

Happy Valley Communications
Campaign Book
Fall 2015

Created By:

Jessica Stefanowicz	Account Executive
Shaquasia Fuller	Account Associate
Lauren Haag	Account Associate
Lauren Purisky	Account Associate
Kendall Senko	Account Associate
Sara Thurber	Account Associate

Table of Contents

Contact Information

Team Biographies

Client Summary

Communications Plan

Media Kit

- Background (about Fran that Sara wrote)

- Fact Sheet (about The Cookbook)

- Press Release

- Media Advisory

- Pitch Letters

- Media List

- Photos (watermarked images) (flyers in large format)

Social Media

Events (Jess will be adding descriptions & recaps)

- The Ghana Cookbook Luncheon (flyer) (photos from twitter/Instagram)

- Webster's Bookstore & Cafe (flyer) (recipe card)

Creative Content

- Video Footage, Book Trailer

- Website Re-design

Media Coverage

For The Future

Contact Information

Client

Fran Osseo-Asare
Author, The Ghana Cookbook
fran@betumi.com

243 S. Allen St, Suite #337
State College, PA 16801

Happy Valley Communications

Jessica Stefanowicz
Account Executive
jestefanowicz930@gmail.com

Shaquasia Fuller
Account Associate
shaquasiafuller1@gmail.com

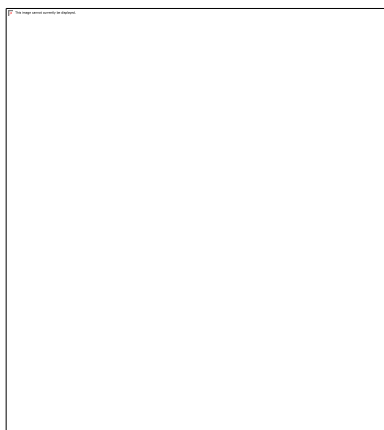
Lauren Haag
Account Associate
laurenmarie8194@gmail.com

Lauren Purisky
Account Associate
lpurisky@gmail.com

Kendall Senko
Account Associate
kayy.senkko@gmail.com

Sara Thurber
Account Associate
saramthurber@gmail.com

Team Biographies



Jessica Stefanowicz, Account Executive

Jessica (Jess) is a senior at Penn State, majoring in Public Relations with a minor in Psychology. She currently serves as an Account Executive for Happy Valley Communications after serving two semesters as an Account Associate for clients including Simple Car Wash, Global Entrepreneurship Week, College Town Film Festival, and J. Rose & Co. beauty salon. Outside of Happy Valley Communications, she is involved with Penn State Dance Marathon (THON), Penn State

Homecoming, and her sorority Alpha Delta Pi. Jess has enjoyed gaining experience in the public relations industry through various internships, including a recent PR/Communications position with a New York fashion start-up, Trend Tribe. She hopes upon graduation in May 2016 to return to New York City to work in the PR industry with a fashion focus.

Lauren Purisky, Account Associate

Lauren is a senior at Penn State, majoring in public relations with a minor in communication arts & sciences. In addition to Happy Valley Communications, she is involved with the Public Relations Student Society of America (PRSSA) and has authored a blog post for them. Through

PRSSA and HVC, she has been able to develop as a professional, beyond the level possible by classwork. Getting to experience the agency environment prior to entering the workforce has been a great opportunity and it has helped prepare her to enter the agency life after she graduates in May.





Kendall Senko, Account Associate

Kendall is a senior at Penn State, majoring in marketing and digital print journalism. Along with Happy Valley Communications, she is involved in many different organizations on campus, including The Daily Collegian, greek life, THON, and Penn State Homecoming. This semester she is the Social Media Intern for the Penn State Business and Auxiliary Services in their Marketing Department. In addition to her current position, she has enjoyed a variety of internships as a marketing intern for Cold Stone Creamery and A*pour toi, as well as a legal intern with the Barcelona Bar Association. In her free time she loves to travel and experience new things. In doing so, she plans on serving in the Peace Corps in Morocco and then applying for law school after graduation.

Shaquasia Fuller, Account Associate

Shaquasia Fuller is a junior from Trenton, New Jersey majoring in Public Relations with a minor in psychology at The Pennsylvania State University. As of recently she has joined Penn State's University Lawrence G. Foster chapter, Valley magazine, and The Lala, a college media publication for bright and adventurous women in college. Prior to her experience with social media advertising, last year Shaquasia won The Pennsylvania State University Informative Public Speaking Competition. Outside of her work for HVC, PRSSA, and The Lala Shaquasia holds a part-time job as an office clerk for the College of Communications multicultural affairs office. After graduating Penn State Shaquasia aspires to be a publicist in the media industry and specialize in media relations and image consulting for her clientele.





Sara Thurber

Sara Thurber is currently a senior at Penn State studying Public Relations while also minoring in Recreation, Parks and Tourism Management. Her interests include social media, marketing and event planning. An avid news junkie and complete “foodie”, Sara can be found catching up on the daily news stories at Dunkin’ Donuts, or writing a story for Spoon University. Previously working in London, England for Keystone Accountability as a Marketing Intern, Sara has learned many useful skills to apply to all different areas of work. Currently, Sara is an Account Associate for Happy Valley Communications working with a local client. A dreamer in her own right Sara believes that, “The future belongs to those who believe in the beauty of their dreams.” -Eleanor Roosevelt.

Lauren Haag, Account Associate

Lauren Haag is originally from Mount Laurel, New Jersey which is about four hours from State College. A few of her relatives are Penn State alum which made an influence during her college decision process. Lauren is currently a junior at Penn State majoring in Public Relations with a minor in Spanish. Lauren enjoys being an account associate with Happy Valley Communications because she is very interested in the hands on experience it offers. Lauren is also looking for additional activities to get involved with on campus that will also help me gain a better knowledge of the PR world. Her interests include photography, browsing through Pinterest, and watching Youtube videos. In the future, Lauren hopes to work at Youtube organizing campaign and promotional work.



Communications Plan

Objectives

Our objectives are threefold: to provide the public with information about Ghanaian cuisine, to trust that we have given the public enough background to keep them interested in Ghanaian cuisine, and to drive book sales and Fran's social media following. Since Ghanaian cuisine is not well-known in central Pennsylvania, we have to begin with foundational information about the food and cooking styles in order to entice our audience to want to learn more. After that, we hope they will purchase the cookbook and follow Fran on social media to continue learning.

Audience

The target audience for *The Ghana Cookbook* includes African cuisine experts, culinary schools, local residents, social media followers and Penn State University students and faculty. We believe that the specific culinary experts and teachers will have an interest in this area and local State College residents and Penn State students may have an interest since the author is local as well.

Goals and Timetable

Our goals include driving awareness of the book and increasing followers on social media, which will be attained by hosting events and revamping Fran's online presence. The preorder period for the book is until November 8 and it will be released on November 9. We plan to post on social media one to two times per day until the release and to provide Fran with the remainder of the content calendar to be used after this semester has come to a close. Furthermore, on November 13 we are planning to host a luncheon event where Fran can discuss her book and meet individuals who are interested in her area of expertise. Finally, we will develop events for the remainder of November and December, such as a book signing and cooking demonstration, to keep the public interested and aware of *The Ghana Cookbook*.

Evaluation

The most straight-forward means of evaluation will be the number of attendees to the events we plan and execute as well as the sales of the cookbook. In addition, we hope to increase Fran's social media following, which can also be considered when evaluating the success of our work.

Media Kit

The Ghana Cookbook — Fact Sheet

Address: P.O. Box 222, State College, PA 16801

Phone Number: (814) 234-8098

Website: <http://betumi.com>

Blog: <http://www.betumiblog.blogspot.com>

Social Media Platforms

Facebook: <https://www.facebook.com/fran.osseoasare?fref=ts>

Twitter: <https://twitter.com/betumi>

Instagram: @franatbetumi

YouTube: <https://www.youtube.com/user/betumi/videos>

Contact Email Address: fran@betumi.com

Authors: Fran Osseo-Asare, Barbara Baeta

Publisher

Name: Hippocrene Books

Address: 171 Madison Ave., New York, New York

Contact: Collette LaRoya

Phone Number: (212) 685-4371

Publisher E-mail: claroya@hippocrenebooks.com

What is The Ghana Cookbook?

