

**Note to Publisher/Editor:** *Just A Pinch Media provides a NO COST service for your newspaper that provides valuable food/cooking content each week, which can be included in a food section or special food page.*



Sharing Hometown Recipes,  
Cooking Tips and Coupons

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## **JUST A PINCH MEDIA SERVES UP FREE WEEKLY FOOD COLUMNS, PHOTOS TO COMPLEMENT COMMUNITY NEWSPAPER EDITORIAL CONTENT**

**FRANKLIN, Tenn.** – April 27, 2010 – One of the best-read and most valued components of a community newspaper is recipes. Now newspaper publishers can feed their readers' appetites with free, weekly food columns from [Just A Pinch Media](http://www.justapinch.com).

Each week, Just A Pinch Media serves up two syndicated columns and photos: *Just A Pinch* and *Janet's Notebook*. *Just A Pinch* features recipes, photos and profiles of hometown cooks from across America. *Janet's Notebook* focuses on behind-the-scene stories of life in the kitchen with Janet Tharpe of Franklin, Tenn. Tharpe is hostess for Just A Pinch Recipe Club a new online recipe community at [www.justapinch.com](http://www.justapinch.com).

"We believe in the importance of community journalism and the need to deliver hometown content that complements a newspaper's editorial tone, especially in this time of tightening budgets," said L. Daniel Hammond, CEO and founder of American Hometown Publishing and Just A Pinch Media.

Hammond also created and brought *American Profile* magazine to community newspapers almost a decade ago.

Publishers can sign up for distribution of the free weekly columns at [www.justapinchmedia.com](http://www.justapinchmedia.com) where they'll also find letters to readers, house ads and other promotional materials to help introduce the food columns and Just A Pinch Recipe Club. Current and archived columns are available at the site in color or black-and-white in two-column and three-column PDF formats. Publishers may use the material as they please through the unique licensing agreement where they simply acknowledge the ownership and origin of the articles, and in return, are allowed to use them without any syndicated fee.

Members of the Just A Pinch Recipe Club online community can view and rate thousands of recipes, submit and chat about recipes, build meal plans, access grocery lists and access hundreds of free coupons from national brands like General Mills, Hershey's, Land O Lakes and Betty Crocker.

Each week, blue ribbons are awarded to outstanding recipes on the Just A Pinch Recipe Club site. A story about blue-ribbon wins and other submissions is sent to the submitter's hometown newspaper for publication.

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