



Outreach & Media Roster

Date	Where	What	Arranged by	Completed by	Impact
02/25/10	Varna Community Ctr	CCE Farmer's Marketing Meeting	Monika Roth, CCE invited KQJ	KQJ	Several farmers expressed interest in an online farmer's market
04/08/10	Cornell Cooperative Extension of Tompkins County, Willow Ave	Demo of prototype at Farmer's Mktg Meeting	Matt LeRoux & Monika Roth, CCE invited Authentrics	KQJ, DQJ, AF	Farmer feedback about system utility & features; dev't of marketing materials
05/10	May Issue of SCNYAG Cornell Cooperative Extension	Article for Southern Tier Produce News	Molly Shaw, CCE invited KQJ	KQJ	Newsletter distributed to area farmers
06/21-27/10	Tompkins Weekly	Article for Signs of Sustainability	Tom Shelley Announced Opportunity	KQJ	Article for local weekly newspaper written by KQJ
06/21/10	SustainableTompkins.org	Web Article for Signs of Sustainability	Gay Nicholson	KQJ	Posted on website
06/24/10	Cornell Cooperative Extension of TC, Willow Ave	Demo for Ag & Consumer Ed staff	Producer at WHCU	KQJ	Attended by: Monika Roth, Matt LeRoux, Ann Gifford, Carole Fisher
06/28/10	WHCU	Interview on Morning News Watch	Producer at WHCU	KQJ	Local radio station
07/20/10	Ithaca College	Presentation & Demonstration	Diana Furber	KQJ	10 Attendees
08/25/10	Ithaca Journal	Article & photo	Aaron Munther	KQJ	Front page feature story
Fall 2010	Edible Fingerlakes	Article: "Vitual Veggies"	Aaron Munther	KQJ	Regional magazine
09/17/10	Back to Democracy Panelist	Energy descent presentation on local food processing	Krys Cail	KQJ	20 Attendees
08/06/10	SustainableTompkins	Sustainability Map	Gay Nicholson	KQJ	Local sustainability advocacy organization
09/19/10	Tompkins Weekly	Article & photo	Rebecca Reeves	KQJ	Local newspaper article written by R.Reeves
10/15/10	WHCU	Radio Interview	WHCU	KQJ	USDA farmer to consumer interview
11/18/10	Mann Library Cornell	Local Food & Farmer Fair	Jeff Piestrak	KQJ, AF	Presentation delivered to group (#50) of farmers & local food advocates

Web presence (Aug, 2010): Facebook, Twitter (Feature farmer), WishingWell

KQJ: Katie Quinn-Jacobs, Project Manager
AF: Outreach Coordination

