**PORTFOLIO**

**Emunah Hauser**

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*Case studies of food, environment, sustainability & community-related public relations*

**Strategic communications, stories pitched and placed**

**Conversation-worthy, cross-over stories with staying power**

I get client leadership into the hearts, minds and conversations of their target audiences. I thrive on the challenge of spreading the message beyond existing, core audiences to broader, uncharted demographics. By identifying varied, unconventional story hooks for client stories I entice a wide range of press stories, targeting multiple sections and types of publications (feature, news, business, food, lifestyle, sustainability, tech, design, art and much more). Issue-driven press coverage is key to generating truly appetite-whetting, ongoing buzz and drawing in diverse stakeholders.

Each of these hits were achieved through custom-pitching journalists individually. **These are examples - not an exhaustive list for each client.**

**Saul's Referendum on the Jewish Deli Menu: Media Push and Event Production Case Study**

I produced and organized this discussion, selected, pitched, and prepped high-profile panelists with direction and structure.

**Panelists: Michael Pollan, Willow Rosenthal, Gil Friend & Saul’s owners Karen Adelman and Peter Levitt. Moderator: Evan Kleiman**

**Substantial stories placed - not a comprehensive list of coverage, just examples**

Fora[.tv](http://www.google.com/url?q=http%3A%2F%2Ffora.tv%2F%2F2010%2F02%2F09%2FReferendum_on_the_Jewish_Deli_Menu&sa=D&sntz=1&usg=AFQjCNEYQfhQ23TcieK47AiwJUUqs86yAg) video of the event. 30,000 + views.

New York Times Bay Area Blog [Organic or Authentic? The Saul’s Deli Debate](http://bayarea.blogs.nytimes.com/2010/02/04/a-summit-on-the-future-of-the-deli/)

Diablo Magazine [Deli Debate](http://www.diablomag.com/D-blog/Diablo-Dish/February-2010/Deli-Debate/)

KQED’s Bay Area Bites [Who Owns the Deli?](http://blogs.kqed.org/bayareabites/2010/02/21/who-owns-the-deli/)

San Francisco Chronicle [The Thin Green Line](http://www.google.com/url?q=http%3A%2F%2Fwww.sfchron.com%2Fcgi-bin%2Fblogs%2Fgreen%2Fdetail%3Fblogid%3D49%26entry_id%3D58594&sa=D&sntz=1&usg=AFQjCNELhDOfnwJZo3XIBJf-AhUz9WkCpw) [Deli’s Efforts to Go Green Stir Up Controversy](http://blog.sfgate.com/green/2010/03/08/delis-efforts-to-go-green-stir-up-controversy/)

Civil Eats [Referendum on the Deli Menu at Saul’s: What is Tradition?](http://civileats.com/2010/02/18/referendum-on-the-deli-menu-at-saul%E2%80%99s-restaurant-and-delicatessen-what-is-tradition/)

Jewish Journal Foodaism 2 [A Sustainable Deli?](http://www.jewishjournal.com/foodaism/item/76571/)

Jewish Daily Forward [Can the Jewish Deli Survive the Sustainable Food Movement?](http://forward.com/articles/125912/can-the-jewish-deli-survive-the-sustainable-food-m/)

Berkeleyside 3 [Another Bite of Saul’s](http://www.berkeleyside.com/2010/02/12/another-bite-of-sauls/)

EcoSalon [Can Sustainable Restaurant Food be Democratized?](http://ecosalon.com/can-sustainable-restaurant-food-be-democratized/)

Treehugger [Michael Pollan, Saul’s Deli’s Secret Pastrami Hawker?](http://www.treehugger.com/green-food/michael-pollan-sauls-deli-secret-pastrami-hawker.html)

And finally:

New York Times Food Section [**Can the Jewish Deli be Reformed**](http://www.nytimes.com/2010/04/14/dining/14deli.html)**?**

**Social media strategy:**

I used these stories and the video to fuel high-visibility conversations/offline pitching with social media heavy-hitters.

