefenseofFoodPBS. Wed 9p/8c

<http://www.pbs.org/food/shows/in-defense-of-food/> @idofmovie

**OPTION 2:** What should I eat? Watch #InDefenseofFoodPBS with @michaelpollan Wed 9p/8c

<http://www.pbs.org/food/shows/in-defense-of-food/> @idofmovie

**OPTION 3:** This Wed 9p/8c @michaelpollan's solution on eating healthy

<http://www.pbs.org/food/shows/in-defense-of-food/> #InDefenseofFoodPBS @idofmovie

**OPTION 4:** "When it comes to food, we do have power" @michaelpollan #InDefenseofFoodPBS Wed

9p/8c <http://www.pbs.org/food/shows/in-defense-of-food/>

## Broadcast Tweets (December 30):

**OPTION 1:** "Eat food. Not too much. Mostly plants." @michaelpollan in #InDefenseofFoodPBS TNGT

9p/8c <http://www.pbs.org/food/shows/in-defense-of-food/>

**OPTION 2:** Want to eat healthy? Tune in TNGT 9p/8c #InDefenseofFoodPBS @michaelpollan @idofmovie

<http://www.pbs.org/food/shows/in-defense-of-food/>

**OPTION 3:** The solution to Western diets? Tune in 9p/8c #InDefenseofFoodPBS @michaelpollan

@idofmovie <http://www.pbs.org/food/shows/in-defense-of-food/>



# FACEBOOK

To increase your reach on Facebook please:

- In Defense of Food airs at feed Wednesday, December 30<sup>th</sup> at 9p/8c
  - If your station is airing In Defense of Food after feed, please adjust DATE and TIME
- Like In Defense of Food's Movie Page on Facebook: <https://www.facebook.com/indefenseoffoodthemovie/>
- Like Michael Pollan's Page on Facebook: <https://www.facebook.com/Michael-Pollan-125708780820038/>
- Use the provided photos and video to increase engagement!

## Suggested Facebook Posts

### Posts with Michael Pollan's Food Rules

We have created sharable quotes to use in your Posts! Please use them leading up to broadcast to generate engagement.

Choose and Click on the pics below and upload the photo to your posts with the following suggested language:

**Michael Pollan's Food Rules. Watch the television premiere of In Defense of Food, based on the New York Times-bestselling novel, this Wednesday at 9p/8c.**

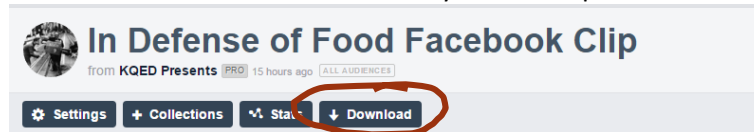
<http://www.pbs.org/food/shows/in-defense-of-food> (Illustration: Maira Kalman)



## Facebook Posts for Broadcast

### Leading Up to Broadcast (Post Anytime from December 27 to 29)

- We have a video promo ready for you to upload to Facebook. Facebook Video helps you increase your Reach and Engagement! To use the video:
  - Visit <https://vimeo.com/148434349> and use the pw: kqedpresents2015
  - Click Download to save the video to your desktop



- Upload the Video to your Facebook Post ([instructions](#))
- Write your Facebook post as normal and choose one of the following options.

**OPTION 1:** Join Michael Pollan on a fascinating journey to find out what we should eat to be healthy. Based on his No. 1 New York Times bestseller, In Defense of Food premieres Wednesday, December 30, at 9p/8c.

<http://www.pbs.org/food/shows/in-defense-of-food/>

**OPTION 2:** Enjoy food again! Legendary author Michael Pollan cuts through today's barrage of conflicting dietary messages in the broadcast premiere of In Defense of Food. Wednesday, December 30, at 9p/8c.

<http://www.pbs.org/food/shows/in-defense-of-food/>

**OPTION 3:** What should I eat? Until the 20th century, the answer to this question was simple. But 100 years later, the struggle over what to eat has become one of the most complicated, confounding and urgent battles facing millions of Americans. Join Michael Pollan as he sheds new light on America's eating habits, and what we can do to solve it! In Defense of Food premieres Wednesday, December 30, at 9p/8c.

<http://www.pbs.org/food/shows/in-defense-of-food/>

**OPTION 4:** "There are many aspects of our lives where we feel like we have very little power. But when it comes to food, we do have power" In Defense of Food premieres Wednesday, December 30, at 9p/8c. <http://www.pbs.org/food/shows/in-defense-of-food/>

## Broadcast Posts (Post on Wednesday, December 30):

- Use photos in your posts to boost engagement.