Many cooks are familiar with regional cuisines such as Asia and Latin America, but those of Africa have largely remained uncelebrated. *The Ghana Cookbook* seeks to change that by celebrating the flavorful cuisine of West Africa. There are virtually no cookbooks that focus solely on Ghana's cuisine, but authors Osseo-Asare and Baeta intend to change that with *The Ghana Cookbook*. Ghana's vibrant and healthful cuisine is explored in this book through an emphasis on fresh, and local ingredients now easily found at the local market and in grocery stores.

Mission Statement:

Galvanized to take action by intense frustration over a general failure to take sub-Saharan African culinary history and contributions seriously, by the distorted popular media coverage and assumptions in North America, and the biased “scholarly” information available on Africa's food-related history, Authors Fran Osseo-Asare and Barbara Baeta look to bring Ghana's culture into the American household through flavorful recipes, and historical and cultural texts throughout the cookbook.

Blurbs:

“This book is a treasure trove of flavors from one of West Africa's most sophisticated cuisine, Ghanaian. Fran Osseo-Asare, can be credited, for having introduced Ghanaian cuisine to many westerners with her previous publications. *The Ghana Cookbook* takes it up a notch thanks to this brilliant collaboration with Barbara Baeta, the highest priestess of Ghana cuisine. The result is an in-depth and truly remarkable collection of authentic Ghanaian recipes. The recipes are often presented with cultural background and anecdotes, giving the reader more contexts to grasp the influences and inspiration of Ghana's cuisine. This is the definitive Ghana cookbook.” – Pierre Thiam, Chef and author of *Yolele! And Senegal*

“This beautifully curated collection introduces us to seductive cuisine that's vibrant with flavors and colors. Fran Osseo-Asare and Barbara Baeta share the deep knowledge they've gleaned from decades of studying and tasting Ghana's diverse regional foods. We couldn't ask for more perfect guides!” – Dana Goldstein, Founding Editor of *Gastronomica: The Journal of Food and Culture*

Colors:

Black, White and Red

Client Fact Sheet
Fran Osseo-Asare

Address: P.O. Box 222, State College, PA 16801

Phone Number: (814) 234-8098

Website:
<http://betumi.com>

Blog: <http://www.betumiblog.blogspot.com>

Social Media Platforms

Facebook: <https://www.facebook.com/fran.osseoasare?fref=ts>

Twitter: <https://twitter.com/betumi>

Instagram: @franatbetumi

YouTube: <https://www.youtube.com/user/betumi/videos>

Contact Email Address: fran@betumi.com

Publisher

Name: Hippocrene Books

Address: 171 Madison Ave., New York, New York

Contact: Collette LaRoya

Phone Number: (212) 685-4371

E-mail: claroya@hippocrenebooks.com

Who is Fran Osseo-Asare?

Fran Osseo-Asare is the author of *The Ghana Cookbook*, which focuses on the cuisine of the Western African Culture. Osseo-Asare has dedicated her life's work to changing the perception of the sub-Saharan African culinary history and contributions. She found her love of the Ghanaian culture while working on her undergraduate degree at the University of California

Berkley where she met her husband who is from Ghana. Galvanized by the failure to portray proper West African culinary history in the media, Osseo-Asare has worked to change the way mainstream society sees the culture. Her first steps were in 1997 when she created a website entirely dedicated to the culture which resulted in betumi.com. Osseo-Asare is an internationally recognized expert and consultant on African food history. Along with many other accomplishments Osseo-Asare was invited to be a poster presentation on BETUMI: The African Culinary Network at TED GLOBAL. Osseo-Asare is also a member of the International Association of Culinary Professionals. Most recently, she has published *The Ghana Cookbook*, which seeks to celebrate the flavorful cuisine of West African culture. There are virtually no other cookbooks that focus solely on Ghana's cuisine, but authors Fran Osseo-Asare and Barbara Baeta intend to change that. Ghana's vibrant and healthful cuisine is explored in this book through an emphasis on fresh, and local ingredients now easily found at the local market and in grocery stores.

Selected Awards/Honors:

- "Top Blogger" on African Food Culture 2010- Bizymoms
- Selected as among the "Top 100 Sites for Business People" #3 African section
- Ginger Beer recipe featured drink on Foodista, August 2012
- 2007 Selected as a TED fellow to attend TEDGLOBAL, "Africa: The Next Chapter" in Arusha, Tanzania to represent African Cuisine
- Harry A. Bell Grant for Food Writers recipient 2004

Shaquasia Fuller
Account Associate
Happy Valley Communications

October 18, 2015

FOR IMMEDIATE RELEASE

AFRICAN CUISINE EXPERT PUBLISHES FIRST GHANA COOKBOOK

Fran Osseo-Asare explores the rich flavors culture of West Africa in latest publication

STATE COLLEGE, PA - Ghanaian cuisine expert and State College local, Fran Osseo-Asare, released her latest cookbook “The Ghana Cookbook” on November 9, 2015. “The Ghana Cookbook” is the one of the first cookbooks on West African cuisine to be released in North America. Osseo-Asare’s cookbook brings a comprehensive cooking manual focusing on fresh ingredients such as vegetables, fruits and legumes, providing readers with a rich, healthy cultural eatery experience.

Osseo-Asare is an internationally renowned expert on Sub-Saharan and Ghanaian cuisine. Over the span of four decades, she has written for publications such as Spirit and Food, Culture and Society, and Sojourners. She has authored several books on African cooking and culture, including an autobiography called “A New Land to Live In.” In 2007, Osseo-Asare was honored as a TED Fellow at TEDGlobal to represent African cuisine.

Aside from her accomplished publications, Osseo-Asare writes and maintains a personal blog, BETUMI. She exchanges the history behind each recipe with audiences, while striving to create positive media coverage on West African cuisine. Osseo-Asare credits much of her inspiration to cooking West African cuisine to her Ghanaian husband, whom she met while studying undergraduate at the University of California in Berkeley.

For more information, please contact Fran Osseo-Asare at fran@betumi.com.

###

The Ghana Cookbook — Potluck Luncheon Press Release

Jessica Stefanowicz
Account Executive
(413) 537-3784
jstefanowicz930@gmail.com

FOR IMMEDIATE RELEASE

Authentic Ghanaian Cuisine Luncheon Hosted by The Ghana Cookbook Author

STATE COLLEGE, Pa. — Fran Osseo-Asare, author of “The Ghana Cookbook”, is hosting a luncheon event from 11 a.m. to 1 p.m. Friday, Nov. 13 at New Leaf Initiative in downtown State College. Attendees will have the opportunity to cook and taste authentic Ghanaian cuisine while conversing with the author.

The venue will be open to the public and cooking demonstrations will take place with Osseo-Asare sharing her knowledge on Ghanaian cuisine. Copies of “The Ghana Cookbook” will be offered for sale at the event at a 10 percent discount off the retail price of \$19.95. The Ghana Cookbook will be on sale starting Nov. 9.

Osseo-Asare is an expert in Ghanaian cuisine. A sociologist and member of the International Association of Culinary Professionals, she founded and edits her website and blog, Betumi. After three decades of experiences, Osseo-Asare created the website due to her frustration with society’s failure to fully appreciate Ghanaian culinary history and contributions. Osseo-Asare will share her knowledge of Ghanaian cuisine with the public Nov. 13.

###

Potluck Luncheon Media Advisory

October 25, 2015

For immediate release**THE GHANA COOKBOOK “TASTE TEST” LUNCHEON**

WHAT: The Ghana Cookbook is a comprehensive cooking manual of West African recipes, featuring fresh and local ingredients to provide the reader with a rich, vibrant, cultural eatery experience. Join its author, Fran-Osseo Asare, for a delicious and unforgettable lunch straight from the Ghana Cookbook at New Leaf in State College. The luncheon will include an exclusive demonstration from Osseo Asare of a recipe from the cookbook, and guests will be asked to bring a meal of their own they have created from The Ghana Cookbook.

Limited seating is available. Guests will be asked to RSVP before the event.

