

**PROJECT TITLE** Bridging the Communications Gap: Toward a More Informed Public Understanding of Sustainable Farming  
**PROJECT MANAGER** Katie Murray, PI; Michael Rozyne, co-PI; Julie Sweetland, co-PI

- WSARE Project Team
- FrameWorks
- Red Tomato

Activities	2021												2022												2023												2024									Responsible Party	
	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep		
<b>1 Communications Research</b>																																															
1.1 Reframe Candidates																																															FrameWorks
1.2 On-The-Street/On-Line Interviews																																															FrameWorks
1.3 Controlled Experiments																																															FrameWorks
1.4 Qualitative Frame Testing:Peer Discourse Session																																															FrameWorks
1.5 Toolkit development																																															FrameWorks
1.6 Writing final report																																															FrameWorks
1.7 Final report completed																																															FrameWorks
<b>2 Education</b>																																															
2.1 Hold introductory webinar (2 hr)																																															MR/KG
2.2 Develop 'train-the-trainor' workshop (4 hr)																																															WSARE Team
2.3 Hold 'train-the-trainor' workshop (4 hr)																																															MR/KG
2.4 Develop reframing intensive workshop (3 hr)																																															WSARE Team
2.5 Hold intensive reframing workshop (3 hr)																																															WSARE Team
2.6 Develop interactive listserve																																															MR/KG
2.7 Newsletter/project update																																															MR/KG
<b>3 Coordination</b>																																															
3.1 (bi-weekly) project meeting																																															WSARE Team
3.2 In-person full project team planning meeting																																															WSARE Team
3.3 Annual reporting																																															WSARE Team
<b>4 Evaluation</b>																																															
4.1 Webinar evaluation																																															WSARE Team
4.2 Reframing workshop evaluation																																															WSARE Team
4.3 Train-the-trainer' workshop evaluation																																															WSARE Team
4.4 Toolkit Evaluation																																															WSARE Team