



*edible* FINGER  
LAKES

PUBLIC RELATIONS PROPOSAL

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# EXECUTIVE SUMMARY

Edible Finger Lakes is a publication that aims to celebrate and promote food in the Finger Lakes region. The magazine focuses on the farms, vineyards, culinary artisans, chefs and home cooks, farmer's markets, food shops, country inns, restaurants, cafes and more. The magazine reaches 14 Counties in Central New York that surround the Finger Lakes. This includes Monroe, Chemung, Ontario, Tompkins, Schuyler, Wayne, Tioga, Onondaga, Seneca, Yates, Livingston, Cayuga, Cortland and Steuben. The geographic region covers 9,000 square miles, including 2 million acres of farmland and over 100 vineyards. The Finger Lakes region also rivals New York City in terms of restaurant per capita. This magazine informs the local residents who have lived there for years, as well as the tourist who wants to find a great place to eat during a visit.

The mission statement of Edible Finger Lakes is to promote local foods and festivities. Our group's goal also wanted to show people living in the region and visitors that fresh and local food is the most delicious, health and exciting option. We aim to keep consumers buying locally which also benefits local businesses.

In order to reach these initiatives, there needs to be an increase in subscriptions. We aim to increase the number of subscriptions by several thousand, aiming to ultimately hit 10,000 new subscribers. We hope to do this through several marketing executions.

One of the primary marketing initiatives that we are executing is a membership card. The membership card will come with all subscriptions and also be included in some promotions. The card will allow the subscriber to get deals at local businesses; restaurants, wineries, stores etc. This will increase subscriptions because there will be an incentive beyond just the magazine. People will be excited to know that they can read about all these local businesses, and then use their membership card to get deals at them.

In addition, we want to get write ups in the newspaper. Michael has a very unique story, as well as the Edible Finger Lakes magazine. We want to highlight this story in order to get people interested. As a result, subscribers will know that not only are they getting a magazine highlighting local food, but also a magazine that is run by someone who is an incredibly talented chef, and also very familiar with the area and amazing food within.

We have several future suggestions such as partnering with a case club, making a YouTube series, and offering a drawing to subscribers. With the case club, we aim to contact local vineyards to see if they would help promote the magazine by offering a discounted price when purchasing a case club. In return, Edible Finger Lakes would promote the vineyard.

As previously mentioned, our ultimate goal is to increase subscriptions by 7,500 to 10,000 and increase overall awareness and interest into the wonderful world of Finger Lakes agriculture and food.

# SWOT ANALYSIS





# SITUATIONAL ANALYSIS

## Economic Forces

The cost for a year's subscription to Edible Finger Lakes is \$20. After the recent recession, people are cutting back on purchases they may not think they need or have the disposable income to spend on such products. However, the subscription cost of Edible Finger Lakes accurately reflects the shelf price equivalent to four copies, but the magazine has recently expanding to include a fifth issue. Furthermore, the subscription cost for two years is \$38 and for three years is \$52, making each year a discounted price. In addition, subscribers have access to archival issues online and other exclusive benefits. However, Life in the Finger Lakes Magazine subscription cost is comparatively cheaper even though they produce the same number of issues per year.

## Sociocultural Forces

Recently, eating organic and locally grown foods has become a healthier and more beneficial trend in the food industry. Eating locally grown foods allows for the consumer to know the farm where the product is grown and how that farmer raise the produce. This food is fresher and tends to taste better due to less traveling. Moreover, the food travels through fewer hands decreasing the risk of contamination. In addition, buying locally grown foods helps support the surrounding economy.



# SITUATIONAL ANALYSIS

## Competitive Analysis

Although Edible Finger Lakes has no direct competition, there are other magazines that compete on the shelf such as Finger Lakes Magazine and Fresh Dirt.

### Life in the Finger Lakes Magazine

The main competing magazine is Life in the Finger Lakes. The magazine produces five issues per year and the subscription cost is \$14.95 for one year, \$23.95 for two years, \$31.95 for three years and the cost for an individual magazine is \$4.95, making the subscription cost more appealing. Subscribers also gain exclusive access to digital issues online. The magazine is specific to the Finger Lakes region and focuses on all the region has to offer from wedding locations to shopping and food. The magazine heavily incorporates advertisements as well as articles on various activities to partake in. Although the magazine suggests local places to eat, it does not mention the specific farms where produce is grown and distributed.

### Fresh Dirt

Fresh Dirt is a local, Ithaca magazine that focuses on sustainability initiatives and green living. The magazine is not in direct competition with Edible Finger Lakes, but it does compete for subscriptions and advertisement. Fresh Dirt publishes articles as well as discusses local stories on environmental improvements from new buildings, DIY and food in Ithaca. The magazine is published quarterly at \$19 for a year's subscription, but does not specify any added benefits of subscribing. Fresh Dirt is available for individual purchase at Green Star, Wegmans, Home Green Home, Gimmie! Coffee and other stores.

## Conclusion

Edible Finger Lakes can use this information to highlight the benefits of their magazine over their competitors. For example, the new membership card is unique to Edible Finger Lakes and provides added incentives such as discounts to local stores and samples for subscribing. Furthermore, Edible Finger Lakes offers access to archival issues and attractive discounts for longer periods of subscription.





PROMOTIONAL MATERIALS  
FINGER LAKES LOCAVORE CARD

The membership card is the primary focus of our marketing and public relations efforts. The card will come with a subscription to the magazine and will allow subscribers to get discounts at local businesses. The card will be high quality and have a credit card feel with Edible Finger Lakes and the name of the card, Locavore Card, on the front.

It will be a crossroad between the places the magazine features and an incentive to try new places.

The card will also get people excited about the magazine because they can get discounts at the places they read about.

The discounts will be for businesses across the Finger Lakes region and the types of businesses involved will range from wineries and bakeries to butchers and stores. Loyalty card members will feel like they are a part of an exclusive club, which is very exciting. They will enjoy knowing that they have an incentive to shop locally and support local businesses because there is an extra reason to go to "The Piggies" of the region versus "the Wal-Mart's".

Membership Card Release Party

One of the ways we plan on breaking the exciting membership card news, is by having a large release party. We were thinking that a venue such as La Tourelle would be fitting because it is a beautiful, local space. We would invite potential consumers via mail and have them RSVP. There would be a limited space so that people would be attending an exclusive event. People who attended would get a membership card as well as a pamphlet with all the information about the card, including the deals and where those deals were applicable. The other big aspect of this event, is the sponsors and businesses who have deals on the card would show up and interact with the consumers, potentially bring samples, and even potentially set up a booth to do tasting and explanations.

We recommend at some point, Michael briefly address the crowd and talk about the magazine, agriculture in the area, the importance of local shopping, and lastly and most importantly, how the magazine and membership card can help with eating healthier, locally, organically and purchasing products from local businesses.



PROMOTIONAL MATERIALS  
FINGER LAKES LOCAVORE CARD





PROMOTIONAL MATERIALS  
**FINGER LAKES LOCAVORE CARD**

POTENTIAL BUSINESS PARTICIPANTS

Company	Locations	Potential Deal	Comments
Americana	Interlaken, NY		
Anthony Road	Penn Yan, NY		
Arbor Hill	Ithaca, NY		
Arcadian	Rock Stream, NY		
Aurora Inn			
Bandwagon	Ithaca, NY		
Barrington Cellars	Penn Yan, NY		
Belhurst	Geneva, NY		
Bellwether Hard Cider	Trumansburg, NY		
Bet the Farm			Next to Wells
Beverage Center	Ithaca, NY		
Black Button Distilling	Rochester, NY		
Bob and Ruth's	Naples, NY		
Brews and Brats at Arbor Hill Grapery	Naples, NY		
Brown Hound Bistro	South Bristol, NY		
Buttonwood Winery	Romulus, NY		
Casa Larga Winery	Fairport, NY		
Cascata	Watkins Glen, NY		
Castel Grisch	Watkins Glen, NY		
Cayuga Ridge Winery	Ovid, NY		
Caywood	Ithaca, NY		
Cellar D'oor	Ithaca, NY		
Circus Truck	Ithaca, NY		
Collegetown Bagels	Ithaca, NY		
Corks and More	Ithaca, NY		
Cure Restaurant	Rochester, NY		
Dogtown	Rochester, NY		
Dr. Frank	Hammondsport, NY		
Eagle Crest Winery	Conesus, NY		
Earle Estates Winery and Meadery	Penn Yan, NY		
F. Olivers Oils and Vinigars	Rochester, NY		
Finger Lakes Wine Center	Canandaigua, NY		
Fox Run	Penn Yan, NY		
Fulkerson	Dundee, NY		
Glenora	Dundee, NY		
Good Luck	Rochester, NY		
Goose Watch	Romulus, NY		
Gorgers	Ithaca, NY		
Greenstar	Ithaca, NY		
Hazelnut Kitchen	Trumansburg, NY		