WHEN: Noon – 1 p.m., November 13, 2015

WHERE: New Leaf Initiative
243 S. Allen St. Suite 337

WHO: Kelsey Cantor, Penn State University student
Jenny Dang, Penn State University student
Danielle Dombek, Fran Osseo-Asare former intern
Joseph Fennewald, Penn State University student
Angela Rogers, Marketing Communications Specialist at Penn State University
Mary Spak, former student of Fran Osseo-Asare cooking class
Joseph Fennewald, Associate Librarian at Penn State University
Paulette Mclane, Healthy Foods enthusiast.
Megan Orr, Penn State University graduate
Karina Rook, State College local

WHY: The Ghana Cookbook is the world’s introduction to Ghanaian Cuisine.

###

The Ghana Cookbook — Culinary School Pitch Letter

Dear Ms. Pressinger,

My name is Lauren Purisky and I am an account associate with Happy Valley Communications at Pennsylvania State University. I am reaching out to you today on behalf of my client, Fran Osseo-Asare, an expert in West African cuisine and culture. She has recently released *The Ghana Cookbook*, the first cookbook on West African cuisine to be published in North America. I would love to share more information with you about this exciting new cookbook release for you and the students at The Culinary Institute of America.

Fran Osseo-Asare recently was featured on [Medium.com](https://medium.com) about her story and how *The Ghana Cookbook*, a passion project of almost 10 years, came to be. This article tells Osseo-Asare's tremendous story of how she fell in love with Ghanaian food and culture, and was able to build a career through her newly discovered passion. The full article can be accessed [here](#). Osseo-Asare's website, <http://www.betumi.com>, includes additional information about her background and love of West African culture and cuisine.

The Ghana Cookbook pushes readers to look beyond the distorted media coverage of the region and appreciate the country's cuisine. The book includes more than 140 authentic Ghanaian recipes, through which flavor principles and seasoning techniques are highlighted. Recipes found in the *The Ghana Cookbook* can be integrated into your culinary classes to develop an all-encompassing curriculum for teachers and students alike at The Culinary Institute of America.

If you would like any further information about the cookbook or about Fran Osseo-Asare, please feel free to contact me. Thank you for your time.

Best,

Lauren Purisky
Account Associate
Happy Valley Communications

P.S. - *The Ghana Cookbook* can be purchased at Barnes & Noble bookstores and on Amazon at the following link: <http://amzn.to/1HXNH05>.

The Ghana Cookbook — Pitch to Penn State Faculty

Hi Ms.Bertani,

My name is Sara Thurber, and I am an Account Associate with Happy Valley Communications at Penn State. My client, Fran Osseo-Asare, is about to release her highly-anticipated cookbook, *The Ghana Cookbook*. On Friday November 13, we would like to personally invite you on her behalf to The Ghana Cookbook Potluck Luncheon at New Leaf Initiative in downtown State College.

Fran has worked hard to craft a cookbook that explores a new terrain of culinary expertise in West African cuisine, while sharing the history and contributions of sub-Saharan Africa, allowing people to see beyond the distorted media coverage of the region. This luncheon will feature recipes straight from *The Ghana Cookbook* (available now for pre-order on Amazon and officially in store on November 9.)

Fran is an active member of the State College community. She has previously worked with Penn State on various projects that relate closely intrests such as yours including multicultural education, community development, and West African culinary history. We feel this may be a great opportunity for your organization

If the African/Hispanic/Asian/Native America Association is interested in attending the luncheon, you may RSVP at bit.ly/ghanaluncheon by November 11. If you would be interested in contributing a dish or simple ingredient for the potluck, please indicate so in your RSVP, and Fran will contact you individually to coordinate your contribution. For more information about the potluck luncheon, please refer to your invitation attached below.

Thank you for your time, we look forward to seeing you at The Ghana Cookbook Potluck Luncheon.

Best,

Sara Thurber
Account Associate
Happy Valley Communications

The Ghana Cookbook — Media Mentions

AcademIK Connections: African Cuisine • HESE@PennState • <http://bit.ly/1KsfNLo>

“I fell in love with Ghanaian food and began to share that love around me.”

“When I went to Ghana and I couldn’t speak chi... I found that food would transcend barriers. When we cook together and when we eat together it’s good for us. It’s a kind of respect.”

Questions with Fran Osseo-Asare of Betumi Blog • Akatasia • <http://bit.ly/1L41XnA>

“Cookbooks are an invaluable record of popular culture, social history, and culinary creativity. Culture is truly shared and honored through food, and important to one’s sense of identity.”

Get to Know: Fran Osseo-Asare of BETUMI, Part 1 • Chef Afrik • <http://bit.ly/1VrIX4N>

“A Ghanaian kitchen is nothing without good humor, a respect for quality ingredients (“the good soup comes from the good earth”); love of cooking and hospitality (“a good soup attracts chairs”); an asanka (traditional rigid grinding bowl); mortars and pestles (and a traditional grinding stone or an electric blender); a strong stirring stick, generous-sized pots and pans, a grill, and sharp knives. . .”

The Washington Post

The Oily Charms of West African Cuisine • Tim Carman • <http://wapo.st/1Gl5mOM>

“This is Osseo-Asare’s gift: She knows the soft, sensitive underside of the Western palate and how to attack it when someone dares to pass premature judgment on West African food.”

Recipe Testing for Ghana Regional Cookbook • Pinterest Board • <http://bit.ly/1Owk4VV>

“Recipes being tested around the world (by folks both familiar and unfamiliar with the dishes) for the new Ghana Regional Cookbook under development by Fran Osseo-Asare and Barbara Baeta are being posted here.”

A Recipe & Insight on Ghanaian Food • African Diaspora Tourism • <http://bit.ly/1M4GV5c>

“There’s a proverb among the Akan-speaking people of Ghana that says ‘The good soup comes from the good earth.’ This saying recognizes that fresh, quality ingredients are the foundation for delicious food, and also that one needs to honor the earth from which these ingredients spring.”



Africa Cookbook Project launched at TEDGlobal • Ted Staff • <http://bit.ly/1KQlxin>

“Last month at TEDGlobal 2007, Osseo-Asare launched the massive Africa Cookbook Project, collecting cookbooks from all African nations and regions. She’ll catalogue them and, eventually, digitize them.”

100 Best Sites for International Business People • #23 Betumi Blog • <http://bit.ly/1GV309l>

“Some of them are examples of successful businesses or blogs with advice for both newcomers and serial entrepreneurs, and some are simply expat blogs on culture and the struggles of living in another country far from home. Anyone interested in pursuing studies and a career in international business will be well served by this list of blogs, websites, and businesses covering every aspect of adaptation to an global business marketplace.”

The Ghana Cookbook — Media List

Cuisine Experts, Culinary Schools			
Name Outlet/Institution	Contact Name	Email / Online Form	Phone Number
ICIK (Interinstitutional Center for Indigenous Knowledge)	Dr. Audrey Maretzki	UL-ICIK@lists.psu.edu	(814) 865-0493
Avartsy Cooking	Yetunde A	yetunde@avartsycooking.com	x
Escoffier Online International Culinary Academy	None	admissions@escoffieronline.com	(855) 983-6002
Lazy Nigerian Chef	Nma Okpara	nmajewel@gmail.com	x
My African Food Map	Tuleka Prah	myafricanfoodmap@gmail.com	x
My Burnt Orange; African Cuisine Expert for About.com	Freda Muyambo	myburntorange@gmail.com	x
Huffington Post, contributor	Tanya Holland	tanya@tanyaholland.com	(510) 595-3500
Serious Eats (food blog)	Niki Achitoff-Gray	niki@seriouseats.com	x
A Family Feast (food blog)	Martha & Jack	info@afamilyfeast.com	x
Taste and Tell (food blog)	Deborah	tasteandtell@gmail.com	x
Afropolitan Chef	Yetunde Taiwo-Shorters	info@afropolitanchef.com	(305) 549-3676
IUP Academy of Culinary Arts	Albert Wustch	Albert.Wutsch@iup.edu	(814) 938-8400
The Restaurant School and Walnut Hill College	Tom Declamp	Tdelcamp@walnuthillcollege.edu	x
JNA Institute of Culinary Art	Nicole DiGironimo	n.digironimo@culinaryarts.edu	x
The Kitchen Workshop	Art Roman	info@kitchen-	(610) 993-COOK

