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**VNR 1**

# “Dairy for the Holidays”

**November/December Dairy MAX - VNR**

*RUN TIME 1:50*

FINAL– November 24, 2015

*The sample anchor intro and tag information may be scripted to your preference. If you choose to use your own talent for the voice-over portions of this package, the script must be followed verbatim.*

SAMPLE ANCHOR INTRO

The Holiday season can be extremely busy, and that leaves little time for planning when it comes to meals and parties. That’s why serving a cheese platter is a solution that’s highly nutritious, quick, simple, and fun too. In this segment of *News from Dairy MAX* see how dairy can be the perfect choice for your holiday potluck dish.

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| **Scene** | **Notes** | Video | Audio |
|  |  | B roll of Holiday meal, serving spread, etc. | Holidays can be stressful, especially when it comes to cooking and serving up the perfect party dish. Serving cheese offers a great source for healthy eating without having to spend hours in the kitchen. |
|  | Joel Barohn, RD. | Medium shot of cheese.  Close up of nutrition label. | *“Serving cheese at your holiday party truly is a healthy option.It’s packed full of protein which helps keep you full and helps with weight maintenance. Here’s a fun fact; did you know that dairy is the number one source of calcium in the U.S.diet? ”* |
|  |  | B roll of active women, kids. | According to the latest US Dietary Guidelines, most Americans don’t get enough calcium in their diet which is important for growing bones. A cheese platter offers good nutrition without much planning or prep time |
|  | Joel Barohn, RD. | Close up of Colby Jack, Monterey jack, cheddar.  B roll of cheese prep, cheese paired with fruit, nuts, crackers.  Kids eating cheese. | *“A simple cheese plate really takes less than 10 minutes. Start with 3 cheeses, and for me I like cheddar, Swiss and Colby Jack. These are low in lactose which means if you’re lactose intolerant, they’re really easy on your tummy. Serve with fresh fruit, some crackers and some nuts and you’re really set to go. Moms and dads – research shows that kids are more likely to eat fresh fruits and vegetables when eaten with cheese.”* |
|  |  | B roll of cheese platter, b roll of dairy farm | Cheese is a crowd pleaser. Thank a dairy farmer during the holidays to recognize hard working dairy farmers taking care of their cows. Dairy cows must be milked 365 days a year so we can enjoy our holiday favorites including milk, cheese and yogurt. |
|  | Joel Barohn, RD. | Cheese b roll | *“Who could have a holiday party without cheese? It tastes great, it’s good for you, and best of all, no fuss in the kitchen. Happy holidays.”* |
|  |  | Dairy farm b roll.  Milk into fridge b roll. Pouring milk b roll. | For more dairy farming facts and easy holiday recipes, visit dairydiscoveryzone.com. And that’s ***News from Dairy MAX***. |

# SAMPLE ANCHOR TAG

Serving dairy like a simple cheese platter can add a healthy food option to your holiday menu. And with little to no prep time, that’s one more item you can check off your to-do list.

*For questions, please contact:*

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