PROMOTIONAL MATERIALS  
**FINGER LAKES LOCAVORE CARD**

POTENTIAL BUSINESS PARTICIPANTS

Company	Locations	Potential Deal	Comments
Hedonist Ice Cream Shop	Rochester, NY		
Heron Hill Winery	Keuka Lake, Seneca Lake and Bristol (Canandaigua)		
Hopshire	Freeville, NY		
Hosmer	Ovid, NY		
Hunt Country	Branchport, NY		
Inspire Moore Winery	Naples, NY		
Ithaca Beer Company	Ithaca, NY		
Ithaca Coffee Company	Ithaca, NY		
Joe Bean Coffee Roasters	Rochester, NY		
Joseph Wayside Market	Naples, NY		
Jule's Kitchen	Naples, NY		
Southwestern Diner	Naples, NY		
Just a Taste	Ithaca, NY		
Keuka Spring	Ovid, NY		
King Ferry	King Ferry, NY		
Knapp	Romulus, NY		
La Tourell	Ithaca, NY		
Lakewood	Watkins Glen, NY		
Lamoreaux	Lodi, NY		
Lento	Rochester, NY		
Little Bleu Cheese Shop	Rochester, NY		
Long Point	Aurora, NY		
Lucas	Interlaken, NY		
Madelines	Ithaca, NY		
McGregor Vineyard	Dundee, NY		
Miles Wine	Himrod, NY		
Monica's Pies	Naples, NY		
Montezuma	Seneca Falls, NY		
Moosewood	Ithaca, NY		
Naked Dove Brewing Company	Canandaigua, NY		
Naples Grape Festival	Naples, NY		
Naples Mercantile	Naples, NY		
Northside Liquors	Ithaca, NY		
Open Face	Rochester, NY		
Penguin Bay	Hector, NY		
Pleasant Valley	Hammondsport, NY		
Prejean Winery	Penn Yan, NY		
Ravines	Seneca Lake and Keuka Lake		



PROMOTIONAL MATERIALS  
**FINGER LAKES LOCAVORE CARD**

POTENTIAL BUSINESS PARTICIPANTS

Company	Locations	Potential Deal	Comments
Raymor Estates Cellars	Winery in Bloomfield, NY but also located in many farmers markets <a href="http://raymorecellars.myshopify.com/pages/where-to-find-us">http://raymorecellars.myshopify.com/pages/where-to-find-us</a>		
Red Tail	Penn Yan, NY		
Rocco's Max at Eastman Place	Rochester, NY		
Rock Stream	Rock Stream, NY		
Rogue's Hollow			
Seedfolk	Rochester, NY		
Seneca Shore	Penn Yan, NY		
Sheldrake	Ovid, NY		
Six Mile Creek	Ithaca, NY		
Smugtown Muschrooms	Rochester, NY		
Steever Hill	Branchport, NY		
Story Lonesome Winery	Geneva, NY		
Stuarts Spices	Rochester, NY		
Supreme Venegar	Rochester, NY		
Susans			
Swann Market	Rochester, NY		
That Indian Drink	Ithaca, NY		
The Grainery	Naples, NY		
The Owl House	Rochester, NY		
The Piggery	Ithaca, NY	10% off \$50	
The Reverly	Rochester, NY		
Thirsty Owl	Ovid, NY		
Three Brothers Winery	Geneva, NY		
Tickle Hill	Hector, NY		
Torrey Ridge Winery	Penn Yan, NY		
Trata--The Restaurant at the Armory	Rochester, NY		
Varick Winery	Romulus, NY		
Ventosa	Geneva, NY		
Verityas	Rochester, NY		
Wagners	Lodi, NY		
White Springs	Geneva, NY		
Wilhelmus	Canandaigua, NY		
Zemeta Ethiopian Restaurant	Rochester, NY		

PROMOTIONAL MATERIALS  
**FINGER LAKES LOCAVORE CARD**

**Option 1 - Card Only**

Cr80 - .030" white PVC printed 2 colors plus special varnish on front and 1 color on back.

Quantity	Price
5000	\$.20/card
10000	\$.15/card

One time thermal printed personalization.

Quantity	Price
5000	\$.18/card
10000	\$.15/card

Pre-paid thermal printed personalization.

Quantity	Price
5000	\$.30/card
10000	\$.30/card

**Option 2 - Combo Card/Keytag**

Cr80 + 1 keytag combo card - .030" white overlaminated PVC printed 2 colors on front and 1 color on back.

Quantity	Price
5000	\$.34/card
10000	\$.33/card

One time digital personalization.

Quantity	Price
5000	\$.28/card
10000	\$.23/card

Pre-paid DOD personalization.

Quantity	Price
5000	\$.60/card
10000	\$.55/card

3 Plates at \$30.00 each = Flat \$90.00

Quantities quoted are +/- 10% Overs/Unders

Freight charges: FOB Plant

Production time: 12-16 business days after final proof approval.

They also will mail to lists as well as make inserts, envelopes and other personalized materials.

# PROMOTIONAL MATERIALS

## FINGER LAKES

### LOCAVORE DRAWING

Another promotion that Edible Finger Lakes could do in order to increase awareness and eventually subscribers is to hold a drawing. This drawing would be available for any subscriber to enter and it would start in the beginning of the year. Ideally, the drawing would end near the end of April so that the winners would be able to visit the Finger Lakes during the Fall or Spring. However, winners would be able to use their certificate for up to one year. In terms of prizes, there will be three tiers and there will be a variety of gift certificates for local businesses. The three specific businesses included are: Mirbeau, Red Newt Bistro, and Rasa Spa. Ultimately, this promotion would intrigue subscribers to visit the Finger Lakes and would also be a great reward for loyal subscribers.

#### Initial Introduction to Prospective Company

Dear (business name),

As editor-in-chief and founder of Edible Finger Lakes, I am currently working on a drawing for our 2,500 subscribers that will take place early next year. The drawing will be held from February through April and the winners will be chosen at the end of April. Three tiers of winners will be chosen and each prize will be redeemable for one year.

Using the credit that I have to \_\_\_\_\_, I am hoping to use this as a prize for one of the winners for the drawing. In addition to increasing awareness of Edible Finger Lakes, this drawing will also be a great way to advertise your business to locals in the New York region.

If you are interested in participating in this drawing, please email me at [Michael@ediblefingerlakes.com](mailto:Michael@ediblefingerlakes.com) no later than (date).

Thank you for your time. I look forward to hearing back from you.

Sincerely,  
Michael Welch  
Publisher and Editor-in-Chief  
Edible Finger Lakes  
[www.ediblefingerlakes.com](http://www.ediblefingerlakes.com)



# PROMOTIONAL MATERIALS

## FINGER LAKES

### LOCAVORE DRAWING

#### Follow-Up to Prospective Company

Dear (business name),

As the publisher and editor-in-chief of Edible Finger Lakes, I would like to offer you the opportunity to be included in a drawing through our magazine. As the only magazine that focuses on the diverse local foods, wines and spirits of the Finger Lakes, I believe that this promotion would be complete with a partner, such as \_\_\_\_\_, that showcases one of the best \_\_\_\_\_ experiences in the region.