**Print, online, radio strategy**

**Background:**

Saul’s does not “read” as a restaurant that would make sustainable sourcing a priority. If anything, many would-be customers assume the opposite of a deli. Saul’s has multiple missions – and cultural touchstone is in reality a stronger message and motivator for most Saul’s customers than sourcing. Customers come to Saul’s for such different reasons and even *in spite* of good sourcing and the inevitably higher prices. Many resent the self-consciousness associated with good sourcing, and feel it detracts from the down-to-earth diner concept they feel Saul’s has a responsibility to fulfill. It isn’t great for business (or Yelp reviews) to constantly appear to be a righteous outlier disrupting a sacred restaurant concept. Saul’s needed very public backing on the importance of sourcing by showing that this is indeed something many true deli lovers want.

The goal of this event went well beyond event publicity and good attendance. The core of my pitch was a deep dive on the issues, for increased visibility of Saul’s larger story. The event was merely a hook/catalyst for the journalists to use. Each of these hits were achieved through several waves of custom-pitching journalists individually, by suggesting multiple angles and providing enticing background on how this relates to issues beyond Saul’s. I encouraged details and hyperlinks by providing this material as much as possible.

**Saul’s Deli Summit: The Renaissance**

**Panelists: Wise Sons Jewish Delicatessen, Kenny & Zuke’s (Portland), Mile End Deli, Saul’s Restaurant & Deli. Moderator: Evan Kleiman**

[Fora.tv](http://fora.tv/2011/05/19/Deli_Renaissance_Unpacking_the_Deli_Concept) video of the panel

San Francisco Chronicle People Meter [Celebrating the Delicatessen Experience](http://www.sfgate.com/cgi-bin/article.cgi?f=%2Fc%2Fa%2F2011%2F07%2F09%2FDD031K7378.DTL)

San Francisco Chronicle [Organics, Handcrafted Meat Redefine Jewish Delis](http://www.sfgate.com/restaurants/article/Organics-hand-crafted-meat-redefine-Jewish-delis-2371804.php)

Jewish Telegraphic Agency [A New Generation of Jewish Delis](http://goog_811749877/" \t "_blank)[Embraces Sustainability](http://www.jta.org/news/article/2011/05/20/3087796/a-new-generation-of-jewish-delis-embraces-sustainability" \t "_blank)   
Washington Jewish Week (JTA pickup) [A New Generation of Jewish Delis Embraces Sustainability](http://washingtonjewishweek.com/main.asp?Search=1&ArticleID=14978&SectionID=4&SubSectionID=4&S=1" \t "_blank)

Oakland Tribune [Jewish "Deli Summit" in Berkeley debates the future of the giant sandwich](http://www.insidebayarea.com/oaklandtribune/localnews/ci_18089575?source=rss" \t "_blank)

Seattle Weekly [Deli Visionaries Rooting for Stopsky's to Define Seattle Deli Culture](http://blogs.seattleweekly.com/voracious/2011/05/deli_visionaries_rooting_for_s.php" \t "_blank)

**Baron Baking/Saul’s Restaurant & Delicatessen**

**Press Coverage:**

East Bay Express [Schmendricks Brings Brooklyn Bagels to East Bay (for One Night, Anyway)](http://www.eastbayexpress.com/WhatTheFork/archives/2012/06/26/schmendricks-brings-brooklyn-bagels-to-east-bay-for-one-night-anyway)

East Bay Express [Baron Baking and the Science of Bagels](http://www.eastbayexpress.com/WhatTheFork/archives/2012/07/06/baron-baking-and-the-science-of-bagels)

Wired Magazine [The Perfect Bagel is Engineered in California](http://www.wired.com/business/2012/07/bagel-blasphemy/)

Grubstreet New York [Oakland Baker Now Making the Perfect New York Bagel](http://newyork.grubstreet.com/2012/07/oakland-baker-making-ny-bagels.html)

The Daily Meal [Has California Engineered the Perfect Bagel?](http://www.thedailymeal.com/has-california-engineered-perfect-bagel)

JWeekly [Two new outfits saddle up, join Bay Area bagel posse](http://www.jweekly.com/includes/print/65644/article/hardly-strictly-bagels-two-new-outfits-saddle-up-join-bay-area-bagel-posse/)

Tablehopper [The Chatterbox](http://www.tablehopper.com/chatterbox/2012/07/10/)

Jewish Daily Forward [The Bagel, Perfected by Science](http://blogs.forward.com/the-jew-and-the-carrot/160105/the-bagel-perfected-by-science/)

