



# FOOD BANKS, FAMILIES DESPERATE FOR MILK

*First-ever National Milk Drive is launched to meet the needs of millions of families*

*American Dairy Association  
Fall 2014*

Produced by: MediaSource <a href="http://www.mediasourcetv.com">www.mediasourcetv.com</a>	To download broadcast-quality video and other multimedia elements: <a href="http://bit.ly/Ah12kjXo">bit.ly/Ah12kjXo</a>
Package Length: 1:39	Courtesy: American Dairy Association Mideast

<b>SUGGESTED TEASE</b>	IT'S THE TOP NUTRITIOUS FOOD ITEM FAMILIES IN NEED REQUEST THE MOST, BUT OFTEN GET THE LEAST. COMING UP NEXT, WE'LL TELL YOU ABOUT A NATIONWIDE EFFORT TO PUT MILK ON THE TABLES OF HUNGRY FAMILIES - AND HOW YOU CAN HELP.
<b>ANCHOR LEAD</b>	AS MANY OF US ENJOY BIG FAMILY MEALS AND LEFTOVERS - WE ALSO HAVE A CHANCE TO DO SOMETHING TO HELP FEED THOSE IN OUR COUNTRY WHO SIMPLY DON'T HAVE ENOUGH TO EAT. IT MIGHT SURPRISE YOU TO KNOW HOW MANY THERE ARE. IT'S ESTIMATED 49-MILLION AMERICANS WILL GO HUNGRY TODAY, INCLUDING SOME 16-MILLION CHILDREN. MANY OF THOSE FAMILIES RELY ON FOOD BANKS AND YOUR DONATIONS IN ORDER TO EAT. BUT EXPERTS SAY THEY OFTEN DON'T GET THE ONE ITEM THEY REQUEST THE MOST. WITH MORE ON THAT AND HOW YOU CAN HELP CHANGE THAT, HERE'S CLARK POWELL.
	(Nats - People shopping at food bank) :02
<b>CG: Courtesy: American Dairy Assoc.</b> Shots of people shopping at food bank / food on shelves and in cart Shots of empty milk shelves	WHEN YOU THINK OF FOOD BANKS AND THE TYPES OF ITEMS THAT ARE DONATED, YOU PROBABLY PICTURE THIS. MOST OF US HAVE DONATED DRY GOODS OR CANNED FOODS AT SOME POINT. AND WHILE THOSE HELP FEED HUNGRY FAMILIES, <i>THESE</i> EMPTY SHELVES SPEAK VOLUMES ABOUT THE ONE ITEM THEY GET ALL TOO SELDOM. :14
<b>CG: Lisa Hamler-Fugitt, Exec. Dir. Ohio Association of Food Banks</b> :14 - :23	"Milk is liquid gold in our network. Everybody needs milk and it's one of the things that we really struggle to keep on our shelves." :09
Shots of milk on pallett Shots of worker stocking milk shelf	MOST OF US DON'T THINK ABOUT DONATING MILK, OF COURSE, BECAUSE IT GOES BAD TOO QUICKLY - SO, FOOD BANKS HAVE TO RELY ON DONATIONS FROM STORES OR PROCESSORS. BUT WHAT MILK THEY DO GET GOES QUICKLY, LEAVING A STAGGERING SHORTAGE. :12
<b>CG: Karen Bakies, RD, LD American Dairy Association Mideast</b> :35 - :47	"If you think about needing 3 servings of dairy every day, that would account for about one gallon of milk per person, per week. Right now what families get through food banks is one gallon per person per <u>year</u> ." :12