I have a gift card worth \$\_\_\_\_\_ that I would like to use for this drawing. All subscribers to Edible Finger Lakes will be eligible to enter this drawing, and there will be three tiers of prizes. Edible Finger Lakes currently has more than 2,500 subscribers, and singleissue copies are sold at Wegmans and Barnes & Noble, wineries and independent stores in the Finger Lake Region. The \$\_\_\_\_\_ will be given to one of the three winners.

#### How You Will Benefit:

Cosponsors of our drawing will receive the following promotional consideration with your logo, image and descriptive copy:

- Insert on the drawing in (X number) issues of our magazine;
- Copy and imagery on our website;
- Posts on our Facebook, Pinterest, Instagram and Twitter
- Inclusion in my "Gist of the Mill" letter from the editor in the magazine

#### Drawing Logistics:

In order to enter online, entrants will need to log on to the Edible Finger Lakes website, click on the link leading to the drawing, and enter their contact information. Additionally, entrants will need to either tweet to Edible Finger Lakes or post something on Facebook about why he or she wants to visit \_\_\_\_\_.

If people do not want to enter online, they can send an insert back to the magazine. This insert will be included in the (specific issues). Each entrant will have to fill out his or her contact information and mail it back before the winners are chosen. By the end of April, three winners will be chosen out of the candidates who entered, and the winners will have one year to use their certificate. There will be three tiers of winners:

- First prize: \$400 to Mirbeau
- Second prize: \$300 to Red Newt
- Third prize: \$100 Rasa Spa

If you would like to be included in this drawing, please contact me at [Michael@ediblefingerlakes.com](mailto:Michael@ediblefingerlakes.com) by (date), so that we have enough time to set up specific promotions and advertising. I can gladly answer any questions you may have by phone, so please feel free to call me at (telephone).

Thank you for your time. I look forward to hearing back from you.

Sincerely,  
Michael Welch  
Publisher and Editor-in-Chief  
Edible Finger Lakes  
[www.ediblefingerlakes.com](http://www.ediblefingerlakes.com)



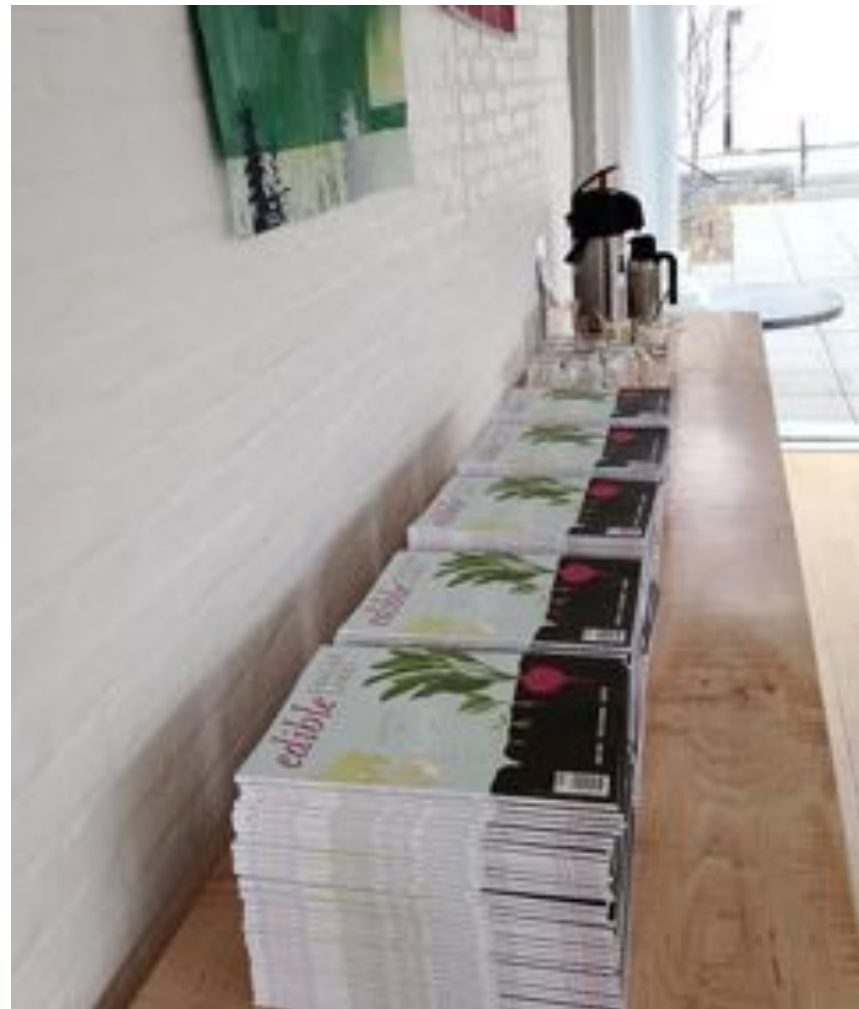
# PROMOTIONAL MATERIALS

## DOWNTOWN LIVING TOUR

The Downtown Ithaca Alliance is a non-profit organization that works to develop, promote and manage the Ithaca Downtown Business Improvement District which encompasses the commons and its surroundings. The Alliance holds special events year round, such as the Apple Harvest Festival, Chili Cook-Off, and the Downtown Living Tour. Downtown business are given the opportunity to participate in many of these events by contributing their product or sample to the event in a way that promotes their business.

The Downtown Living Tour presented us with the perfect opportunity to expose tour participants who are interested in living in downtown Ithaca to the publication. Placing 100 copies of Edible Finger Lakes Magazine at the Argos Inn was an excellent way to attract potential subscribers, promote the purpose of the magazine by collaborating with Argos Inn - a local staple, and build a relationship with the Downtown Ithaca Alliance.

The event took place Saturday, April 26th and attracted over 300 local and out-of-town guests.



# PROMOTIONAL MATERIALS

## DOWNTOWN LIVING TOUR

DOWNTOWN *living* TOUR  
ITHACA, NY

— AN OPEN HOUSE OF URBAN LIVING —

The Downtown Ithaca Alliance has a very exciting opportunity coming up that we would like to invite you to participate in. **Downtown Living Tour** is a self-guided tour highlighting the growing urban living opportunities in Downtown Ithaca on **Saturday April 26th 1-4pm**.

Tour guests will attend open house showings of apartments in buildings within and surrounding the commons. They will register to gain a **"Downtown Tour Pass"** for access to apartments, tour samples, tastings, and the chance to win a \$100 gift cards to downtown retailers. They will wear this pass for the entire tour to identify them as a participant. In addition to touring living options, we would like to make sure that guests get a **true feel for life downtown - that's where you come in**. What would a downtown Ithaca tour be without experiencing all the wonderful reasons to spend your day here in downtown?

We would like to involve and **promote your local business** by placing you on our tour map. **Your location would be the place for living tour guests to stop in for a complimentary sample or tasting**. As a participant, our expectation is that you accommodate the **first 100 guests** on the tour with your sample or giveaway. We are anticipating approximately 300 guests on the tour if the weather is nice. If you would like to accommodate more than the first 100 people, feel free!

Please let us know by **April 10th** if you are participating in the tour, and what your promotional item will be if it is not the suggested option. The promotional item can be general or specifically related to your business. Please contact [helpoutdowntown@gmail.com](mailto:helpoutdowntown@gmail.com) or call Patty at the DIA office [\(607\)-277-8679](tel:607-277-8679) for more details. **Thank you!**



## PROMOTIONAL MATERIALS

# HARRIS SEEDS

We hope to establish a cross-promotional relationship with Harris Seeds to provide seasonal incentives that encourage renewals, new subscriptions and gift subscriptions. Harris Seeds provides herbs, vegetable and flower seeds to home gardeners. As you'll see, we have left some blanks for information that may or may not be available. For example, we don't know if you have demographic information on your subscribers that would be important to share. It would be ideal if you had any information on their interests in gardening.