San Francisco Chronicle [Bagel Boom hits San Francisco](http://www.sfgate.com/recipes/article/Big-Bagel-Boom-hits-San-Francisco-3796933.php)

New York Times [In the Bay Area, Bagels as good as Brooklyn’s](http://www.nytimes.com/2012/12/26/dining/in-northern-california-bagels-come-full-circle.html?_r=0)  
Eater SF [City by the Bagel](http://sf.eater.com/archives/2013/06/25/city_by_the_bagel.php)

CBS Evening News [Deli Owners Mull Sandwiches in Berkeley Summit](http://sanfrancisco.cbslocal.com/category/watch-listen/video-on-demand/?clipId=5869523&flvUri=&partnerclipid=&topVideoCatNo=194902&c=&autoStart=true&activePane=info&LaunchPageAdTag=homepage&clipFormat=flv)

Cooking with Ryan Scott KGO Radio

**Background:**

Most people who didn't grow up with "real" bagels - really only found on the East Coast - don't understand what's wrong with West Coast Bagels and enjoy their California bagels just fine. This even includes many journalists - so it was a fun challenge identifying who would "get it." After all, one can use organic ingredients, make them by hand, and still not produce a “real” bagel. Goals in garnering press for Baron Baking Bagels include:

* Distinguish what defines a good, "real" bagel, or *why* New Yorkers are always saying "NY is better" and giving former New Yorkers the language to describe what they're tasting and missing.
* Make this distinction without putting down other bagel makers, and fostering a sense of collegiality amongst these new artisanal bagel makers. Make the case that good bagels raise all boats - that is, these bagel "competitors" are actually good for each other. Better bagels elevate palates and bagel appreciation everywhere and create a marketplace that explains and supports "higher" prices.
* Justify a slightly higher price point: how the properties of a “real” bagel are directly related to extra efforts and higher labor costs, e.g. significantly longer fermentation time and turnaround, hand-rolling, etc. Make the connection between lack of access to “real” bagels and pressure to keep prices low with cost-cutting measures.

**Saul's Restaurant and Delicatessen – sampler over the years, each pitched on Saul’s behalf even if they weren’t the focus of the story**

East Bay Express [Think You Know Beef? What About Seasonal Grass Fed Beef](http://www.eastbayexpress.com/WhatTheFork/archives/2012/06/22/think-you-know-beef-what-about-seasonal-grass-fed-beef)

Christmas Day [KQED's The California Report](http://www.google.com/url?q=http%3A%2F%2Fwww.californiareport.org%2Farchive%2FR200912250850%2Fa&sa=D&sntz=1&usg=AFQjCNEb-bMyUl7XF77LCC7N4VcjlxEvGA)

LA Times [Closing Time for Jewish Delis](http://articles.latimes.com/2013/feb/22/business/la-fi-jewish-delis-20130222)

**David Brower Center - Water, Rivers, People exhibition**

SF Chronicle [Water, Rivers and People Opening](http://www.google.com/url?q=http%3A%2F%2Farticles.sfgate.com%2F2010-06-10%2Fentertainment%2F21904452_1_water-issues-four-opera-die-walk-re&sa=D&sntz=1&usg=AFQjCNEMesJTZZaofC3Vn_cEpxVcjVO_dg)

Change.org [Flooded out of Mexico?](http://www.google.com/url?q=http%3A%2F%2Fimmigration.change.org%2Fblog%2Fview%2Fflooded_out_of_mexico&sa=D&sntz=1&usg=AFQjCNG-OtLSwWVhCjZ3wJmPXVxAbP0csw)

The Ethicurean [Yes We Icon: SOLE food movement needs images](http://www.google.com/url?q=http%3A%2F%2Fwww.ethicurean.com%2F2010%2F07%2F12%2Fsole-food-movement-needs-images%2F&sa=D&sntz=1&usg=AFQjCNEMueA1WyfuSEpTmhkKuxDLewwRCw)

Photos will also be published in an upcoming book on the global water crisis by Tara Lohan, environmental writer specializing in water for Change.org, Alternet, Huffington Post as a result of direct pitch.

