**UC Davis News Vehicle Samples**

* Wildlife Extinction and the Environment: <https://www.ucdavis.edu/coronavirus/news/link-between-virus-spillover-wildlife-extinction-and-environment>
* Hard Science/biology, etc.: <https://www.ucdavis.edu/news/new-insight-maternal-infections-and-neurodevelopmental-disorders>
* Research, history: https://www.ucdavis.edu/news/unique-sled-dogs-helped-inuit-thrive-north-american-arctic
* Event: Art exhibition — <https://www.ucdavis.edu/news/new-manetti-shrem-exhibitions-focus-conceptual-artist-stephen-kaltenbach-figurative-art-radical>
* Grant: <https://www.ucdavis.edu/news/scientists-receive-6-million-support-particle-accelerator-wildfire-research>
* Laurel (for Dateline). This is meant to announce an achievement or honor. Very short. <https://www.ucdavis.edu/news/laurels-26>
* WWW: This is an advisory intended for media to alert them to the event. They are not distributed to campus, nor are they searchable on the news site. They are distributed to media a few days prior to an event. Here is one kind of sample below. Alternative options are in brackets within the text.

# Media Availability: ‘Food Shortages in a Pandemic’

## What

Members of the news media are invited to a Zoom availability with speakers following the panel discussion, “Food Shortages in a Pandemic,” hosted by the University of California, Davis.

Jenny Lester Moffitt, undersecretary of the California Department of Food and Agriculture, will step in for Karen Ross, secretary of the department, as one of four panelists and will also participate in the media availability. Ross had to cancel after a scheduling conflict arose.

Other speakers and the moderator are listed below. [More about the panel discussion](https://www.ucdavis.edu/news/undersecretary-replaces-ross-discussion-about-covid-19-impacts-food-supply-chain).

## ****When****

Tuesday, May 12

* Panel discussion, 5 p.m. to 6:30 p.m.
* Zoom availability, 6:35 p.m. to 7:05 p.m.

## ****How [Only needed, generally, for virtual events]****

To attend the Zoom panel discussion, [register in advance](https://savor.ucdavis.edu/events/savor-food-shortages-pandemic). A link for the panel discussion will be emailed to you.

To attend the Zoom availability, email [jaeasley@ucdavis.edu](mailto:jaeasley@ucdavis.edu) in advance. A Zoom link will be sent to those who have been in touch. Please be prepared to join the Zoom availability by computer.

## ****Who****

* [Jenny Lester Moffitt](https://www.cdfa.ca.gov/exec/public_affairs/cdfaexecstaffbios.html), undersecretary at the California Department of Food and Agriculture
* [Dan Sumner](https://aic.ucdavis.edu/people/dan-sumner/), director of the UC Agricultural Issues Center, professor of agricultural and resource economics at UC Davis, and former assistant secretary for economics at the U.S. Department of Agriculture
* Bu Nygrens, co-owner and director of purchasing at [Veritable Vegetable](https://www.veritablevegetable.com/) of San Francisco, which distributes organic produce from more than 200 small and mid-size growers to restaurants, markets and co-ops across five states
* [Chelsea Minor](https://www.raleys.com/about/leadership/chelsea-minor/), corporate director of public affairs for Raley’s Supermarkets of West Sacramento, a regional grocery chain in Northern California and Nevada
* Panel moderator [Catherine Brinkley](https://humanecology.ucdavis.edu/catherine-brinkley), a UC Davis assistant professor who studies the architecture of food supply networks

## Format [or Background]

This availability will make use of Zoom breakout rooms. Each panelist and the moderator will be in a separate breakout room, and members of the media will be able to participate in each breakout room with each speaker and other members of the media. [additional links to information]

**Media Contacts: [**Name, number, email, department or school]