		workshop.com	
Chef Jean Pierre	Jean Pierre	info@chef-jean-pierre.com	(215) 968-7580
29 Cooks Catering & Culinary Center	Cindie	29cooks@gmail.com	(484) 951-0442
The Culinary Arts Institute of Montgomery County Community College	Francine Marz	fmarz@mc3.edu	(267) 646-5970
Essen	Betsey Gerstein Sterenfeld	cook@essencooking.com	(717) 391-8270
In the Kitchen Cooking School	Kathy Gold	ChefKage@aol.com	(856) 489-1682
Healthy Living Kitchen	Michelle	online form: http://healthylivingkitchenpa.com/contact-us/	(717) 512-0077
Chef Joseph Poon	Joseph Poon	online form: http://www.josephpoon.com/contact/	(215) 928-9333
Meal Makers Inc	Diane Floyd	info@mealmakersinc.com	(267) 702-6266
Chefs' Haven	Mark Eastman	online form: http://chefshavende.com/contact-us/	(302) 234-2040
Cookology	Maria Kopsidas	info@cookologyonline.com	(703) 433-1909
Institute of Culinary Education	Brian Aronowitz	brian@ice.edu	(212) 847-0793
The Center for Kosher Culinary Arts	Jesse Blonder	info@kosherculinaryarts.com	(718) 758-1339
Careers Through Culinary Arts Program	Jill Lloyd	jllloyd@ccapinc.org	x
CulinArt Group	Rob Baldassarre	rbaldassarre@culinartinc.com	(610) 644-1500 Ext. 100

Carlow Cookery	Liam Keegan & Dennis Chiappa	info@carlowcookery.com	(215) 489-2677
Zest!	Sharon & Jim Landis	online form: http://www.zestchef.com/contact/	(717) 626-6002
African Bite	Anna Koblanck	africanbite@gmail.com	x
1Q Food Platter	Iquo Ukoh	online form: http://www.1qfoodplatter.com/	x
Mzansi Style Cuisine	Thuli	thuli@mzansistylecuisine.co.za	x
K.O. Rasoi	Sanjana	sanjana@korasoi.com	x
Kadirecipes	Oumou Bah	online form: http://www.kadiafricanrecipes.com/contact.html	x
The African Pot Nutrition	Cordialis Chipo	cordialis@theafricanpotnutrition.com	x
The Culinary Institute of America	Jacqui Pressinger	j_pressi@culinary.edu	x
Community Culinary School of Charlotte	Ronald Ahlert	chevron@communityculinary.org	x
Happy Valley Learn to Cook	LeCreta Holland	hvllearntocook@gmail.com	x
My African Food Map	Tuleka Prah	myafricanfoodmap@gmail.com	

Penn State Contacts - Including Branch Campuses			
Department / Group / Institution	Contact Name	Email	Phone
ICIK (Interinstitutional Center for	Dr. Audrey	UL-	(814) 865-0493

Indigenous Knowledge)	Maretzki	ICIK@lists.psu.edu	
Department of Nutritional Sciences	Dr. Gordon Jensen	glj1@psu.edu	(814) 865-0108
Department of Food Science	Dr. Robert Roberts	Bob.Roberts@psu.edu	(814) 863-2959
Multicultural Resource Center	Dr. Moses Davis	mosesdavis@psu.edu	x
African Studies Department	William (Bill) Dewey	wjd14@psu.edu	(814)865-8425
African/Hispanic/Asian/Native American Association (AHANA)	Valerie Bertani	vmb5094@psu.edu	x
Associate Professor of African American Studies	Gabeba Baderoon	gxb26@psu.edu	(814) 865-2372
Associate Professor of African American Studies	Maha Marouan	mzm24@psu.edu	x
Penn State Altoona Library	Bonnie Imler	bbi1@psu.edu	(814) 949-5255
Penn State DuBois Library	Karen Fuller	kaf5@psu.edu	(814) 375-4756
Penn State Harrisburg Library	Glenn McGuigan	gxm22@psu.edu	(717) 948-6070
Penn State Hershey Library	Cynthia Robinson	crobinson1@hmc.psu.edu	(717) 531-8631
Penn State York Library	Barbara Eshbach	bee11@psu.edu	(717) 771-4020
Penn State Berks Library	John Shank	jds30@psu.edu	(610) 396-6246
Penn State Mont Alto Library	Lisa White	acw3@psu.edu	(717) 749-6040
Penn State Greater Allegheny Library	Courtney Young	cly11@psu.edu	(412) 675-9110
Penn State Brandywine Library	Susan	saw4@psu.edu	(610) 892-1380

	Ware		
Penn State Lehigh Valley Library	Dennis Phillips	djp3@psu.edu	(610) 285-5027
Penn State Hazleton Library	Valerie Lynn	vag3@psu.edu	(570) 450-3170
Penn State Altoona -Institutional Equity, Diversity, & International Student Services	Matt Stumpf	mjs63@psu.edu	(814) 949-5053
African Student Association (Harrisburg)	Creisson Soni	cms6468@psu.edu	x
PSU Harrisburg Professor w/ background in African research	Lewis Boahene	lab45@psu.edu	(717) 948-6348
PSU Harrisburg Professor w/ interest in African Studies	Shaun Gabbidon	slg13@psu.edu	(717) 948-6054
PSU Berks Assistant Professor w/ interest in African American communication	Kesha Morant Williams	kmm410@psu.edu	(610) 396-6218
PSU Schuylkill Professor of African Studies	Charles Cantalupo	cxc8@psu.edu	(570) 385-6055
PSU York Professor of African American History	Joy Giguere	jmg66@psu.edu	(717) 771-8449
Phi Sigma Beta (UP)	Emmanuel Ukpog	ezu5010@psu.edu	x
Penn State Cooking and Baking Club (UP)	Zain Jaffery	zrj5013@psu.edu	x
Advisor of African Students Association	Clemente Abrokwa	cka1@psu.edu	(814) 856-5257
Advisor of the Black Student Union at Penn State Altoona	Dr. Megan Simpson	mbs12@psu.edu	x
Advisor of the African Student Association at Penn State Altoona	Robin Reese	rlr28@psu.edu	(814) 949-5350
Advisor of the African Student Association at Penn State Harrisburg	Lewis Asimeng-	lab45@psu.edu	x

	Boahene		
Advisor of the Black Student Union at Penn State Harrisburg	Katina Motin	kmm410@psu.edu	x
Student and administrative assist of the Multicultural Affairs Office	Carmen Frost	chf3@psu.edu	x
Administrative Assistant of African Studies at Penn State	Lisa Batchelor	lmb135@psu.edu	(814) 865-5406
Penn State Abington African-American Studies minor professor	Thomas Smith	trs8@psu.edu	(215) 881-7466
Administrative Support Assistant at the Multicultural Resource Center at Penn State	Meghan R Nollman	mrn14@psu.edu	(814) 865-1773
Co-chair of commission on racial/ethnic diversity at Penn State	Jamie Campbell	juc27@psu.edu	x
President of Black Caucus at Penn State University	Genevieve Logerie	gil5035@psu.edu	x
Advisor of BLUEprint at Penn State University	Kristen Wong	knw3@psu.edu	(814) 865-5687
Advisor of Essence of Joy	Anthony Leach	atl105@psu.edu	(814) 865-6521
Advisor of National Council of Negro Women, Incorporated (NCNW)	Tina Thomas	tct2@psu.edu	(814) 863-3889
Advisor of the National Panhellenic council (NPHC)	Jazymn Pulley	jsp25@psu.edu	(814) 863-8065
Advisor of Cap Times newspaper at Penn State Harrisburg	Dr. Peter Karenithi	pjk12@psu.edu	(717) 948-6758
Advisor of Spoon University	Matthew Swayne	mls29@psu.edu	(814) 865-9481
President of the association of journalists for diversity at Penn State	Lauren Hyneman	leh5305@psu.edu	(610) 775-9414
President of Journal of International Affairs	Brian Shiue	bzs5204@psu.edu	x
Advisor of Lion 90.7FM radio	Russell	rgr11@psu.edu	(848) 865-3333

	Rockwell		
President of panorama publication	Katherine Warrington	kiw5193@psu.edu	(717) 630-2623
Office of Multicultural Affairs at Penn State University	Dean Joseph Selden	jqs1@psu.edu	(814)863-6081

