

PR outline: Keepin' it Fresh with from Scratch Cooking

3-minute video: intended for play on the district web site

Target audience: parents and visitors to web site

Topic	Graphic	✚ Symbol for Voice over cue	Music
introduction	Everett school logo on white background		Y=stock music on I-movie
from scratch cooking in the kitchens of the Everett school district	Black and white pictures of Everett high and cooks	✚ When your child eats at school, they eat meals made from scratch. This has been a part of the kitchens in the Everett school district since we started cooking in the early 1900's!	Y
Salad Bar	Pictures of fruits/vegetables for salad bar	<ul style="list-style-type: none"> ✚ We take the time to prepare the freshest ingredients every day. We cut no corners when it comes to nutrition. ✚ As you can see we use a rainbow of fruits and vegetables in our salads in both ✚ the primary and ✚ the secondary schools 	Y
From scratch cooking	Video of walking into a kitchen/testimonial/video of from scratch cooking	<ul style="list-style-type: none"> ✚ One of our kitchen managers Rhonda invited us into her kitchen because she wanted us to know what made cooking from scratch so meaningful to her. ✚ Rhonda- The best part of the cooking from scratch on any of our recipes is we know the ingredients that are going into it we know what it is. It is the flour, the sugar all the staples. There is no additives to it. And, what we roll out in our bread products, or soups any of that stuff it's just a unique item, kids don't get that all the time, everybody's so busy that we do the best at what we do. ✚ Whether its fresh whole wheat dough we are making from scratch ✚ to be used in our 100% turkey hot dog roll ups or in ✚ Our American and cheddar cheese zombies. ✚ Even in the process of making our lasagna what goes in it is no secret, we are proud of the ingredients. Our lasagna is delicious, uses 100% whole grains, and even contains spinach! 	Y

From scratch cooking and keep it fresh team	testimonial	 Another wonderful kitchen manager Cathy is seen here stirring a large pot of chili this is what she had to say about from scratch cooking. Cathy- I think cooking from scratch gives a better product. We're not filling the kids full of preservatives from box stuff, it gives them more variety and I just think it's really important to give them the right nutrition that they need to make their day go good and I love doing the "Keep It Fresh" program because I like seeing the kids get excited when I'm trying a new recipe because I go out and do test tastes with them. They just get all excited over the idea of having a new recipe and they get to be the first ones to try it.	Y
The Keep it Fresh Team-supervisors out in the kitchens	Pic of shelly/video of Joanna	 The effort from our keep it fresh team is strong so much so that our own supervisors and department manager get out and sample recipes with the kids to get their feedback. As you can see here sampling three different Macaroni and cheese recipes. Nourishment not only is our responsibility; it is our passion! And that's the secret ingredient that makes our kitchens the best! It's our from scratch cooking and wonderful cooks that make the cafeteria a delicious and nutritious place to eat.	Y
Using the best quality ingredients	pics		Y
end	image of department mission statement		Y