

# SAMPLE

## Scenario:

Cincinnati Fresh Table is a made-up nonprofit that operates mobile produce markets in under-resourced neighborhoods. They are preparing for a local TV news interview and a *Cincinnati Enquirer* feature tied to the launch of their Summer Hunger Campaign, which aims to serve 5,000 additional families during the summer months when school meal programs are unavailable.

# bi3 WORKING WITH THE MEDIA

## Messaging Worksheet

Use this worksheet as a guide to prepare your talking points before any public engagement (interview, press release, public statement, or community presentation) to help ensure that your key messages are clear, consistent, and compelling.

*Reminder: Focus on moving audiences from awareness > understanding > belief > action.*

### Set your communication goals

#### KNOW

What one fact or truth should they take away?

When school ends, food insecurity for Cincinnati children doesn't take a break, but you can help make sure kids don't go hungry through Cincinnati Fresh Table's Summer Hunger Campaign.

#### FEEL

What emotion or sense of urgency should they experience?

A sense of shared responsibility and hope. This problem is close to home, but it is solvable. You have a role to play right now, this summer, in helping your neighbors.

#### DO

What action, behavior, or belief shift are you looking for?

Volunteer, donate, or spread the word about the Summer Hunger Campaign. We need to shift the belief that food insecurity is an individual failure. It is a problem that impacts all of us.

### Develop your key messages

Your key messages are your north star. Return to them throughout any interview or statement. Use plain language—no jargon.

#### MESSAGE

1

Summer is the hungriest season for children in Hamilton County. When school lets out, there is a gap in making sure that thousands of Cincinnati kids have the food they need to grow and thrive. Cincinnati Fresh Table exists to close that gap, and make sure that no child is left hungry.

*Supporting Data:* X in 4 Hamilton County children experience food insecurity over summer months.

*Supporting Story:* Marcus is 7 years old. This summer, his mom has been skipping her own meals so Marcus could eat.

#### MESSAGE

2

Cincinnati Fresh Table meets families where they are, delivering food through our mobile markets directly into neighborhoods that don't have reliable access to fresh produce.

*Supporting Data:* 91% of families at our markets say they would not have access to fresh produce that week if our stop wasn't there.

*Supporting Story:* On one stop, we asked families where they'd been getting produce. Most pointed to a gas station two blocks away.

#### MESSAGE

3

Food insecurity doesn't exist in a vacuum. It's connected to housing costs, wage levels, and transportation access. Access opens doors we didn't even know were closed.

*Supporting Data:* Every \$1 donated generates \$6.40 in community health value.

*Supporting Story:* Tanya is a 10 and has asthma. Last year, we helped connect her to affordable medical care for needed treatment.

## Build your message framework

Your key messages are your north star. Return to them throughout any interview or statement. Use plain language—no jargon.

### 1 WHAT WE DO

Introduce your organization or initiative

Cincinnati Fresh Table operates mobile produce markets that bring fresh, affordable food directly into neighborhoods that have been left behind by the traditional grocery system. During our stops we also help connect families to other needed services (healthcare, education, etc.). This summer, we're launching our biggest campaign yet to reach 20,000 families (5,000 more than last year).

### 2 HOW WE DO IT

Explain your strategy, partnerships, and approach

We run 14 weekly mobile market stops across 9 zip codes, staffed by more than 300 trained volunteers and supported by partnerships with 22 community organizations (including health clinics, schools, and faith communities) who help us reach the families who need us most.

### 3 RESULTS ACHIEVED

Share measurable impact or a compelling personal story

Last year, we served 15,000 families, and 91% of them told us our mobile market was their primary source of fresh produce. A 2024 impact analysis found that every dollar donated generates \$6.40 in community health value. We've seen firsthand how food access opens the door to healthcare, education, and stability.

### 4 WHERE TO LEARN MORE

Offer action steps, resources, links, or opportunities

You can learn more, volunteer, or donate at [cincinnati-freshtable.org](https://cincinnati-freshtable.org). Follow us on social media @CincyFreshTable, or call our volunteer line at 513-123-FOOD to sign up for a summer shift. We need drivers, market attendants, and neighborhood ambassadors starting May 15.

## Anticipate tough questions

For each difficult question, plan a bridge back to a key message. Never say 'no comment.' Say what you CAN say.

Difficult question	Bridge / redirect	Key message to reinforce
Don't government programs already exist to help with food insecurity?	Government programs are essential, and we work alongside them, but there are real gaps in reach and timing, especially in summer.	Message 2 - We're meeting families where they are and filling the spaces government programs can't yet reach.
Why does Cincinnati have such high childhood hunger rates compared to peer cities?	I can't speak to the rates of other cities, but what I can speak to is what we see in the neighborhoods we serve.	Message 3 - Food insecurity is one piece of a broader puzzle that includes challenges like housing costs and transportation access.
How do you know the food you're distributing is actually healthy?	Great question! Quality is everything to us.	How We Do It - We partner with 22 community organizations, including Cincinnati Children's, to ensure that what we're offering meets nutritional standards.
A goal of 5,000 new families is a significant increase. What if you fall short?	Every family we reach matters, which is why we set these goals.	Message 1 - The scale of need is increasing. Every year, we collect data to make our program better and ensure even more families have the food they need to thrive.
Can you share a family's story?	We always protect family privacy, but I can share a composite.	Message 1 - Summer hunger is a reality. We caregivers who skip meals to make sure kids are fed, parents who spend hours on the bus daily. Those are the families we're here for.