### Initial Email

Dear (representative),

We hope you enjoyed reading the feature story on Harris Seeds in the spring 2014 issue of Edible Finger Lakes. I am writing to you on behalf of Michael Welsh, publisher and editor in chief of Edible Finger Lakes. The magazine now has five seasonal editions, each showcasing the bounty of the Finger Lakes throughout the year. The magazines can be bought individually at Wegmans, Green Star and Barnes & Noble, as well as at wineries and stores throughout the region. Edible Finger Lakes currently has 2,500 subscribers, of which (X) percent partake in home gardening.

We are hoping to establish a partnership with Harris Seeds to create crosspromotional material that would appeal to our current and future subscribers, as well as to prospective buyers of your seeds. As an incentive to encourage renewals, new subscribers and gift subscriptions, we would like to include a complimentary package of Harris Seeds in a thank you letter for subscribing, which would reflect the seasonal options available at that time.

I will be contacting you at the end of the week to see if this would be of interest to Harris Seeds. Meanwhile, if you have any other questions feel free to contact me at (XXX) XXX-XXXX.

Sincerely yours,  
Your interns name(or other contact)  
Public relations for Edible Finger Lakes  
(or this letter can be reworded and sent by Michael)

## PROMOTIONAL MATERIALS

# HARRIS SEEDS

### Follow-Up Email

Dear (representative),

Thank you for your interest in a crosspromotional relationship with Edible Finger Lakes. We hope to promote both Edible Finger Lakes and Harris Seeds by undertaking the following activities:

- Creating binding cards with images of packages of Harris Seeds and your logo in the printed incentive to renew, subscribe or give gift subscriptions;
- Providing discounted advertising space of (X) percent in exchange for the Harris Seeds packages;
- Including copy on the incentive on our website, Facebook and our blog;
- Sending packets of the seeds with a thank you note in a padded envelope to those renewing or starting new subscriptions, as well as to the recipients of gift subscribers.

We hope to build a longlasting relationship with Harris Seeds that increases brand awareness and sales for both companies. I'll contact you next week to discuss this proposition in greater depth. Meanwhile, please feel free to call me at (XXX) XXX-XXXX or you can reach me by email at XXX.

Sincerely ,  
Your interns name (or other contact)  
Public relations for Edible Finger Lakes  
(or this letter can be reworded and sent by Michael)





# PROMOTIONAL MATERIALS EMMY'S ORGANICS

We would also like to provide seasonal incentives by forming a cross-promotional relationship with Emmy's Organics, a young local business that sells gluten and wheat free, vegan and organic products. They offer their signature macaroons in a variety of flavors with three macaroons per package. As with Harris Seeds, we have left some blanks for you to fill in. The contact is Samantha Abrams, cofounder, who can be reached by phone at (607) 319-5113 and by fax at (866) 824-3702.



## Initial Email

Dear Samantha,

I am writing to you on behalf of Michael Welsh, publisher and editor in chief of Edible Finger Lakes. The magazine now has five seasonal editions, each showcasing the bounty of the Finger Lakes throughout the year. The magazines can be bought individually at Wegmans, Green Star and Barnes & Noble, as well as at wineries and stores throughout the region.

We are hoping to establish a partnership with Emmy's Organics to create cross-promotional material that would appeal to our current and future subscribers, as well as to prospective buyers of your products. As an incentive to encourage renewals, new subscribers and gift subscriptions, we would like to include a complimentary package of Emmy's Organics macaroons in a thank you letter for subscribing, which would reflect the seasonal options available at that time.

I will be contacting you at the end of the week to see if this would be of interest to Emmy's Organics. Meanwhile, if you have any other questions, please feel free to contact me at (XXX) XXX-XXXX.

Thank you for your time,  
Your interns name (or other contact)  
Public Relations for Edible Finger Lakes  
(or this letter can be reworded and sent by Michael)

# PROMOTIONAL MATERIALS EMMY'S ORGANICS

## Follow Up Email

Dear Samantha,

Thank you for your interest in a cross-promotional relationship with Edible Finger Lakes. We hope to promote both Edible Finger Lakes and Emmy's Organics by undertaking the following activities:

- Creating binding cards with images of packages of Emmy's Organics and your logo in the printed incentive to renew, subscribe or give gift subscriptions;
- Providing discounted advertising space of (X) percent in exchange for the Emmy's packages;
- Writing an article on Emmy's Organics in one of our issues.
- Including copy on the incentive on our website, Facebook and our blog;
- Sending packets of Emmy's Organics macaroons with a thank you note in a padded envelope to those renewing or starting new subscriptions, as well as to the recipients of gift subscribers.

We hope to build a longlasting relationship with Emmy's Organics that increases brand awareness and sales for both companies. I'll contact you next week to discuss this proposition in greater depth. Meanwhile, please feel free to call me at (XXX) XXX-XXXX or you can reach me by email at XXX.

Sincerely ,  
Your interns name (or other contact)  
Public relations for Edible Finger Lakes  
(or this letter can be reworded and sent by Michael)





PROMOTIONAL MATERIALS

# HARRIS SEEDS & EMMY'S ORGANICS THANK YOU CARD

*This is an example of the Thank You card to send out to subscribers after they register. The seeds or macaroons would be included in the package and below is an example of what the inside could say.*



Dear Membership Card Holder,

Thank you for subscribing with Edible Finger Lakes. As a member, you will gain access to discounts at various restaurants in the region. This includes wineries, eateries and everything in between. As you can see, this card includes a sample of sunflower seeds from Harris Seeds in Rochester, N.Y., as our gift to you for subscribing.

Harris Seeds offers a variety of seeds for fruit, vegetable and flowers. Check out [HarrisSeeds.com](http://HarrisSeeds.com) for more information on seeds and [ediblefingerlakes.com](http://ediblefingerlakes.com) for a list of membership stores.

Happy growing!

Sincerely,

Michael Welch  
 Publisher and Editor-in-Chief

PROMOTIONAL MATERIALS

# SUBSCRIPTION INSERT

Subscription inserts need to convince readers that they should stop and subscribe to the magazine within the few seconds before they turn the page. The updated card gives readers reason to stop with a price-savings display that pops and a side panel that lists the benefits of subscribing. Below are five versions of the subscription card - one for each themed issue. If themed inserts are not cost efficient, the "wine" insert is recommended for year-round use.

*edible*  
FINGER LAKES

NOW 5 ISSUES EACH YEAR FOR THE SAME LOW PRICE OF \$19.95

MEMBERSHIP CARD WITH ACCESS TO BENEFITS AT LOCAL SHOPS, RESTAURANTS, WINERIES, AND MORE

ACCESS TO DIGITAL ARCHIVE ONLINE

Subscribe online!  
[www.ediblefingerlakes.com](http://www.ediblefingerlakes.com)

### Savour Every Issue

- 3 YEARS - 15 ISSUES - \$52  
SAVE 30%
- 2 YEARS - 10 ISSUES - \$38  
SAVE 25%
- 1 YEAR - 5 ISSUES - \$19.95  
SAVE 20%

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

PAYMENT ENCLOSED    BILL ME LATER

Rates are valid in the US only. All subscriptions will start with the next regularly scheduled issue.

*edible*  
FINGER LAKES

NOW 5 ISSUES EACH YEAR FOR THE SAME LOW PRICE OF \$19.95

MEMBERSHIP CARD WITH ACCESS TO BENEFITS AT LOCAL SHOPS, RESTAURANTS, WINERIES, AND MORE

ACCESS TO DIGITAL ARCHIVE ONLINE

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# PROMOTIONAL MATERIALS TIMETABLE

Event	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Finger Lakes Drawing												
Downtown Ithaca Alliance												
Harris Seeds & Emmy's Organics												
Finger Lakes Locivore Card												

# PRESS KIT MATERIALS BIOGRAPHY



Michael Welch  
Publisher and Editor-in-Chief  
Edible Finger Lakes Magazine

Michael Welch is the publisher and editor-in-chief of Edible Finger Lakes, a food and beverage magazine that highlights the seasonal culinary bounty of the Finger Lakes Region. He oversees all aspects of managing the magazine and its editorial content on the regional food scene, spanning 9,000 square miles in the 14 counties in Central New York located within and surrounding the Finger Lakes.

