Workshop 3b: Reincarnation: Adapting Your Story for Multiple Audiences

TOPIC: CSAs as a successful market model for beginning farmers

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| Venue | Type | Primary audience | Story/nut graf | Sources |
| SFQ | Magazine: print | Small farmers in the northeast. USDA zones 5,6 | CSAs are a relatively new market model that have enabled many young farmers to start up small operations in the Northeast. | A farmer, an extension agent, National Young Farmers Coalition |
| New York Times | Newspaper: print, online | Affulent, educated people in the northeast and across the U.S. (state-wide and national appeal) | CSAs are a market model that have caught on over the past decade to ensure new farmers success and consumers convenience, furthering the local foods movement. | A farmer, a longtime CSA member, an academic? |
| Tompkins Weekly | Local weekly print newspaper, op-ed section | Folks local to Tompkins County/Ithaca | How the 20+ CSAs in and around Tompkins County impact life here for farmers and consumers. Local CSA culture. | Farmer, consumer, Cornell professor? |
| Facebook: Ithaca Children’s Garden | Social media | Supporters of garden: parents, volunteers, visitors |  | Organizations we keep a relationship with: farms, seed companies |

TOPIC:

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SOURCES

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| Source | Their skills/interests/topics | Possible audiences  | Possible story topics |
| Kara Cusolito | Young female farmer, public children’s garden manager, food preserver, novice beekeeper, chicken raiser, journalist, hiker,  | Public garden employees, homesteaders, female gardeners and farmers, young farmers | Why young people are starting farms, Benefits of public gardens to communities |
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