Local Media			
Outlet/Institution	Contact Name	Email/ Online Form	Phone Number
Centre County Gazette	Chris Morelli (Managing Editor)	editor@centrecountygazette.com	(814) 238-5051
Gant Daily	Jessica Shirey (Editor)	editor@gantdaily.com	(814) 765-5256
Gant Daily	Kim Finnigan	kfinnigan@gantdaily.com	x
Altoona Mirror	Brenda Carberry (Community News)	x	(814) 946-7459
Altoona Mirror	Barbara Cowan (Lifestyle Editor)	x	(814) 946-7454
Altoona Mirror	Neil Rudel	Nrudel@Altoonamirror.com	x
Ivy Leaf (Altoona)	Shari R. Rouch, J.D. (Editor in Chief)	ivyleaf@psu.edu	(814) 949-5105
Centre Daily Times	Debra Leithauser (Publisher)	x	(814) 231-4680
Centre Daily Times	Amy Sinclair (Sales & Commercial Print Coordinator)	x	(814) 231-4601
Centre Daily Times	Janet Santostefano (Advertising/Marketing VP)	x	(814) 235-3909
Centre Daily Times	John Boogert (Executive Editor)	jboogert@centredaily.com	(814) 231-4640

Centre Daily Times	Ann Quinn Corr	chefcorr@gmail.com.	x
Centre Daily Times	Frank Ready (Features Reporter)	fready@centredaily.com	(814) 231-4620
Pittsburgh Magazine	Betsy Benson (Publisher and Vice President)	bbenson@pittsburghmagazine.com	(412) 304-0920
Pittsburgh Magazine	Rachel Winner Advertising Director	rwinner@pittsburghmagazine.com	(412) 304-0915
Pittsburgh Tribune	Kellie B. Gormly (Features Writer)	x	(412) 320-7824
Philadelphia Inquirer	Michael Klein (Columnist)	mklein@philly.com	x
Philadelphia Inquirer	Rick Nichols (Food columnist)	richard.nichols@comcast.net	x
Edible Philly	Nancy Painter (Publisher)	x	(215) 933-9266
Philly Food and Wine	Dana Cowin (Editor in Chief)	maren.ellingboe@timeinc.com	x
Foobooz (Philly mag)	Jason Sheehan (Editor)	jsheehan@phillymag.com	x
Table Magazine	Christina French (Publisher)	cfrench@tablemagazine.com	(412) 661-6106.
Whirl Magazine & Edible Allegheny	Jack Tumpson (Publisher)	jtumpson@whirlmagazine.com	x
A Taste of Pittsburgh	Gregory Isner	x	(412) 944-646
State College Magazine	General Number	x	(814) 867-2222
State College Magazine	David Wells (Publisher)	davidwells620@gmail.com.	x
State College Magazine	Kate Delano (Editor)	kdelano@statecollegemagazine.com	x
Town And Gown State College	General Number	x	(814) 238-3500
Town And Gown State College	Dan Myers (Publisher)	dan.myers@StateCollege.	x

		com	
Penn Stater Magazine	Angelo Sciaffa (Advertising)	angelo@foxrungle.com	x
Susquehanna Style	Keely Childers Heany (Editor in chief)	kchilders@susquehannastyle.com	x
Harrisburg Magazine	Jadrian Klinger (Editorial Director) ext. 120	jklinger@benchmarkgroupmedia.com	(717) 233-0109
Onward State	Megan Flemming (Managing Editor)	meganflemming@onwardstate.com	x
WPSU (91.5 FM)	Emily Reddy (News Director)	ereddy@psu.edu	(814) 865-1877 (general number)
The Sentinel (Carisle)	Gary Adkisson (Publisher)	gadkisson@cumberlink.com	(717) 240-7110
The Sentinel (Carisle)	Cathy Clark (Advertising Director)	cclark@cumberlink.com	(717) 240-7102
Penn State News	Lisa Powers (director)	lmr8@psu.edu	x
TheBurg	Lauren Maurer (Advertising)	lmills@theburgnews.com	x
TheBurg	Megan Davis	hellomegdavis.com	x
Press and Journal	Joseph G. Sukle Jr.	x	(717) 944-4628
Central Penn Business Journal	Joe Berg (Editor)	joelb@cpbj.com	x
The Collegian	Shannon Sweeney (Editor in Chief)	editorinchief@psu.collegian.com	(814) 865-1828 (General News)
The Collegian	Samantha Lauriello (Lifestyle)	arts@psu.collegian.com	x
The Collegian	Kyle Rosenthal (Promotions)	collegianpromotions@gmail.com	x
StateCollege.com	Zach Berger	zach.berger@lazerpro.com	x

Restaurants		
Name	Number	Address
African Taste Cuisine	(412) 927-6657	250 S.Pacific Avenue, Pittsburgh,PA 15224
Tana Ethiopian Cuisine	(412) 665-2770	5929 Baum Blvd, Pittsburgh, PA 15206
Kilimandjaro	(215) 387-1970	4317 Chestnut Street, Philadelphia, PA 19104
Abyssinia Ethiopian	(215) 387-2424	229 S 45th Street, Philadelphia, PA 19104
Cafe D'Afric	(717) 652-1360	736 Colonial Rd, Lower Paxton, PA 17112
Upohar	(717) 569-2782	241 W Roseville Rd Ste 2, Lancaster, PA 17601
Addisu Ethiopian Restaurant	(717) 291-1542	1027 Dillerville Rd, Lancaster, PA 17603
Mariama's African and Jamaican Cuisine	(717) 525-9501	150 S Cameron St Harrisburg, PA 17101
Wazobia Restaurant	(215) 769-3800	616 N 11th St, Philadelphia, PA 19123
Kings & Queens African Cuisine	(267) 388-2887	4830 Woodland Ave, Philadelphia, PA 19143
Le Baobab	(215) 729-1074	5353 Woodland Ave, Philadelphia, PA 19143
Faaji	(484) 461-2689	24 N Lansdowne Ave, Lansdowne, PA 19050
Le-Mandingue African Restaurant	(215) 726-0543	6620 Woodland Ave, Philadelphia, PA 19142
Taste Africa	(215) 724-4272	6518 Woodland Ave, Philadelphia,PA 19142
Ecowas African Restaurant	(267) 819-1225	6421 Woodland Ave, Philadelphia, PA 19142
African Small Pot	(267) 713-7603	6505 Woodland Ave, Philadelphia, PA 19142
Goree African Restaurant	(267) 335-4413	5514 Rising Sun Ave, Philadelphia, PA 19120
Naana Xtra-O Restaurant	(215) 613-5224	6413 Castor Ave, Philadelphia, PA 19149
Sahara Restaurant	(215) 969-	9859 Bustleton Ave, Philadelphia, PA 19115

	8979	
Aku's Kitchen	(215) 476-3499	5938 Chestnut St, Philadelphia, PA 19139
Rafiki's Cafe	(717) 843-3471	23 North Market St, Lancaster, PA 17603
Ponty Bistro	(212) 777-1616	218 Third Avenue, New York, NY 10003
Papaye	(718) 676-0771	2300 Grand Concourse, Bronx, 718-676-0771
Accra	(718) 584-8300	2041 Davidson Ave, Bronx, NY 10453
Patina African Kitchen	(718) 378-7700	823 East 169th Street The Bronx, NY
Sumah's West African Restaurant	(202) 462-7309	1727 7th St, Washington, DC 20001
Bukom Cafe	(202) 265-4600	2442 18th St NW, Washington, DC 20009
Appioo African Bar & Grill	(202) 588-7366	1924 9th St NW, Washington, DC 20001

Social Media Followers	
Facebook	
Mariana Kavroulaki	Like and Comment
Brooke Pierce	Like and Comment
Katy Walsh	Like and Comment
Laura McGough	Like and Comment
Lesile Corley Strovas	Like and Comment
Harinjaka Andriankoto Ratozamanana	Like and Comment
Marilyn Terhune-Young	Like and Comment
Fran Harris	Like and Comment
Garth Delapenha	Like and Comment
Leah Witzing	Like and Comment
Twitter	
Kadi African Recipes	@kadiafricanrecipes
KO Rasai	@korasai
Atim	@afrolems