Michael began this publication in 2007, a year after leaving New York City for the countryside in Ithaca, N.Y. His passion for regional produce began when he was a chef seeking the freshest and highest quality food for his clientele. Upon relocating to Ithaca, Michael discovered the Finger Lakes, rich with local foods, wineries and agricultural events, in what is considered one of America's fastest growing culinary regions. He quickly realized that the area was lacking a one-stop resource that provides residents and visitors with intelligence on the vast local agricultural scene. This sparked the launch of Edible Finger Lakes, which is part of Edible Communities, a publishing and information services company on culinary regions throughout North America. Michael shares the publishing company's mission to connect consumers with local foods in their community.

Prior to living in Ithaca, Michael lived in Brooklyn, New York, where he ran Full Plate, a private chef business and catering business serving families in Brooklyn and the Hamptons. In addition, he set up workshops at health centers and cooperative markets throughout the five boroughs.

Before working in the catering and restaurant business, Michael was a project manager at the United States of America Internal Development in Washington D.C. where he managed family planning and nutrition in developing countries.

Michael gained his culinary education at the Natural Gourmet Institute in New York City, where he completed a chef training program and received a certificate in holistic health counseling. Michael received a bachelor's degree in psychology at Penn State University in State College, P.A.

Michael was born in Hampton, V.A. where his father was stationed in the airforce, and raised in Belgium due to his father's relocation. He came to the U.S. at the age of 18 to attend college. Michael moved to Ithaca in 2006 with his wife, Zoe Becker, who is a native of the Finger Lakes and a graduate of Cornell University. He is a member of the Slow Food Finger Lakes Movement that celebrates and champions the local foods.

###



# PRESS KIT MATERIALS

## FACT SHEET:

### EDIBLE FINGER LAKES

**Description** Edible Finger Lakes is a culinary magazine featuring Central New York and the Finger Lakes region, which includes the counties of Cayuga, Chemung, Cortland, Livingston, Monroe, Ontario, Oneida, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne and Yates. The magazine is part of the Edible Communities series, a publishing company that promotes local agricultural attributes of specific regions in the U.S. and Canada. Edible Finger Lakes is dedicated to promoting and celebrating regional food and beverages. Editorial content features the region's farms and farmers, vineyards, culinary artisans, food shops, country inns, agricultural events, and restaurants and cafes.

**Mission** The magazine provides a one-stop resource to both residents and visitors seeking information on the Finger Lakes region's agricultural bounty. It serves a few missions: to promote local foods and festivities; to persuade people living in the region and people visiting that fresh food from the area is the most delicious, exciting and healthy choice; to encourage buying locally by supporting local farms and businesses; and to share stories, recipes, tips and photographs that readers can enjoy and learn from.

**Year Founded** 2007

**Editorial Content** Edible Finger Lakes contains articles and essays reporting the ins and outs of local eating and drinking. Each issue includes the following sections:

- **morsels** uncover newest culinary finds in the region.
- **Edibles Excursions** showcases eating, drinking and shopping tours.
- **Liquid Assets** covers the people, methods and ingredients behind all types of Finger Lakes beverages.
- **Fields of Plenty** highlights the farmers, growers and foragers who bring nature's bounty to our plates.
- **Wines of the Season** helps readers make seasonal decisions about their wine selection.
- **Back of the Horse** goes behind the scenes with professional chefs, providing recipes, anecdotes and mouth-watering photographs.

Each issue also covers specific themes:

- The  **Local Heroes** issue announces the results of the annual contest on the people making a difference in the local agricultural scene.
- The  **Wine** issue is devoted to the winemakers and wineries in the region.
- The  **Summer Cooking and Grilling** issue provides insight on where to buy the freshest foods for outdoor dining, including recipes.
- The  **Good Meat** issue offers advice on where to buy the freshest beef, pork and poultry in the region.
- The  **Holiday** issue showcases holiday menus and events, as well as resources on where to buy holiday foods, wines and gifts.

# PRESS KIT MATERIALS

## FACT SHEET:

### EDIBLE FINGER LAKES

**Other Resources** Edible Finger Lakes provides online resources, including seasonal recipes, an event calendar and a map outlining local resources. The website also features a blog called Edible Finger Lakes: The Word on Food in the Finger Lakes. Subscribers also gain access to the online archive of all issues past and present.

**Subscription** An annual subscription to Edible Finger Lakes costs \$19.95, and includes four magazines that are delivered seasonally. This year, 5 themed issues are being released instead for the first time.

**Single Purchase** A single purchase at a retailer costs \$4.99. Edible Finger Lakes can be found in over 250 stores, mainly in the 14 counties that surround the Finger Lakes, as well as in Albany, the Hudson River Valley, New York City, and locations in and near Philadelphia and Washington, D.C.

- 40 Wegmans locations
- Winery tasting rooms
- Gourmet grocery stores
- Airport gift shops
- Espresso bars and coffee shops
- Natural food markets
- Bookstores and newsstands
- Wine and beer retailers

**Founder** Michael Welch, publisher and editor-in-chief

**Website** [www.ediblefingerlakes.com](http://www.ediblefingerlakes.com)

**Social Media** Facebook, Pinterest, Twitter, Google+, LinkedIn

**Address** PO Box 207, Ithaca, NY 14850

**Telephone** 607-272-0960

**E-mail** [info@ediblefingerlakes.com](mailto:info@ediblefingerlakes.com) for general inquiries  
[subscriptions@ediblefingerlakes.com](mailto:subscriptions@ediblefingerlakes.com) for subscriptions  
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###



# FACT SHEET: AGRICULTURE IN THE FINGER LAKES REGION

## Historical Facts

About 2 million years ago, a series of glacial flows retreated across what is now New York State. These massive bodies of ice carved out areas within the earth, causing gorges. Today, the gorges throughout the Finger Lakes region have become popular attractions. The Native Americans who lived in the area believed that the Finger Lakes were the fingerprints of the Great Spirit, who reached down and touched the earth, transforming it into sacred ground.

The Finger Lakes region has always been known for fertile land as the Seneca, Cayuga and Onondaga Native Americans were historically very successful at growing crops. In particular, they grew corn, beans and squash, which are still grown in the region today. During the American Revolutionary War, many soldiers who were sent to the area and commented on the fertility of the land and great crops, and ended up returning to the region after service to farm.

There are 11 Finger Lakes: Canadice, Canandaigua Cayuga, Conesus, Hemlock, Honoye, Kuka, Otisco, Oswego, Seneca and Skaneateles.

## Modern Day Facts

Agriculture is currently New York's No. 1 business; New York is the second largest apple-producing state. Central New York and the Finger Lakes region span 9,000 square miles, including 2 million acres of dedicated farmland.

The Finger Lakes Organic Growers Cooperation allows people to enjoy great tasting, certified organic vegetables, herbs, fruits and nuts grown on small family farms using sustainable practices. The vegetables, fruits and other organic products are fresh and don't take a lot of fuel to get where they need to go. Buying organic helps keep the organic farmers in business and keep the land productive as well as the rural communities alive. The products are nutritious and great tasting because of the healthy soil.

Organic refers to produce grown without the use of pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms or ionizing radiation. It is grown without the use of synthetic pesticides, which benefits people who have a high sensitivity to environmental toxins. Organic farming is also good for farmers and farmworkers, as they don't come in contact with pesticides. The lack of pesticides is also much better for the environment.

The Finger Lakes is the region responsible for the majority of the wine that comes out of New York. The Finger Lakes region also has recently been noticed as producing incredible apple cider and, even more recently, microbrews.

# FACT SHEET: AGRICULTURE IN THE FINGER LAKES REGION

## Finger Lakes Produce

The Finger Lakes yields an abundance of vegetables, fruits and herbs. This wide variety of produce changes on a seasonal basis:

### Spring

Asparagus, garlic greens, garlic scallions, culinary herbs, mesclun, snap peas, snow peas, parsley, radishes, ramps, dillweed and spinach.

