

## **Butterball Turkey Talk-Line Saving Your Thanksgiving**

November 1, 2023

To: Eat This Not That  
Chicago Sun Times  
Delish

From: Maris Ackerman [mackerm8@depaul.edu](mailto:mackerm8@depaul.edu)

Thanksgiving day preparations can be daunting for many households across the country, especially those in charge of hosting for the first time. Since the pandemic, household dynamics have shifted and many are having to prepare their first Thanksgiving dinner. The plethora of advice on the internet and chatter coming left and right from friends and family on what is the “correct” way to cook a turkey can be overwhelming, which is why we have provided a solution.

The Butterball Turkey Talk-Line is a hotline where you can call or text in all your turkey related inquiries and have them answered by Butterball turkey experts. Along with ready-to-help resources, written instructions on different turkey preparation and cooking practices can be found on the Butterball website. We can help every step of the way from thawing a turkey to perfect carving execution.

The Butterball Turkey Talk-Line is here to help those first time Thanksgiving chefs and quiet the noise surrounding best practices on your Thanksgiving dinner.

If you are interested in publishing this story, more information can be found on the ButterBall website linked below.

<https://www.butterball.com/how-to>

Thank you for the consideration, all other questions can be emailed to Maris Ackerman [mackerm8@depaul.edu](mailto:mackerm8@depaul.edu).

## Pitch News Outlets

### **Eat This Not That!**

Eat This Not That was first developed as a series of books out of a column from Men's Health Magazine. It not operated online as a media collective dedicated to healthy food choices and other cuisine related news such as restaurants, recipes, celeb weight loss and food tips, and smarter grocery shopping habits.

Eat This Not That is an excellent recipient of this pitch because of the different subcategories they have, there is a lot of opportunity to fit into one of these categories. In the grocery section the story could be pivoted to where to find Butterball Turkeys and incorporate the Turkey Talk-Line, or under healthy eating they could do a story about the most calorie conscious way to prepare a turkey and include the Turkey Talk-Line as a source for questions when preparing it in the suggested method.

### **Chicago Sun Times**

The Chicago Sun Times is a widely consumed media outlet in Illinois making it ideal for coverage for Butterball. Not only have they covered Butterball stories before, but they have also published stories about the Turkey-Talk Line.

The readership demographic of the Chicago Sun Times is nearly evenly divided between men and women and the majority of readers are between the ages of 35-64. This demographic information is the suspected age of people preparing Thanksgiving dinners, it is far more unlikely that someone 21 or someone 85 is preparing Thanksgiving dinner. On top of this, the Chicago Sun Times has about 227,000 impressions daily.

### **Delish**

Delish has a readership of a majority of women and the median age being 46, a target demographic for those seeking Thanksgiving dinner advice. Not only do they reach a key demographic, but they are one of the leading food news sources. They have 20 million impressions across their socials alone, their reach goes beyond traditional media.

Delish consistently covers stories about Butterball ranging from new products that are launching to collaborations, and even have written about the Turkey Talk-Line in years past.