Mzansistylecuisine.com	@mzansicuisine
The African Pot of Nutrition	@africadietitian
Blogging Ghana	@BloggingGhana
MyCookshelf	@MyCookshelf
Rice and Peas	@riceandpeasuk
West African Cooks	@westafricacooks
Freedes	@myburntorange
Ghanaian Kitchen	@GhanaianKITCHEN
Yoli Ouiya	@yoliouiya
InTheKnowWA	@InTheKnowWA
Afrofood	@AfrofoodTv
Afryka connect	@afrykaconnectpl
Pepperandstew	@Pepperandstew
Tropical Hut Market	@tropicalhutmkt
Paula Rogo	@paularogo
Adhis	@chefafrik
Tim Carman	@timcarman
Bims Kitchen	@bimskitchen
The African Chef	@theafricanchef
Food Stories	@FoodStoriesBlog
Zoe's Ghana Kitchen	@GhanaKitchen
African bite	@africanbite
Kula Korner	@KulaKornerKE
Afrolems	@Afrolems
AfricanCuisineMagazine	@african_cuisine
Experience Accra	@ExperienceAccra
Mundia	@periperichef
African Foodie	@african_foodie
Johnny Cookbooks	@StirBoston
Dante Fried Chicken	@kfcrip
Osè African Cuisine	@OseFood
Dining With Grace	@DiningWithGrace
Africans Blog	@AfricansBlog
My African Food Map	@AfricanFoodMap
African Food	@AfricanFoodTime
African Foods	@african_foods
African Culture/Food	@VicAfriCaFest
African-Food-Blogger	@Afrfoodbloggers

@nkono	@joblijob17
Coco Reinartz	@cocorestaurants
#AccraFoodHack	@essense_14
Afrofoodie	@Afro_Foodie
WOÉZÕ west african	@WOEZOnyc
Paani Foods	@PaaniFoods
805 Foods	@805Foods
CRAVES Soul Food	@CRAVESsoulfood
kwakuskitchen	@kwakuskitchen
Afro Fusion Cuisine	@AfroFusioncook
Anissa Helou	@anissahelou
Healthy African Food	@HealthyAfricanF
Annabel Hughes	@SavannaBel
AfricanFoodUS	@AfricanFoodUS
African Food Network	@AfriFoodNetwork
Tasty African Food	@TastysUk

Publishers			
Name of Outlet/Institution	Contact Name	Email/ Online Form	Phone Number
O Magazine	Lucy Kaylin	x	(212) 649-2000
Essence	Lauren Williams	letters@essence.com	x
The New Yorker	Beth Lusko	x	(212) 286-4454
Wired	Robert Capps	robert_capps@wired.com	x
USA Today	Marla Cimini-Food & Travel expert	marlacimini@me.com	(609) 828-5768
New York Post	Online Editorial Department	online@nypost.com	(212) 930-8288
Newsday	Marjorie Robins	marjorie.robins@newsday.com	(631) 843-2980
Travel & Leisure	Sarah Firshein	sarah.firshein@travelandleisure.com	x
Food & Wine	Dana Cowin	maren.ellingboe@timeinc.com	(212) 719-9670

Bon Appetit	Chris Morocco	askba@bonappetit.com	(800) 765-9419
Reader's Digest	Pauli Cohen	Pauli_Cohen@rd.com	x
Costco Connection	Steve Fisher	x	(425) 313-6899
Allrecipes.com	Joseph Manalang, Director, New Business	josephm@allrecipes.com	(206) 436-7433

















Social Media

Draft Tweets/ Instagram Ideas for New Leaf Event:

- Fran Osseo-Asare is Ghana Answer Questions about her cookbook at The Ghana Cookbook Launch Party. #turnanewleaf
- Turn a New Leaf and Discover The Ghana Cookbook at the Ghana Cookbook Potluck Party.
- Are you interested in learning original Ghanaian recipes? Attend The Ghana Cookbook Launch Party. Find more info @ (link)
- Are you interested in learning original Ghanaian recipes? Turn a New Leaf and Discover The Ghana Cookbook. Find more info @
- Love good food? Love a good book? Check out The Ghana Cookbook Launch Party. More info @
- Nothing to do on a Friday afternoon, stop by The Ghana Cookbook Launch Party. Free samples included! #tasteofghana
- Hear Ghanaian food expert, Fran Osseo- Asare speak about her new cookbook tonight at The Ghana Cookbook Launch Party.
- We know what you are doing November 13, going to the Ghana Cookbook Launch party located at the New Leaf Office of course!
- Whoever said Friday the 13th was bad luck was a liar! The Ghana Cookbook Launch Party is that day and it guarantees tasty treats.
- Add a new recipe to your Thanksgiving meal this year with The Ghana Cookbook! Learn more about it at its Launch party this Friday!

Ghana Cookbook Instagram Ideas for New Leaf Event:

- Have a video invite to followers on instagram
- Post sneak peaks of the book
- Have link to book website other social media accounts in bio and in posts
- Post fun facts about Fran and her journey's in Ghana
- Post pictures of food, with captions on how to get the recipe in the cookbook
- Have a 10 day countdown of days until the book is available to purchase
- Post where the book can be found leading up to launch
- Post pictures of pre/post events that Fran does
- Have videos of Fran cooking and ingredients
- Have Q and A videos of Fran, answering questions about the cookbook
- Post things that are on pinterest that relate to Fran and her cookbook



ghanacookbook [FOLLOW](#) ▼

The Ghana Cookbook Celebrate the flavorful cuisine & culture of West Africa with "The Ghana Cookbook," All photos owned by authors. amzn.to/1HXNH05

16 posts 20 followers 40 following



Mock Twitter

Design:

- Used book cover as the profile picture
- Used one of Fran's pictures for the cover photo. (Feel free to change!)

Directions:

- Start the account off with initial tweets linking the book in the tweet as seen below (Amazon link?)
- Follow contacts on our Social Media List and PSU contacts.
- Tweet Schedule:
Refer to tweet calendar for ideas
2+ tweets a day/ per week.



Mock Instagram

Design:

Used Fran's facebook pictures to get an overall idea of what the layout would look like.

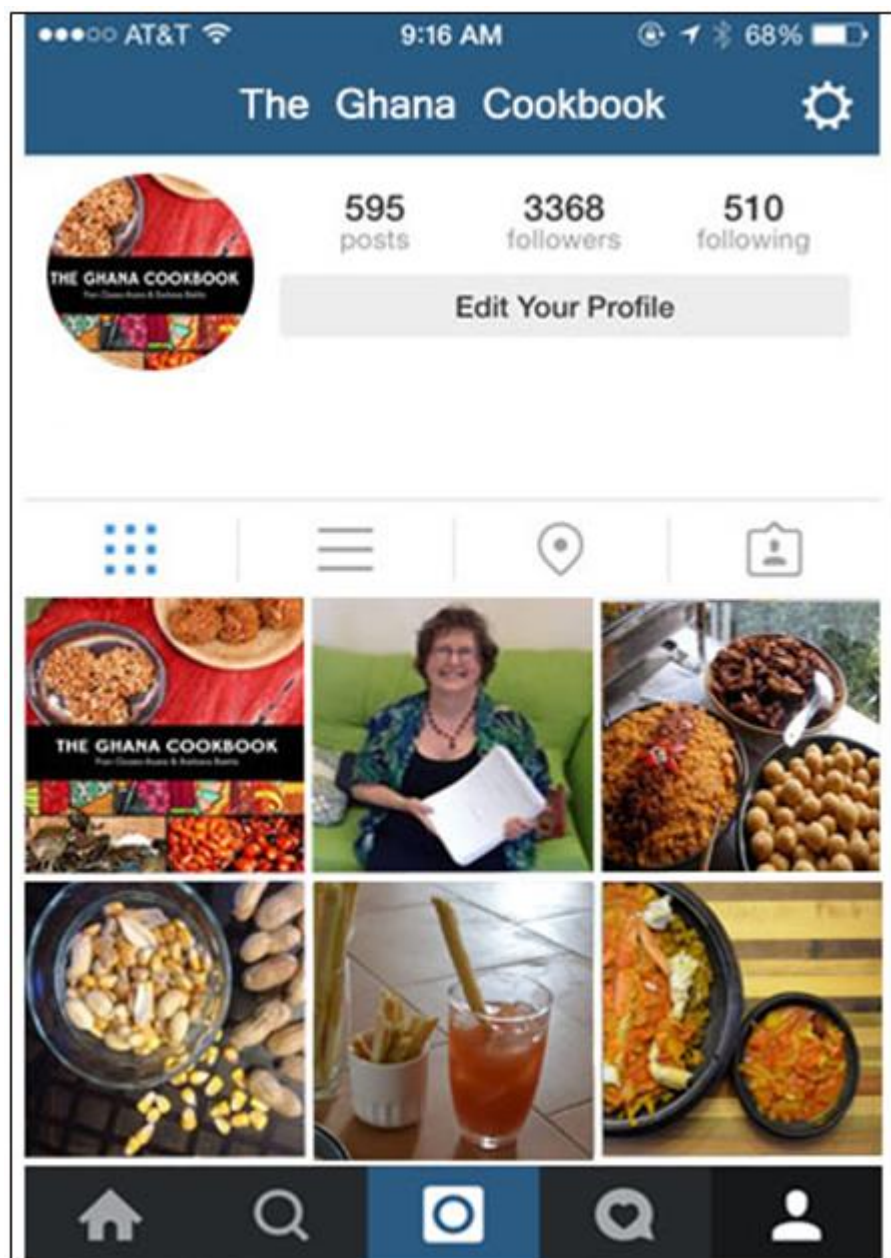
Bio:

Will include link to book and social media accounts

Directions:

Follow social media accounts and psu contacts from media list

Post few times a week and during events.



Twitter Content Calendar

OCTOBER 2015

SUBJECT The Ghana Cookbook

PERIOD _____

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SAT/SUN

			1	2	3/4
5	6	7	8	9	10/11
					SUNDAY 12PM Hello Twitter! Check out The Ghana Cookbook available Nov. 9(link)
12	13	14	15	16	17/18
12pm The Ghana Cookbook is available for purchase Nov. 9. Pre-order yours today! (Link in bio)	12pm Find more about the author of The Ghana Cookbook's. She's a State College native! (link)	12pm On the go and need a quick lunch? Check out these preparation tips!		12pm TGIF! Pre-order your own copy of The Ghana Cookbook today!	SATURDAY 10am Check out our Pinterest for more exclusive looks (link) SUNDAY 12om

NOVEMBER 2015

 SUBJECT The Ghana Cookbook

PERIOD _____



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
WEEK 1						1 SUNDAY 10am The countdown for The Ghana Cookbook release begins! 8 days! (Insert Pictures) 12pm: Interesting African Cuisine Fact 6pm Exclusive recipe (Link)
	2 12pm Monday blues? Bounce back with one of these recipes from The Ghana Cookbook! (link) 6pm: 7 days until The Ghana	3	4 12pm: 5 days until The Ghana Cookbook is available for purchase. Check out further details here! (link) 6pm: African fast fact. http://www.amazon.com	5 12pm: 4 more days until The Ghana Cookbook is released! 6pm: Ever wonder how you prepare a plantain?	6 12pm: Just three more days until you can get your hands on the very first Ghanaian cookbook!	7/8 SATURDAY 12:00pm: An exclusive recipe from The Ghana Cookbook released tomorrow! (Insert link) SUNDAY 12pm Looking for a new

DECEMBER 2015

 SUBJECT **The Ghana Cookbook**

PERIOD _____

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
1		1	2	3	4	5/6
					12pm Happy Farmer's Day! Support your local farmer and fish markets! Here are some recipes to show your support!	SUNDAY 7pm: Happy Hanukah! Incorporate these Ghanaian recipes on your table this year!
WEEK						
	7	8	9	10	11	12/13
	12pm Cookbooks make great gifts for the holidays. Pick up The Ghana Cookbook and indulge in African cuisine.	6pm @mwhurstorange	12pm Want to spice up your dinner table this holiday season? Use these tips and tricks to impress family and friends	12pm Don't let the holidays intimidate you. Prepare low-carb meals and stay on track! (link to cookbook)	12pm Stay out the cold weather and enjoy one of these behind the scene looks at a Ghanaian recipes	SUNDAY 6pm Best of luck to @psu students on their exams this week
			6pm What are you eating	6pm In a cooking rut? Try	6pm Interesting article on	

Event

Pre Event Book Launch Mock Up

Turn a New Leaf and Discover The Ghana Cookbook

Meet & Greet with Fran Osseo-Asare at her Book Launch Party

- Where:
 - At Fran's office in state college, called New Leaf
 - 243 S Allen St #337, State College, PA 16801
- When:
 - Two weeks before her book launches
 - Friday night evening time (4-7pm)
- Why:
 - Fran will be able to get a more personal interactions with those already interested in book
 - can give out taste samples to those who do not know about ghanaiian food- so that people can get acquainted and possibly try out recipes in book
 - can set up a raffle where one lucky person in attendance is given a signed free cookbook in advance- motivate people to come
 - fran can talk about why she decided to write this book (share her story); can offer her favorite cooking tips and why a book in this category is groundbreaking
 - can invite close friends and general public - for close friends (send out invitations of event); for public advertise in library, community centers, university faculty departments, local papers, and online
- What we have to do:
 - transform Fran's place into an area fit for her to talk freely about her book and for patrons to enjoy Fran's food comfortably (podium, standing tables with food samples on plates)
 - publicize event to outlets in an efficient way (whether that is flyers, emails, invitations, etc.) and also design invitations to close friends who she wants attending
 - organize different food samples for attendees to try at event
 - get Fran to agree to giving away one free book at party
 - organize a raffle or competition that will determine who wins book
 - possibly find someone in the multi cultural department also speak on why a cookbook like this is groundbreaking
 - plan out when would be the best Fran to speak about book (beginning, middle or end of event)

During Book Release

Trader Joe's Food Demo

- a. Cost- TBD.

Manager said they typically demo new store products. They have never done recipe food demos before but are willing to look into it as long as recipes incorporate Trader Joe's Products

- b. Recipe

- c. Trader Joe's Product Substitute

- d. Duration- 1-1.5 hours

- e. Book selling/ signing?

Bring copies of books to sell

- f. Advertising

Walmart

\$5-25. (Limited to pre-set poster sizes)

Staples

\$10-15 (Flexible in printing certain sizes)

Posters

Brochures

Flyers

2. Wegmans Food Demo

Manager explained they typically showcase prepared food and easy to prepare foods. Demos typically incorporate Wegmans products as well.

-Interested in collaboration with community/ University.

- a. Cost- TBD

- b. Recipe

- c. **Wegmans Product Substitute**

- d. Duration 1-1.5 hours
- e. Book selling/ signing?
- f. Advertising

See above

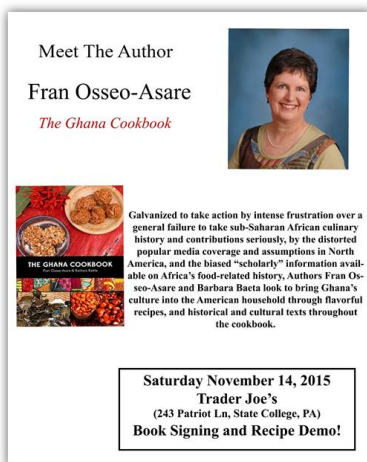
3. Kitchen Kaboodle

*not interested

Advertising Example

Format

Poster, flyer, etc;



Creative Content

Promotional Video Layout Plan

Equipment

- Videocameras
- Microphone
- Portable Audio Reader
- Lighting
- Editing Software
- Video Tripod

Availability of videographers

- Email videographers of happy valley communications (get contact information)
- See when they are available
- See when we would want the video done by

Locations

- Fran's office- Fran showing cookbook, answering questions about it
- Fran's Kitchen or an event that shows Fran Cooking
- Footage of Fran in Ghana

Pop-up information

- Title of the book
- Background information about Fran- who she is (ex. author, cuisine expert)
- The release date of the book
- Where the book can be found
- Fran's contact information

Script/ Topics

- Maybe have someone quickly flipping through the cookbooks pages
- Different angles of Fran cooking with different fruits and utensils
- Intertwine Fran's experience in Ghana
 - pictures/ videos of her traveling with voiceover of someone talking about Frans love for Africa
- Ask Fran a series of question
 - Why did you write this cookbook?
 - Why Ghanaian recipes?
 - How is this book different from other cookbooks?
 - What is your favorite recipe?