### Summer

Basil, blueberries, green beans, yellow wax beans, dragon tongue beans, carmeloupes, cilantro, corn, culinary herbs, broccoli, carrots, green and red chard, cucumbers, dill, edamame, edible flowers, peppers, kale, leeks, lettuce, melons, mint, tomatoes and more.

### Fall

Apples, basil, bell peppers, broccoli, Brussels sprouts, cabbage, grapes, cucumbers, kale, cranberries, winter squash, potatoes, eggplant, garlic, hot peppers, cilantro, pumpkins, radishes, rutabaga, shallots, spinach, and many more.

### Winter

Beets, brook trout, cabbage, carrots, garlic, onions, parsnips, potatoes, rutabaga, turnips, winter radishes and winter squash.

## Agricultural Experiences

The Finger Lakes region offers agricultural experiences for visitors and tourists. Farmers markets thrive in many communities and farm stands are set up throughout the region in spring and fall. Many farms offer U-pick, where people get to pick their own fruits and vegetables. There are many experiences people can take part in that give insight into local agriculture in the Finger Lakes, such as the Cheese Trail or the Beer Trail. Many local grocery stores also sell local produce and meats. Many agricultural events are held throughout the year, such as Apple Fest, Chili Fest, Oktoberfest and Chili Fest in Ithaca that highlight local produce and cooking. Edible Finger Lakes publishes annual issues on Summer Cooking and Grilling, Good Men, Local Heroes and Wine, as well as a new Holiday issue. In addition, regular features provide information on the agricultural scene throughout the region.

###



# FACT SHEET: WINE, BEER & SPIRITS IN THE FINGER LAKES REGION

## New York State Wines

Around 1,384 family-owned vineyards span a total of 32,000 acres in New York State. The average grape harvest in New York is worth \$32 million. Of the grapes harvested, 71 percent is for juice, 28 percent is for wine, and 1 percent is for fresh fruit. Of the approximately 212 wineries, 191 have been established since 1976, so this is a fairly new but booming industry.

## Wines in the Finger Lakes

Finger Lake specialties include sparkling wines, Riesling, Pinot Noir and Ice Wine while the leading varieties are Chardonnay, Riesling, Pinot Noir and Cabernet Franc, as well as French-American varieties. Out of the five major areas of grape growing in New York, the Finger Lakes region has the greatest number of wineries. The region has 9,393 total acres of vineyards and 119 wineries. The growing season lasts about 190 to 205 days and produces 54,600 tons of grapes. The wines of the Finger Lakes are produced in a range of styles from dry, crisp early harvest whites to full-bodied dry reds to sweet and fruity blush wines. Several environmental influences that affect the grapes and, in turn, the wine produced, include sloping on hills and air drainage, as well as the moisture and water from the Finger Lakes.

The Finger Lakes Wine Festival is held at Watkins Glen in mid-July, offering tastings of many of the Finger Lakes wines. Many wineries offer tasting and tours, as well restaurants showcasing their wines and local cuisine. <http://www.fingerlakeswinecountry.com/> is a resource to book wine tours.

## Finger Lakes Breweries

The Finger Lakes region is one of the fastest growing regions in terms of craft beer. There are dozens of brewpubs (pubs that brew their own beer) as well as breweries. Home brewing also has grown exponentially. Stores like Ithaca Coffee Company carry kits and all the supplies needed to brew at home. Several homebrew associations are in Rochester, Canandaigua, Endwell, Endicott, Pennfield, Maslin and Ithaca. In 2013, 11 new breweries popped up in the Ithaca Area, and 18 new members were added to the Beer Trail, a collection of breweries in the Ithaca area. Similarly, the breweries also have tastings and tours, such as Ithaca Brewery.

## Other Spirits in the Finger Lakes

Spirits, such as whiskey, gin and vodka, are becoming popular in the Finger Lakes too due to the fertile ground and access to fresh crops and grains. The Finger Lakes is ideally positioned to grow grapes, berries, rye, corn, and other fruits and grains.

## Other Resources

Edible Finger Lakes is an excellent resource on wine and wineries, breweries and distilleries in the Finger Lakes region. It features an annual issue on wines, every issue contains a Liquid Assets feature.

###

# MEDIA LIST

## Online & Print

### Cortland Standard: Cortland

Section: Living & Leisure

Editor: Katie Hall: [living@cortlandstandard.net](mailto:living@cortlandstandard.net)

### Finger Lakes Times: Finger Lakes

Sections: Food & Wine

Managing Editor: Chuck Schading: [editor@ftimes.com](mailto:editor@ftimes.com)

News Story: Mike Cutillo: [mcutillo@ftimes.com](mailto:mcutillo@ftimes.com)

### FREETIME: Rochester

Sections: Eat and Drink

Executive Editor: Sue Cannon: [freetime@frontiernet.net](mailto:freetime@frontiernet.net)

Editor: Thomas Cannon: [freetime@frontiernet.net](mailto:freetime@frontiernet.net)

Assistant Editor: Eileen Earley: [freetime@frontiernet.net](mailto:freetime@frontiernet.net)

### Fresh Dirt: Ithaca

Editor in Chief: Tommy Dunne: contact on website

Executing Editor: Rebecca Barry: contact on website

### Ithaca Journal: Ithaca

Sections: Life, Local Businesses

Executive Editor: Neill A. Borowski: [nborowski@gannett.com](mailto:nborowski@gannett.com)

Managing Editor: Bruce Estes: [bestes@elmira.gannett.com](mailto:bestes@elmira.gannett.com)

### Ithaca Times: Ithaca

Sections: Visit Ithaca, A&E: food

Managing Editor: Bill Chaisson: [editor@ithacatimes.com](mailto:editor@ithacatimes.com)

Associate Editor: Lou DiPietro, [arts@ithacatimes.com](mailto:arts@ithacatimes.com)

### New York Times: New York, NY

Section: Food and Wine

Editor: Eric Asimov: [asimov@nytimes.com](mailto:asimov@nytimes.com)

### Rochester Business Journal: Rochester

Section: Local Businesses

Editor: Nathan Dougherty: [natdougherty@rbj.net](mailto:natdougherty@rbj.net)

### Rochester Democrat & Chronicle: Rochester

Section: Life

Editor: Karen Miltner: [kmiltner@democratandchronicle.com](mailto:kmiltner@democratandchronicle.com)



## PRESS KIT MATERIALS MEDIA LIST

### Online & Print (continued)

**Rochester Magazine:** Rochester

Sections: Life: things to do

Editor: Mark Liu: [mliu@gannett.com](mailto:mliu@gannett.com)

**The Daily Gazette:** Schenectady

Section: Lifestyle & Arts

Editor: Karen Bjornland: [kbjornland@dailygazette.net](mailto:kbjornland@dailygazette.net)

**The Post Standard:** Syracuse

Sections: Entertainment: Food & Dining, Dining Out, Cooking & Recipes, Wine & Drink

Editor: Don Cazentre: [dcazentre@syrcause.com](mailto:dcazentre@syrcause.com)

**Times Daily:** Albany

Sections: Life:food

Editor: Teri Thornton: [teri.thornton@timedaily.com](mailto:teri.thornton@timedaily.com)

**Wine Spectator:** NYC

Website Assistant Managing Editor: Joe Meyerson: [jmeyerson@mshanken.com](mailto:jmeyerson@mshanken.com)

Web Site Managing Editor: Dana Nigro: [dnigro@mshanken.com](mailto:dnigro@mshanken.com)

### Blogs

**Cayuga St. Kitchen:** Ithaca

Blogger: Emma Frisch: [emmavfrisch@gmail.com](mailto:emmavfrisch@gmail.com).