**David Brower Center – Land, Use exhibition**

Daily Californian [Garden State: Amy Franceschini and Fernando Garcia-Dory merge environmental activism and art](http://www.dailycal.org/2012/02/12/garden-state-amy-franceschini-and-fernando-garcia-dory-merge-environmental-activism-and-art/)

SF Bay Guardian [Agrarian Visions](http://www.sfbg.com/2012/02/28/agrarian-visions)

East Bay Express [Art Ecotopia](http://www.eastbayexpress.com/ebx/art-ecotopia/Content?oid=3172651)

Civil Eats [Contemporary Artists Steward Ancient Agrarian Practices in Brower Center Exhibition](http://civileats.com/2012/04/24/contemporary-artists-steward-ancient-agrarian-practices-in-brower-center-exhibition/)

**Kitchen on Fire West Berkeley Opening**

East Bay Express [Kitchen on Fire Launches West Berkeley Location](http://www.eastbayexpress.com/WhatTheFork/archives/2012/01/31/kitchen-on-fire-launches-west-berkeley-location#more)

KQED Bay Area Bites [Kitchen on Fire Cooking School: Take Two](http://blogs.kqed.org/bayareabites/2012/01/27/kitchen-on-fire-cooking-school-take-two/)

Eater SF [Belly Burgers Cometh; 2012 Bitchinest Restaurants](http://sf.eater.com/tags/kitchen-on-fire)

Tablehopper [New Haps in Berkeley: Green Earth Café & Bakery & Kitchen on Fire Expands](http://www.tablehopper.com/chatterbox/new-haps-in-berkeley-green-earth-cafe-bakery-and-kitchen-on-fire-expands/)

Bay Area Newsgroup [Winter Soups Warm Body & Soul](http://www.mercurynews.com/food-wine/ci_19801507)

Bay Area Newsgroup [Berkeley’s Kitchen on Fire Expands](http://www.mercurynews.com/recipes/ci_19954993)

[Berkeleyside](http://www.berkeleyside.com/2012/02/15/the-berkeley-wire-02-15-12/) pick-up in the wire

**Sunday Streets Berkeley**

As Director of Sunday Streets Berkeley, I handled all press relations simultaneously with managing the entire program. Goals in communications included maximizing turnout: 43,000 people in our very first year, 50,000 in our second; and gaining leverage with City Council for support for a repeat event.

SAN FRANCISCO CHRONICLE

[Berkeley Sunday Streets to get a boost](http://www.sfgate.com/bayarea/article/Berkeley-Sunday-Streets-to-get-a-boost-4068491.php) (November 26 2012)

[Sunday Streets returns to San Francisco](http://www.sfgate.com/bayarea/article/Sunday-Streets-returns-to-San-Francisco-4343617.php) (March 10 2013)

BERKELEYSIDE

[Can car-free "Sunday Streets" come to Berkeley?](http://www.berkeleyside.com/2012/05/11/can-car-free-sunday-streets-come-to-berkeley/) (May 11, 2012) [Shattuck goes car-free for 17 blocks on Sunday](http://www.berkeleyside.com/2012/10/11/shattuck-avenue-goes-car-free-for-17-blocks-on-sunday/#disqus_thread) (October 11, 2012) [Berkeley happily abandons sidewalks for Sunday Streets](http://www.berkeleyside.com/2012/10/15/berkeley-happily-abandons-sidewalks-for-sunday-streets/) (October 15, 2012) [Council Supports Sunday Streets, Looks to Find Funds](http://www.berkeleyside.com/2013/01/25/berkeley-council-supports-sunday-streets-looks-to-find-funds/)  (January 25, 2013) [The It List: 5 things to do in Berkeley this weekend](http://www.berkeleyside.com/2013/10/10/the-it-list-5-things-to-do-in-berkeley-this-weekend-4/) (October 10, 2013) [Sunday Streets returns to Berkeley for 2nd year on October 13](http://www.berkeleyside.com/2013/10/10/sunday-streets-return-to-berkeley-for-a-second-year/) (October 10, 2013)  
[Photos: Berkeley revels in car-free buzz of Sunday Streets](http://www.berkeleyside.com/2013/10/14/photos-berkeley-revels-in-car-free-buzz-of-sunday-streets/) (October 14, 2013)