- Possibly interview people on the street asking them what they think of when they hear ghanian recipes (showcase that a lot of people don't realize the delicious recipes that are ghanian food)

Time length suggestions

- Possibly two videos
- One that is less than a minute with just little blurb about cookbook and showcasing cookbook
- Or a longer one that includes Fran and/or people being interviewed (2 minutes)

Provide links to videos as examples

- <https://vimeo.com/album/2764783/video/31352868>
 - I like how this has the author talking at a launch and shows other people talking about the book
- <https://vimeo.com/30118791>
 - Shows the cookbook recipes being created
- https://youtu.be/N5pTod_iAJs
 - Good balance of interviewing the author and showing the book and its recipes
- <https://youtu.be/rwb8gxQ5RHo>
 - Very cute and fun; demonstrates the product with strong voice-overs.

Betumi Facebook Page



Sample Betumi Facebook Page Posts

We are so excited to finally have an official Facebook page for Betumi! Learn more about African cuisine and the creator, Fran Osseo-Asare today! Visit http://betumi.com/?page_id=12!

Stay up to date with the latest news about The Ghana Cookbook and follow the Betumi Blog!

Looking for a new Thanksgiving recipe? The Betumi Blog posts African recipes that are sure to impress your family members!

Author and creator of Betumi, Fran Osseo-Asare's website is currently under construction, so make sure to check back for an update on when it's completed!

The Betumi Website features a Library of eclectic collection of resources and links that author of The Ghana Cookbook, Fran relies on to keep up with the African food and culture scene. Check it out here: http://betumi.com/?page_id=8

We are so excited that The Ghana Cookbook is the #1 New Release- African Cooking, Food & Wine on Amazon Books! get it here <http://amzn.to/1HXNH05>

Read more on the story behind The Ghana Cookbook through Betumi's recent blog post "[More on the story behind the book](#)." Find out how Fran ended up falling in love with Ghana's cuisine!

Media Pitch to Publications for Potluck/ Luncheon

Dear (name),

In honor of the release of "The Ghana Cookbook," local State College resident and author Fran Osseo-Asare is hosting a luncheon event from 11 a.m. to 1 p.m. on Friday, November 13 at New Leaf Initiative in downtown State College. This is the first cookbook to be published in North America about Ghanaian cuisine and I believe readers of (publication) would be extremely interested in the event.

At this luncheon, attendees will have the opportunity to cook and taste authentic Ghanaian cuisine while mingling with the author. Beginning at 11 a.m., Osseo-Asare will be holding a demonstration of various dishes available in "The Ghana Cookbook." The second hour will feature a lunch for all attendees, a chance to meet Osseo-Asare, and an opportunity to purchase "The Ghana Cookbook." Attendees are asked to RSVP online at bit.ly/ghanaluncheon. Seating is limited and RSVPs are requested by November 11.

I would be happy to send you more information regarding the event so you can credibly prove to your readers that this event is worthwhile. I thank you for your time and consideration in advance.

Best,

Account Associate, The Ghana Cookbook

Media Pitch to Organizations for Webster's Event

Dear (name) ,

This is Kendall Senko, an Account Associate with Happy Valley Communications. I am excited to inform you that this **Sunday at 3pm** my client Fran Osseo-Asare, author of The Ghana Cookbook, is promoting her book in downtown State College at **Webster's Bookstore & Cafe**. At this event, Fran will be demonstrating and offering free samples of the cuisine that she celebrates in her newest cookbook.

In inviting you, I am hoping that you will forward this invite to other organization members or colleagues that may be interested in this event.

For more information and to RSVP, check out the Facebook event page here:
<https://www.facebook.com/events/506554299505433/>

If you have any additional questions, please feel free to contact myself or HVC Account Executive, Jess Stefanowicz at jstefanowicz930@gmail.com. We hope to see you there!

Best,

Account Associate, The Ghana Cookbook

New Leaf Email Pitch to Fran's Contacts

New Leaf Luncheon Pitch

Hi Khanjan,

My name is Lauren Haag, I am an Account Associate with Happy Valley Communications at Penn State University. My client, Fran Osseo-Asare, has informed me that you may be interested in learning more about Ghanaian cuisine.

Fran Osseo-Asare is hosting Ghana Cookbook Potluck Luncheon at New Leaf Initiative in downtown State College on **Friday, November 13 from 11a.m. to 1 p.m.** Fran will be demonstrating recipes from *The Ghana Cookbook*, available now for pre-order on Amazon and officially in bookstores on November 9, followed by a luncheon available to all guests and attendees.

I personally would like to extend the invitation to you on Fran's behalf. If you are able to attend, please RSVP at bit.ly/ghanaluncheon by November 11. If you are interested in contributing a dish or simple ingredients for the potluck, please indicate so in your RSVP, and Fran will be contacting you personally to coordinate your contribution.

Thank you for your time, we look forward to seeing you at The Ghana Cookbook Potluck Luncheon.

Best,

Lauren M. Haag
Account Associate
Happy Valley Communications

P.S. Please feel free to extend this invitation to your students as well.

Webster's Cafe Email Pitch to Penn State Contacts

Dear Dr. Davis,

My name is Lauren Haag and I am an Account Associate with Happy Valley Communications at Penn State University. My client, Fran Osseo-Asare, is the author of *The Ghana Cookbook* available in stores now.

On **Sunday, December 6 at 3:00 p.m.** Webster's Bookstore & Café, located in downtown State College, will be holding a book signing and cooking event for *The Ghana Cookbook*. Please join us for recipe demonstrations, refreshments, as well as the opportunity to meet Fran.

I personally would like to extend this invitation to you on Fran's behalf. If you are able to attend, please RSVP at <http://on.fb.me/1Qgh3bp>.

Thank you for your time, we look forward to seeing you there.

Best,

Lauren M. Haag

Account Associate

Happy Valley Communications

P.S. Please feel free to extend this invitation to others who may be interested.

Ingredients:

2 cups dried hibiscus flowers (bissap or roselle)
 1/4 cup fresh lemon grass, chopped (optional)
 sugar to taste (1 to 2 cups)
 1 cup pineapple or mango juice
 Juice of 1 lemon or lime (optional)
 1/2 teaspoon vanilla extract
 Special equipment Cheesecloth



Hibiscus Iced Tea

Directions:

1. Bring 5 cups of water to a boil. While it heat, put 2 cups of hibiscus flowers in a metal strainer in the sink and rinse them lightly with water to remove any sand or grit they might contain
2. Trim ends and pull off the outside leaves of the lemon grass (if using), rinse and chop stalk finely to get 1/4 cup
3. Put the rinsed flowers and the lemon grass into a large stainless steel, ceramic, or other nonreactive bowl, and pour the boiling water over all.
4. Cover the bowl (I use a cheese cloth) to protect it and let it sit for at least 4 hours
5. After 4 hours, bring another 2 cups of water to a boil (NOTE: If this will not be diluted and served with sparkling water, increase to 4 cups of boiling water)
6. Place strainer over a second large bowl. Empty the liquid from the hibiscus/lemongrass mixture into it. Return the hibiscus/lemon grass to the original bowl and pour the just boiled water over them. Stir the mixture well and let it sit 10 minutes this time.
7. Line a strainer with a cheesecloth, then pour the hibiscus and liquid through the strainer again to add to the previously strained liquid. Pick up the cheesecloth by the ends and twist it tightly to remove as much liquid as possible, being careful not to burn oneself. Discard the hibiscus flowers and lemon grass. Immediately rinse the cheesecloth out well with cold water or it will stain.
8. Stir in the sugar to taste and the 1/2 teaspoon vanilla, 1 cup mango or pineapple juice, and lemon or lime juice, if using. After all of the sugar has dissolved, carefully pour off the liquid into a pitcher or jar, leaving any sediment behind in the bowl. A funnel works well to fill empty water or soda bottles. Cap and chill the bissap in the refrigerator.