Link: <http://www.cayugastkitchen.com/p/aboutemma.html>

**Cayuga Pure Organics:** Brooktondale

Blogger: Erick Smith: Farm owner/founder: [Erick@cporganics.com](mailto:Erick@cporganics.com)

Link: <http://www.cporganics.com/blog>

**Cookin' in the 'Cuse:** Syracuse

Blogger: Jennifer: [jlbasker@syr.edu](mailto:jlbasker@syr.edu)

Link: [http://jbsyracuse.typepad.com/cookin\\_in\\_the\\_cuse/aboutjenniferandcookininthecuse.html](http://jbsyracuse.typepad.com/cookin_in_the_cuse/aboutjenniferandcookininthecuse.html)

**Corning & the Finger Lakes:** Finger Lakes

Blogger: Kimberly Thompson: [kthompson@corningfingerlakes.com](mailto:kthompson@corningfingerlakes.com)

Link: <http://www.corningfingerlakes.com/blog>

Lindsay Prichard: Correspondent for Finger Lakes

Kevin Welch: Correspondent for Finger Lakes

Paul Zorovich: Correspondent for Finger Lakes

General Email: [editor@newyorkcorkreport.com](mailto:editor@newyorkcorkreport.com)

Link: <http://newyorkcorkreport.com/>

**Culinary Types:** New York

Blogger: T.W. Barritt: [twbarritt@culinarytypes.com](mailto:twbarritt@culinarytypes.com)

Link: <http://culinarytypes.blogspot.com/>

Notes: contributor to Edible Long Island

**Eggs on Sunday:** Ithaca

Blogger: Amy: [eggsonssunday@gmail.com](mailto:eggsonssunday@gmail.com)

Link: <http://eggsonssunday.wordpress.com/>

Notes: writes the seasonal Cooking column for Edible Finger Lakes

## PRESS KIT MATERIALS MEDIA LIST

### Blogs (continued)

**Family, Love, Wine Blog:** New York

Blogger: Melissa Dobson: [Melissa.Dobson@avantguild.com](mailto:Melissa.Dobson@avantguild.com)

Link: <http://familylovewine.wordpress.com/page/4/>

**Grapes and Grains NYC:** New York

Blogger: David Flaherty: email on blog

Link: <http://www.grapesandgrainsnyc.com/bio/>

Notes: Featured in Edible Manhattan

**Grub Street:** New York

Blogger: Belle Cushing: [grubstreet@nymag.com](mailto:grubstreet@nymag.com)

Link: <http://www.grubstreet.com/>

**Healthy Green Kitchen:** New York

Blogger: Winnie Abramson: [winne@healthygreenkitchen.com](mailto:winne@healthygreenkitchen.com)

Link: <http://www.healthygreenkitchen.com/workwithme:>

**Home in the Finger Lakes:** Finger Lakes

Blogger: Jennifer Morrissey: email on blog

Link: <http://www.homeinthefingerlakes.com/>

**Ithaca's Food Web:** Ithaca

Blogger: Alison Fromme: [alisonfromme@nasw.org](mailto:alisonfromme@nasw.org)

Link: <http://ithacasfoodweb.blogspot.com/>

**New York Cork Report:** Hudson Valley

Executive Editor: Lenn Thompson: [lenn@newyorkcorkreport.com](mailto:lenn@newyorkcorkreport.com)

Link: <http://newyorkcorkreport.com>

**New York Cork Report:** Finger Lakes

Managing Editor: Evan Dawson: [evan@newyorkcorkreport.com](mailto:evan@newyorkcorkreport.com)

Correspondent for Finger Lakes: Lindsay Prichard: [lindsay@newyorkcorkreport.com](mailto:lindsay@newyorkcorkreport.com)

Correspondent for Finger Lakes: Paul Zorovich: [paul@newyorkcorkreport.com](mailto:paul@newyorkcorkreport.com)

Link: <http://newyorkcorkreport.com>

**The Food Section:** New York

Blogger: Josh Friedland: [josh@joshfriedland.com](mailto:josh@joshfriedland.com)

Link: [http://www.thefoodsection.com/foodsection/2003/07/about\\_the\\_food\\_.html](http://www.thefoodsection.com/foodsection/2003/07/about_the_food_.html)

**The Hungry Foodie:** New York

Blogger: Gina: [elenderel@yahoo.com](mailto:elenderel@yahoo.com)

Link: <http://thehungryfoodie.blogspot.com/search?updatedmax=20080526T09:57:0004:00>

**Wine & Vine:** Rochester

Blogger: Sheila Livadads: email on blog

Link: <http://blogs.democratandchronicle.com/wine/>



# PRESS KIT MATERIALS

## PITCH LETTER

To: James Lawrence (jlawrenc@democratandchronicle.com)

From: Drew Zieff

Subject: Importance of eating local and organic and how Edible Finger Lakes can help

Date: March X, 2014

Dear James:

Within the last few years, eating local, fresh, healthy and organic foods has exploded in popularity. There is an emphasis on supporting local businesses, getting the freshest food products and knowing that nothing harmful to the consumer or farmer went in to raising livestock or growing fruits, vegetables and herbs.

New York's number one business is agriculture, meaning that there are infinite possibilities due to its size and scope. Within New York, several regions are known for fertile soil and growing delicious vegetables and fruits. One of the biggest regions in terms of agriculture is the Finger Lakes, with its 11 lakes surrounded by fertile and health soil, providing excellent local produce.

Edible Finger Lakes is a fairly new branch of Edible Communities magazines and provides locals and visitors important information about organic food and cooking, including opportunities to explore Finger Lakes agriculture, whether through farmers markets, the Cheese Trail, the Craft Beer Trail, U-pick farms, and many more events and possible experiences. The magazine covers 14 counties in the region, including Monroe County, so the content is relevant to a large group of people. It shows people how to eat healthy and organically, support local businesses, and enjoy all the region has to offer in terms of food, beer, spirits, wine and more.

We would like to introduce you to Michael Welch, the founder, publisher and editor-in-chief of Edible Finger Lakes, who can share with you his perspective on the culinary scene in the Finger Lakes. As a former chef, owner of a catering business, and health and nutrition expert, Michael is passionate about helping our local agricultural businesses thrive.

I would be delighted to set up an interview with you and Michael. I also can send you a few recent issues of the magazine. I will call you within the next two weeks to see if you are interested. Meanwhile, please feel free to contact me at my email listed below.

Sincerely,

Drew Zieff  
zieffd@gmail.com

# PRESS KIT MATERIALS

## OP-ED

### Benefits of Community-Supported Agriculture in Your Neighborhood

With the warmer months emerging, we soon can pick from the bounty of freshly food grown in our area, bypassing many of the imported vegetables and fruits in the supermarket. What's more is that eating locally grown and organic food has become the latest and most beneficial trend in the food industry. According to the Organic Trade Association, 78 percent of American families buy organic groceries. By offering ultrafresh produce directly from local farms, CommunitySupported Agriculture (CSA) has become increasingly popular especially in Rochester and other parts of Upstate New York. CSA programs offer various types of memberships that allow individuals to pick up fresh, organic and seasonal vegetables, fruits, herbs and flowers from a specific farm.

A good example of a CSA program in Rochester is the Good Food Collective, which offers different types of CSA memberships. The membership is first based on season, then location and finally share type. The membership is offered yearround and can be pickedup at five locations. The locations include Harley School, JCC of Greater Rochester, Perinton Community Center, Southeast Family YMCA and South Wedge. The share types include "The Share" starting at \$350, "Express Box" \$378, "ShareDouble" \$665, or "Express Box – Double" \$721. Additional shares can be purchased for fruit, beef, chicken, pork, bread, egg, cheese, yogurt, pasta, coffee, ice cream or ferment shares.

The advantages of eating organic food are plentiful. Organic foods are not exposed to harmful pesticides and organically raised animals are not exposed to antibiotics, which can present health risks to our digestive system. We also can enjoy fresher, tastier food richer innutrients and antioxidants, providing such health benefits as prevention of cancer, better digestion and a vital amount of daily vitamins.

As a former restaurant chef and caterer, I can vouch that buying local not only creates tastier food, it can inspire you to plan menus that feature the freshest produce of the season that your family and friends will love. When I moved from New York City to the Finger Lakes, I was thrilled to encounter an agricultural world of edible delights fresh from the farm to the table. So consider becoming a locavore, know the growing season of local crops, help your local economy and meet the farmers, and consume the healthiest organic produce in the region.