PICK-UP

[The Berkeley Wire: First Ever Sunday Streets Event Transforms Downtown Berkeley](http://www.berkeleyside.com/2012/11/09/the-berkeley-wire-11-09-12/) (November 9, 2012)

DAILY CALIFORNIAN

[Shattuck to host Berkeley's first Open Streets event](http://www.dailycal.org/2012/10/08/shattuck-to-host-berkeleys-first-open-streets-event/) (October 10 2012) [Sunday Streets takes over Shattuck Avenue](http://www.dailycal.org/2012/10/14/sunday-streets-berkeley-takes-over-shattuck-avenue/) (October 15 2012) [City Fiscal Woes Cast Shadow Over Sunday Streets Events](http://www.dailycal.org/2013/01/24/city-fiscal-woes-cast-shadow-over-sunday-streets-events/) (January 24 2013)  
[Second Sunday Streets Event to occur on Shattuck Avenue](http://www.dailycal.org/2013/10/11/second-sunday-streets-event-occur-shattuck-avenue/) (October 11, 2013)  
[Tens of Thousands visit Berkeley's Sunday Streets on Shattuck Avenue](http://www.dailycal.org/2013/10/13/tens-thousands-visit-berkeleys-sunday-streets-shattuck-avenue/) (October 14, 2013)

STREETSBLOG

[Berkeley Embraces Its Inaugural Sunday Streets on Car-Free Shattuck Avenue](http://sf.streetsblog.org/2012/10/15/berkeley-embraces-its-inaugural-sunday-streets-on-car-free-shattuck-ave/) (October 15 2012)

[Berkeley City Council Hesitates to Fund More Sunday Streets Events](http://sf.streetsblog.org/2013/01/25/berkeley-city-council-hesitates-to-fund-more-sunday-streets-events/) (January 25 2012)

[This Week: Talking Parking Reform, Sunday Streets Berkeley](http://sf.streetsblog.org/2013/10/07/this-week-talking-parking-reform-sunday-streets-berkeley/) (October 7 2013)

[Despite Broad Support, Sunday Streets Berkeley Can't Grow Without Funding](http://sf.streetsblog.org/2013/10/18/despite-broad-support-sunday-streets-berkeley-cant-grow-without-funding/) (October 18, 2013)

PICK-UPs

[Today's Headlines](http://sf.streetsblog.org/2012/10/12/todays-headlines-911/) (October 15 2012)

[Today's Headlines](http://sf.streetsblog.org/2013/10/04/todays-headlines-1150/" \t "_blank) (October  2013)

STREETFILMS

[First-Ever Sunday Streets Event Transforms Downtown Berkeley](http://www.streetfilms.org/first-ever-sunday-streets-event-transforms-downtown-berkeley/) (November 8, 2012)

EAST BAY EXPRESS

[Mid-Week Menu](http://www.eastbayexpress.com/WhatTheFork/archives/2012/10/10/mid-week-menu-commonwealth-belli-destino-openings-and-reopenings-galore) (October 10, 2012)

[Sunday Streets Berkeley](http://www.eastbayexpress.com/ebx/sunday-streets-berkeley/Event?oid=3353134) (October 14, 2012)

[Weekender: This Weekend's Top Five Events](http://www.eastbayexpress.com/CultureSpyBlog/archives/2013/10/11/weekender-this-weekends-top-five-events) (October 11, 2013)

[Mid-Week Menu](http://www.eastbayexpress.com/WhatTheFork/archives/2013/10/09/mid-week-menu-korean-japanese-fusion-in-temescal-a-tipless-restaurant-and-10-paella) (October 9, 2013)

BAY AREA NEWSGROUP

[Berkeley embraces open streets](http://www.insidebayarea.com/berkeley/ci_21801720/berkeley-embraces-open-streets-festival) (October 18, 2012)

[Downtown Berkeley will go car-free and carefree at Sunday Streets Event](http://www.insidebayarea.com/breaking-news/ci_24226055/downtown-berkeley-will-go-car-free-and-carefree" \t "_blank)  (October 2, 2013)

KQED NEWS

Ran October 15, 2012 (Archive not available)