- To use the photos:
  - Choose and Click on one of the thumbnails above.
  - Right click to save the picture to your desktop.
  - Upload the Photo to your Facebook Post.
  - Write your Facebook post as normal and choose one of the following options
  - Schedule for Wednesday, December 30<sup>th</sup>.

**OPTION 1:** “Eat food. Not too much. Mostly plants.” With that seven-word maxim, US-based journalist Michael Pollan distills a career’s worth of reporting into a prescription for reversing the damage being done to people’s health.

Watch In Defense of Food tonight at 9p/8c. <http://www.pbs.org/food/shows/in-defense-of-food/>

**OPTION 2:** Eating is fun and essential to our survival. So why should we have to defend food? Just in time for all those New Year’s resolutions to eat better, catch the broadcast premiere of In Defense of Food, the two-hour documentary based on Pollan’s #1 New York Times bestseller. Tonight at 9p/8c. <http://www.pbs.org/food/shows/in-defense-of-food/>

**OPTION 3:** Busting myths and misconceptions, Michael Pollan reveals how common sense and old-fashioned wisdom can help us rediscover the pleasures of eating. Watch In Defense of Food tonight at 9p/8c. <http://www.pbs.org/food/shows/in-defense-of-food/>

**OPTION 4:** If Western diets make us sick, what kind of diet will make us healthy? Join Michael Pollan for the broadcast premiere of In Defense of Food, tonight at 9p/8c. <http://www.pbs.org/food/shows/in-defense-of-food/>

## INSTAGRAM and PINTEREST

Our photos make for a perfect Instagram and Pin!



Choose and Click on the pics above and upload the photo to Instagram and Pinterest with the following suggested language.

### Suggested Advance Pin Language

In Defense of Food premieres Wednesday, December 30, 2015, 9p/8c!

"Eat food. Not a lot. Mostly plants." Join New York Times best-selling author Michael Pollan on a journey to answer the question: What should I eat to be healthy? (Illustration: Maira Kalman)  
<http://www.pbs.org/food/shows/in-defense-of-food/>

### Suggested Advance Instagram Language

"Eat food. Not a lot. Mostly plants." Join @nytimes best-selling author #michaelpollan on a journey to answer the question: What should I eat to be healthy? #InDefenseOfFood premieres Wednesday, December 30, 2015, 9p/8c. @idofmovie #InDefenseofFoodPBS #idofmovie #realfood #food (Illustration: Maira Kalman)



## Program Guide Article for In Defense of Food

The No. 1 *New York Times* bestseller comes to television.

Eating is fun and essential to our survival. So why should we have to defend food? The reality is, our Western diet is ruining our health and our waistlines, and the barrage of conflicting dietary messages gives us nowhere to turn.

Best-selling author Michael Pollan believes it doesn't have to be that hard. Just in time for all those New Year's resolutions to eat better, KQED, PBS and Kikim Media bring you the broadcast premiere of *In Defense of Food*, the two-hour documentary based on Pollan's #1 *New York Times* bestseller.

"Eat food. Not a lot. Mostly plants." Michael Pollan's seven-word solution might seem simple, but the journey to its discovery will take viewers around the world and deep into history. Travel to Tanzania, where members of the Hazda tribe still eat the way our ancestors did, and to France, where people enjoy better health despite the abundance of wine and cheese.

Along the way, Pollan shares scientific breakthroughs that have helped us understand the relationship between food and health, such as the mystery of breast milk, which is actually one-third indigestible. Pollan also cuts through decades of misinformation about diet, such as Dr. John Harvey Kellogg's idea that protein was bad for people and the "nutritionism" that led to products like vitamin-fortified Schlitz beer.

What Pollan means by telling us to "eat food" is to eat what people ate before we became dependent on highly-processed products he calls "edible food-like substances." Fortunately, simple changes can reverse the damage to our bodies and communities, and Pollan offers tools to help us counteract our tendency to overeat and our biological cravings for fat and sugar. He even addresses the holy grail of nutrition: getting kids to eat their veggies.

Pollan is the John S. and James L. Knight Professor of Journalism at the University of California at Berkeley's Graduate School of Journalism and an award-winning author. His previous work includes *The Botany of Desire*, which KQED and Kikim Media presented as a two-hour documentary in 2009.

*In Defense of Food* is made possible by the National Science Foundation and PBS.

## Contacts

**Please send all social media requests and questions to Aldo Mora-Blanco.**

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Media Inquiries:	CaraMar, Inc.  Mary Lugo 770-623-8190 <a href="mailto:lugo@negia.net">lugo@negia.net</a>  Cara White 843-881-1480 <a href="mailto:cara.white@mac.com">cara.white@mac.com</a>  Abbe Harris 908-244-5516 <a href="mailto:abbe@caramar.net">abbe@caramar.net</a>