

# RUBENSTEIN COMMUNICATIONS

**Interview Date and Time:** Wednesday, May 14 at 2:30 p.m.

**Outlet:** *One Bite Is Everything* Podcast

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## Logistics Summary

On Wednesday, May 14 at 2:30 p.m., you will log onto the podcast Zoom link, along with Kayla and Dana (the host). Kayla will make brief introductions for you and Dana, and then the recording will begin and Kayla will mute herself and go off camera (but stay for the duration of the recording for support). You should plan to be on camera, but only the audio will be used. The full interview will last approximately 30 to 60 minutes.

## Podcast Overview and Sample Episodes

*One Bite is Everything* (OBIE) is a weekly podcast that explores the intricate connections between the food on our plates and broader societal systems. Hosted by Dana DiPrima (pronounced Dan-uh), the show delves into how everyday food choices impact health, communities, the environment, and the economy. Through engaging conversations with farmers, chefs, policy experts, and thought leaders, OBIE uncovers the unseen forces shaping our food systems and empowers listeners to make informed decisions.

- **“How Delivering Food from Local Farms Can Help Build a Regional Food System”:** Dana speaks with Michael Robinov of *Farm to People* about making local food more accessible and transparent. [\[LINK\]](#)
- **“Confessions of a Food Media Icon”:** A conversation with Dana Cowin, former Editor-in-Chief of Food & Wine, on the evolution of food media and its influence on food equity and joy. [\[LINK\]](#)
- **“The Fight to Farm: The Battle for Local Foods”:** An exploration of the challenges small farms face due to zoning laws and local opposition. [\[LINK\]](#)

## Potential Questions

- For those unfamiliar with No Kid Hungry, what is the organization’s core mission, and how does it operate nationally?
- As director of the New York office, what unique challenges and opportunities have you seen in one of the most populous and diverse states?
- Recently, we’ve seen significant cuts to programs like SNAP. What’s the real-world impact of those decisions?
  - Can you share an example of a community or organization that’s been hurt by the defunding?

- What do we risk, long-term, if programs like SNAP continue to receive budget cuts?

### Talking Points

- **No Kid Hungry's National Impact:**
  - In the 2023 fiscal year, Share Our Strength raised \$107 million (total revenue) and spent \$134 million (total expenses).
    - 65% of that was spent on programmatic work, including grants to schools to help them buy supplies and equipment; staff working on the ground in communities across the country; awareness campaigns that help families find meals; research and funding for pilot projects; food skills education; and advocacy work to push for federal, state and local laws that help feed more kids.
- **What SNAP Does:**
  - Provides Food Assistance to Low-Income Families: SNAP helps families with children afford groceries, ensuring kids have consistent access to meals, which is crucial for growth, learning, and development.
  - Improves Nutrition and Food Security: By supplementing household food budgets, SNAP helps ensure that children receive nutrient-rich foods, reducing the risk of malnutrition and associated health issues.
- **Impact of SNAP Defunding:**
  - Loss of a Safety Net: SNAP is the largest and most effective anti-hunger program in the U.S. Cuts would leave millions without assistance during crises like job loss, illness, or economic downturns.
  - Hardship for Working Families: Many SNAP recipients work in low-wage jobs. Without SNAP, they would struggle to cover basic food needs even while employed.

### What Success Looks Like

- **Authentic Tone:** You come across as genuinely passionate and use natural, conversational language, not policy jargon.
- **Relatable:** You make it a point to connect with Dana on a personal level and have an authentic conversation. It doesn't need to be overly polished or scripted.
- **Story-Driven:** You share at least one personal anecdote or story of a child or family affected by No Kid Hungry's work. Stories with emotional resonance will stick with the audience.
- **Human First:** You speak as a person, not just a professional, and express empathy, maybe even a moment of vulnerability, sharing why this work matters to you personally.

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