BERKELEY PATCH

[Berkeley to Host Really Big Block Party](http://berkeley.patch.com/articles/berkeley-to-host-big-street-party-sunday) (Berkeley Patch, October 10, 2012)

[City Council to Discuss 60K for Open Streets](http://berkeley.patch.com/articles/city-council-to-discuss-60k-for-open-streets) (Berkeley Patch, January 22 2013)

[Big 'Sunday Streets' Block Party returns to Berkeley](http://berkeley.patch.com/groups/around-town/p/big-sunday-streets-block-party-returns-to-berkeley" \t "_blank) (Berkeley Patch, September 14 2013)

[Berkeley 'Sunday Streets' - Big Block Party](http://berkeley.patch.com/groups/weekend-planner/p/berkeley-sunday-streets--the-movie) (Berkeley Patch October 12, 2013)  
[Tiny Drummers make big scene at Berkeley 'Sunday Streets'](http://berkeley.patch.com/groups/around-town/p/tiny-drummers-make-big-scene-at-berkeley-sunday-streets) (Berkeley Patch October 14, 2013)

UC BERKELEY NEWS CENTER

[Open Streets Comes to Berkeley](http://newscenter.berkeley.edu/2012/10/11/open-streets-comes-to-berkeley/) (UC Berkeley News Center, October 11, 2012)

CURBED SF

PICK-UPS:

[AM Linkage: Groups in Berkeley have raised enough money to host their own version of Sunday Streets](http://sf.curbed.com/archives/2012/09/21/berkeley_sunday_streets.php) (September 12, 2012)

[AM Linkage: Sunday Streets in Berkeley this weekend](http://sf.curbed.com/archives/2012/10/12/sunday_streets_in_berkeley_this_weekend_julia_morgan_loveliness_bernals_privateshuttle_alternative_more.php) (October 12, 2012)

[AM Linkage: Berkeley Sunday Streets a Success](http://sf.curbed.com/archives/2012/10/16/growing_up_at_hearst_castle_berkeley_sunday_streets_a_success_oakland_sues_feds_over_pot_club_more.php) (October 16, 2012)

[Berkeley Sunday Streets](http://sf.curbed.com/archives/2012/11/27/berkeley_sunday_streets.php" \t "_blank) (November 27, 2012)

[Sunday Streets in Berkeley this Weekend; Julia Morgan Loveliness; Bernal's Private-Shuttle Alternative; More!](http://sf.curbed.com/archives/2012/10/12/sunday_streets_in_berkeley_this_weekend_julia_morgan_loveliness_bernals_privateshuttle_alternative_more.php) (October 12, 2013)

[Wacky Building Amenities; Berkeley's Sunday Streets; More!](http://sf.curbed.com/archives/2013/10/14/wacky_building_amenities_berkeleys_sunday_streets_more.php) (October 14, 2013)

HUFFINGTON POST

[Free Events in SF](http://www.huffingtonpost.com/2012/10/12/free-san-francisco-events_n_1962386.html) (Huffington Post via SF Station 2012)

510 FAMILIES

[Sunday Streets Berkeley, this weekend!](http://www.510families.com/sunday-streets-berkeley-this-weekend/) (October 8, 2012)

[Sunday Streets Berkeley: Save the date](http://www.510families.com/sunday-streets-berkeley-save-the-date/) (September 30, 2013)

OUR OAKLAND

[Sunday Streets Berkeley](http://blog.ouroakland.net/2012/10/sunday-streets-berkeley.html) (October 17, 2012)

OAKLAND LOCAL

PICKUP

[First-ever Sunday Streets Berkeley Proves to be Success](http://oaklandlocal.com/posts/2012/10/first-ever-sunday-streets-berkeley-proves-be-success-community-voicesslideshow) (October 21, 2012)

EXAMINER

[Sunday Streets Berkeley](http://www.examiner.com/article/sunday-streets-berkeley) (October 17, 2012)  
[Sunday Streets will return to Berkeley this Fall](http://www.examiner.com/article/sunday-streets-will-return-to-berkeley-this-fall" \t "_blank) (July 23 2013)

MOMENTUM MAGAZINE

[Open Streets: A Gateway to Better Cities](http://momentummag.com/features/open-streets/" \l "sthash.vwRHIg2q.dpbs" \t "_blank)  (April 22, 2013)