

# SFOC

## SLOW FOOD ON CAMPUS HOW-TO GUIDE

### Checklist:

- Reserve a table for pies and a room for the roundtable discussion
- Advertise
- Make sign up sheet for your student group
- Bake
- Table with the pies and information about 350
- Hold the roundtable discussion
- Take a picture

## Burnt to a Crisp: A Roundtable & Real Action

Shared by Real Food Challenge, Slow Food USA and 350.org

### About

Ever wonder why pies (or really most baked goods) are baked at 350° instead of 450°? Ever accidentally cook a pie at a temperature that's too hot? The Earth is going to be burnt to a crisp, just like a pie, if we don't reduce the level of carbon dioxide in the atmosphere to 350 parts per million (ppm). Baking pies at 350° and 450° will demonstrate this difference in a clever way to help folks understand the implications of climate change. Follow up this conversation starter with a roundtable discussion (bring the unburned pies to share!) about the relationship between food and climate change and how one cannot be solved without addressing the other.

### How-To

1. *Gather a planning committee and brainstorm.* Bring a group together to help plan the action, organize the roundtable discussion, and recruit participants.
2. *Make resources.* Find a food and climate change poster on the Real Food Challenge or Slow Food USA web sites or make one yourself. Posters are a great way to draw attention to your action on October 24. Create blank comment cards for the dining hall to have students fill out demanding more local food. And, don't forget to develop a flyer advertising the roundtable discussion, and a sign-up sheet for your student group.
3. *Reserve a table* in a well-traveled area for the pie display, and reserve a space for your roundtable discussion.
4. *Advertise.* Distribute flyers, send out emails, tell your friends and invite media.
5. *Bake pies.* Encourage members of your group to bake pies at 350°(for display and consumption at the roundtable) and don't forget to burn one at 450°.
6. *Take action.*

*Pies.* Grab the pies, posters, comment cards and sign up sheet, head to your table and be ready to talk with students about the significance of the pies and the number 350.

*Roundtable.* Get to the space a little early with the delicious, and unburned, pies to greet participants, remember to have questions prepared to ensure a healthy dialogue about the relationship between climate change and food. Have questions prepared to help jumpstart the conversation. And, don't forget to assign a facilitator to guarantee a meaningful conversation.

7. *Take a picture!* Make sure the number 350 is represented somehow, and send the picture to 350 ([www.350.org](http://www.350.org)), Slow Food USA ([heather@slowfoodusa.org](mailto:heather@slowfoodusa.org)) and Real Food Challenge ([mgrossman@thefoodproject.org](mailto:mgrossman@thefoodproject.org)).



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### Checklist:

- Check out the guidelines provided by the publication
- Read recent letters to the editor from that publication to get a sense of the tone
- Have a brainstorm with friends
- Get a friend to proof-read your letter
- Send it, and follow up to make sure they received it

## Write a Letter to the Editor

Shared by Real Food Challenge, Slow Food USA and 350.org

### About

Guidelines for letter-to-the editors vary, so do your homework. Go to the web site of your local newspaper to find out the exact word count and any additional guidelines specified by the publication.

### How-To

1. *Focus on your passion for the food movement.* Tell your story while focusing on the action or event you are currently working on in the community.
2. *Think creatively.* Present the topic in an innovative way and introduce unique solutions to the challenge.
3. *Write clearly and concisely.* Follow the limitations given on the editorial or letters-to-the-editor page.
4. *Make a point.* Include your major points within the first few paragraphs. Limit the letter to one subject (your action), and keep it brief.
5. *Make it specific.* Say early on why you are writing, and when you mention your action/event, be explicit about its goal and what you're trying to achieve.
6. *Type your letter, spell check and proofread.* Don't forget to double space between the lines! And, always use correct grammar and punctuation.
7. *Sign your name and include your phone number and email.* If the newspaper is interested in publishing your letter they will need to get in touch to verify that you are whom you say.
8. *Mail, fax or email your letter.* Make sure to use the correct address listed for publication.



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### Make An Impression

*Movement* – Action shots are attention grabbing; the energy and candor will help define and articulate specific, unrehearsed moments in time.

*Color* – Be deliberate with your color choices and use them to your advantage making strong, purposeful statements.

*Location* – Be creative. Consider how location draws more attention to your action.

*Contrast* – Creating contrast will allow you to engage your audience differently.

*Sound* – Whether you are chanting or listening to music, using sound will ensure you are engaged in more than one way.

## Take a Great Photograph

Shared by Real Food Challenge, Slow Food USA and 350.org

### About

Documenting your action is important because it will show your school's collective effort and desire for change. Taking photos of your event is a great opportunity to catch people's attention, to move and intrigue them, and ultimately, if done smartly, to publicize your cause at large.

### How-To

1. *Know your camera.* Play with your camera's different settings and modes the night before. You will be photographing a day of action with endless opportunities for a good photo ops, so make sure you don't miss any opportunity by letting mechanics get in the way. Let luck meet preparation.
2. *Choose your subject.* Pick something that interests you. Don't be afraid to dramatize the problem to make it even more visual, compelling and memorable. Committing to a moment, an individual, a group shot, or a landscape will allow you to focus on what you want to achieve. Once you've picked a subject, play with moving closer or farther away, or seeing how you could improve that shot.
3. *Take multiple shots.* The beauty of documenting your event, especially if you have a point-and-shoot camera, is that you can take countless photos and worry about sifting through the ones you like best later. Unrestricting yourself will allow you to ease up and open you to different ways of seeing. It will also improve your chances; more pictures means more opportunities to luck into a really great shot. Also, if it's an action with a group of people (big or small), take a photo that includes the whole group.
4. *Experiment and have fun!* It's your day of action, and it's time to capture the fun you are all having. Play with perspective. What happens if you hold the camera to your hip and snap a photo? Or what if you lie on the ground and photograph the people above? Play with color, zoom it, zoom out, think of outlandish and different variations and go through with it. Don't hesitate, you will edit and choose your photos later. Now it's time to collect as many interesting takes as possible. Enjoy.