<p>Shots of foodbank trucks</p> <p>Shots of Karen working at desk</p> <p>Shots of families waiting in line</p> <p>Shots of person on website</p> <p>Shots of person texting</p>	<p>WHICH IS WHY SEVERAL GROUPS ARE TEAMING UP FOR THE FIRST EVER GREAT AMERICAN MILK DRIVE.</p> <p>KAREN BAKIES IS WITH THE AMERICAN DAIRY ASSOCIATION MIDEAST. SHE SAYS WHEN IT COMES TO GETTING MILK TO ALL THOSE FAMILIES WHO WAIT IN LINE, ALL YOU HAVE TO DO IS GO ONLINE.</p> <p>AND THROUGH A WEBSITE OR EVEN BY TEXTING, YOU CAN PLEDGE AS LITTLE AS FIVE DOLLARS TO HELP SHORE UP THE MILK SHORTAGE. :20</p>
<p><b>Karen Bakies (CG'd earlier)</b></p>	<p>“You don’t have to go out and buy a gallon of milk and carry it to the food bank. Simply by making that monetary donation, they will get a voucher that they can use at the grocery store for that milk.” : 10</p>
<p>Shots of getting soda from fridge</p> <p>Shots of pouring / drinking soda</p>	<p>WITHOUT MILK, MANY FAMILIES TURN TO CHEAPER, LESS HEALTHY OPTIONS LIKE SODA - WHICH CAN LEAD TO EVERYTHING FROM DENTAL PROBLEMS TO OBESITY - OR WORSE. :07</p>
<p><b>Lisa Hamler-Fugitt (CG'd earlier)</b></p>	<p>“Children that don’t get proper dairy and enough milk, that we know that it affects their long-term cognitive development. And we can’t afford that.” :10</p>
<p>Shots of person on computer</p> <p>Shots of stocking milk</p>	<p>BUT THROUGH ONE DONATION AT A TIME, WE CAN HELP AVOID IT. IN COLUMBUS, OHIO THIS IS CLARK POWELL REPORTING. :05</p>
<p><b>ANCHOR TAG</b></p> <p><b>Take full screen -----</b></p> <p><b>Great American Milk Drive</b>  <a href="http://www.milklife.com/give">www.milklife.com/give</a></p> <p><b>text: “MILK” to 27722</b></p>	<p>TO DONATE TO THE GREAT AMERICAN MILK DRIVE SIMPLY GO TO MILKLIFE.COM -SLASH- GIVE - OR TEXT “MILK” TO 27722.</p> <p>WHEN YOU DONATE YOU WILL BE ASKED FOR YOUR ZIP CODE TO MAKE SURE SOMEONE IN YOUR AREA GETS THE MILK DONATION THEY DESPERATELY NEED.</p>
<p> <b>Share it! Suggested tweet:</b></p>	<p>Families, food banks desperate for milk. Join <a href="https://twitter.com/ADAMideast">@ADAMideast</a> in the Great American #MilkDrive to help a family in your area: <a href="http://bit.ly/Ah12kjXo">bit.ly/Ah12kjXo</a></p>
<p> <b>Suggested post:</b></p>	<p>While many of us might take a glass of cold milk for granted, there are millions of families who are desperate for it. More than 46 million Americans rely on food banks and with the current rate of milk donation, they only get about one gallon of milk per <b>year!</b> You can help change that by taking part in the first-ever Great American Milk Drive. See how easy it is to donate and how important it is to give by clicking here: <a href="http://bit.ly/Ah12kjXo">bit.ly/Ah12kjXo</a></p>
<p><b>References -</b></p>	<p><sup>1</sup><i>Hunger and Poverty Statistics</i>  <b>Department of Agriculture</b>, September 2014. Online: <a href="http://feedingamerica.org/hunger-in-america/hunger-facts/hunger-and-poverty-statistics.aspx">http://feedingamerica.org/hunger-in-america/hunger-facts/hunger-and-poverty-statistics.aspx</a></p>
	<p style="text-align: center;"><b>Extra Bites</b></p>

<p><b>CG: Karen Bakies, RD, LD</b>  <b>American Dairy Association Mideast</b></p>	<p><i>Karen talks about the need for milk in food banks -</i>  “Families that participate in food banks their number one request is for fluid milk, yet unfortunately, food banks only have enough milk to provide one gallon per year.” :09</p> <p><i>Karen talks about why milk is so important to healthy diets -</i>  “Milk has 9 essential vitamins and minerals along with the protein that just helps with that growth and development for kids and good for all families.” :08</p> <p><i>Karen talks about the Great American Milk Drive partnership -</i>  “It’s a partnership Feeding America, dairy farm families and milk companies that are coming together to make sure that families get that milk that they need and most importantly, their children need.” : 11</p> <p><i>Karen talks about the needs in <b>Ohio</b> -</i>  “In Ohio, we know that we have about 2 million individuals that use the food pantries on a regular basis, and we have a little over 1,600 gallons of milk that have been donated. So, you can see there’s a big gap to fill yet.” :11</p> <p><i>Karen talks about the needs in <b>West Virginia</b> -</i>  “In West Virginia, we know that there are approximately 278,000 families that use food pantries, and a little over 200 gallons have been donated. So, again there’s a big gap that we can work to close in providing the milk to the families and children in West Virginia, as well.” :15</p>
<p><b>CG: Lisa Hamler-Fugitt, Exec. Dir.</b>  <b>Ohio Association of Food Banks</b></p>	<p><i>Lisa talks about those who are relying on food banks -</i>  “More and more of the families that we serve work every day. They’re playing by the rules, but they’re not earning enough to be able to meet their basic needs.” :10</p> <p><i>Lisa talks about the concept of giving milk to local families in need -</i>  “That’s the great part about the Great American Milk Drive is it’s really neighbor helping neighbor. So, when you go onto the website and type in your zip code, you can be assured that your contribution and that voucher is going to be distributed to your local food bank.” : 15</p>
<p><b>Producers &amp; Reporters:</b></p>	<p><b>To download scripts, video and photos go to:</b>  <a href="http://www.multimedianeewsroom.tv">http://www.multimedianeewsroom.tv</a></p>

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