

SOCIAL MEDIA PRESS RELEASE

Contact: Samantha Ashford
Phone: 904.253.4548
Email: sashford@mail.usf.edu
Blog: cook4you.wordpress.com

USF STUDENT COOKS FOR FRIENDS AS A SOCIAL EXPERIMENT

FACTS

TAMPA, Fla.—Samantha Ashford, a public relations major at the University of South Florida, will begin a social experiment on cooking in college Jan. 28. The experiment will be conducted throughout the spring semester, ending mid April. Results, complete with photos will be posted biweekly to her blog at cook4you.wordpress.com. During the week, Ashford will attempt to prepare two entire meals for herself and a guest. She will blog about the whole process, from grocery store to dinner table. Ashford chose this experiment to learn more about cooking, while saving money. The blog will be a chance for Ashford to share her cooking experiences and recipes, but also receive feedback. While no cooking has occurred, Ashford is actively searching for recipes to attempt.

QUOTES

“I am always trying to eat healthier, but without the cost and I feel if I can cook some easy and delicious meals, then I can avoid eating out,” Ashford said.

“I am trying to find meals that are cheap, with few ingredients and are nutritious,” Ashford said, “and so far I have five.”

BOILER PLATE

The School of Mass Communications at the University of South Florida is located in the Tampa Bay metropolitan area, Florida’s largest media market. The school offers four academic sequences of study including advertising, public relations, journalism and telecommunications. Students in the program are introduced to theories, principles and problems in the field of mass communications.

PICTURE