Submitted by:  
Michael Welch  
Publisher and EditorinChief  
Edible Finger Lakes  
Telephone: 6072720980  
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# SOCIAL MEDIA

## Social Media

Facebook and Twitter should maintain having a post daily or at least a few posts weekly. These two social media platforms should be used for three primary purposes.

First, both of these social media sites should include more posts about what is going to be featured in upcoming issues in order to get readers excited.

Examples of posts are:

1. May/June: Wine issue: "What is your favorite winery in the Finger Lakes? This issue, we will be featuring a variety of wines and wineries from all across the Finger Lakes.
2. November/December: Holiday Issue: "We all know that the holiday season is just around the corner. Before you start to worry about what you are going to give to people this year, consider purchasing a subscription to Edible Finger Lakes for someone. Whether you know someone who is a foodie, loves wine, or wants to learn more about the Edible Finger Lakes region, Edible Finger Lakes magazine can be the right gift for them! Check out our website for more details at [www.ediblefingerlakes.com](http://www.ediblefingerlakes.com)
3. September/October: Meat issue: Are you interested in learning more about livestock farmers, raising animals, or where to find organic meat? Check out some articles on this in our upcoming issue featuring various aspects of meat.

Second, social media sites should be used to announce more local events so that it these sites could be used as an outlet for locals and visitors to use in order to find out about what is happening around the Finger Lakes

Third, social media should be used to promote the new loyalty cards and what deals members can get by purchasing a loyalty card.

Specifically in terms of Pinterest and Instagram, we are all aware that there are a lot of foodies out there who love pictures of delicious foods. As a result, Pinterest and Instagram should make sure to include intriguing, attractive photos. Lastly, we suggest that interns use Michael's rich data bank of photos for Pinterest and Instagram. These pictures are very unique and would definitely increase Edible Finger Lakes awareness on social media.

## Blog

Within the Edible Finger Lakes website, we recommend that the posts on the blog page also state who the post was contributed by. This will add value to the post and allow for people to recognize fellow Edible Finger Lakes subscribers. This will foster personal connections within the Edible community and allow subscribers to directly connect with one another.

# INTERNSHIP ANNOUNCEMENT

## Internship Description for Edible Finger Lakes

Edible Finger Lakes is a culinary magazine featuring the local food, wine and farms of the Finger Lakes region. The magazine is dedicated to celebrating and promoting the local foods movement, with a focus on the many farms, vineyards, culinary artisans, chefs, home cooks, farmers' markets, food shops, country inns, restaurants and cafes. The magazine covers the 14 counties in Central New York and is published six times a year.

Edible Finger Lakes is seeking a hard working, techsavvy and enthusiastic candidate to intern at the magazine this upcoming summer. Interns will assist in the development and promotion of a loyalty card program for Edible Finger Lakes subscribers.

## Internship Duties:

Internship responsibilities may include the following:

- Promoting the new loyalty card program using social media
- Working with a printing company to design loyalty cards
- Contacting local vendors to participate in loyalty program
- Designing a brochure to be included with the card
- Building a web page for the card
- Helping with app development
- Creating a marketing strategy

## Qualifications:

Applicants should be proficient with Adobe Illustrator, Adobe Photoshop, Excel, InDesign and Word Press. Ability to work with social media tools like HootSuite, FaceBook, Twitter, Instagram, Pinterest and Reddit is desired. Ability to multitask and communicate effectively. Graduating seniors or juniors entering their senior year are preferred.

Application Deadline: May 15, 2014.

## Dates:

Internship will commence on June 1, 2014 and run until July 30, 2014.

## Applying:

Please submit resume and cover letter via email to Michael Welch, Publisher, Edible Finger Lakes at [Michael@ediblefingerlakes.com](mailto:Michael@ediblefingerlakes.com)

\*See Appendix for Roy H. Park School of Communications Internship Guidelines & contact information for the Ithaca College professional development coordinator.



# FUTURE RECOMMENDATIONS

## YouTube

We suggest that an Edible Finger Lakes intern create 60-second shorts about the Edible Finger Lakes magazine. This would be a voice over with imagery. Additionally, some shorts can include testimonials from current subscribers and Q&A with F. Oliver's discussing the benefits of advertising with Edible Finger Lakes.

## Summer Travel Brochure

The summer travel brochure will be an eye-catching, colorful handout highlighting activities to do locally. This will include sites to visit, farms with fresh produce, farmers markets, good restaurants featuring local food and wines, a list of wineries and all other potential activities in the "local, organic and fresh" category. Because the Finger Lakes region is so large, we recommend creating brochures for each of the biggest regions, such as Rochester, Syracuse and Ithaca. These brochures are perfect to put in the lobbies of hotels, information centers, and other places where tourists are most likely to go. They will be Edible branded and have a call to action to go to the website and check it out, purchase an edition or subscribe to get even more information on the region.

## Brand Identity

We suggest that Edible Finger Lakes creates an identity standard for its magazine. This would include identifying specific colors, schemes and images that will create a consistent theme throughout the branding of Edible Finger Lakes. These standards would be rules and regulation and be defined for specific use.

## Alumni

During alumni weekends at Ithaca College and Cornell University we suggest that Edible Finger Lakes sets up a table during these events. This will be a great way for the magazine to gain subscriptions with alumni who visit the area.

# FUTURE RECOMMENDATIONS

## Case Club

In terms of the case club, many different wineries offer deals and memberships to get discounts on wine. We recommend talking to some of these wineries to see if the case club can include something about Edible and even a discount for a membership. Below, I have included an example of a case club:

"We are pleased to introduce you to Varick Winery's Case Club. Membership is easy! Purchase a case of wine while visiting our tasting room and you become a member. Membership will be valid for one (1) year.

As a member, you will receive many benefits and privileges, including;

- An additional 5% discount on all subsequent wine purchases
- Two (2) free Varick Winery wine glasses with every case purchase
- Two (2) free Varick Winery wine charms with every case purchase
- Free tasting for you and a guest
- Member only specials at Varick Winery Cherry Festival & other events
- Discounts on Varick Winery country cupboard items (preserves, salsas, herb oils, hot sauces, etc.)"

In addition to those deals, this case club could be a discount on a membership, or even a free issue with the first case purchased, and then a subsequent discount on a subscription to the magazine.





# MEASUREMENT & EVALUATION

Measurement and Evaluation is a key aspect of any public relations plan. This is how we will actually measure how successful our recommendations and overall plan was. Ultimately, the primary goal of this public relations campaign was to find ways to increase the number of subscriptions to Edible Finger Lakes.

Although we did not focus a lot on social media, it is still very important to pay attention to the number of interactions and likes on platforms such as Facebook and Twitter. Since we have suggested to promote upcoming issues on social media, this will hopefully lead to an increase in awareness and increase in subscribers.

In terms of promotional events such as the Finger Lakes Drawing, it will be crucial to measure the number of people who enter the drawing as well as the posts on Facebook and Twitter about the drawing. Paying attention to these numbers will give Edible Finger Lakes a good sense of the response rate of such a promotional event and also how active subscribers are on social media.

# PR CONTACTS



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# APPENDIX

## Roy H. Park School of Communications Undergraduate Internship Guidelines

### I. Definition of Internship

An academic internship is an individually arranged, supervised, fieldbased work experience with a cooperating corporation or organization where the student receives mentorship and training. The internship primarily benefits the student.

- A Park School faculty member, or the Park professional development coordinator, monitors the internship.
- Internships are graded pass/fail only.
- An intern does not use college facilities and equipment to fulfill the duties of an internship; the site is responsible for providing all required resources.

There is no requirement that communications majors undertake internships, but quality internship experiences can be very valuable. They allow a student to synthesize academic learning in the communications field with the realworld operations of a professional organization, and to experience its culture. Benefits to a student include:

- Refining skills and testing interests
- Providing insight into employment requirements
- Developing professional contacts and references
- Learning what skills need development
- Building a strong resume and portfolio

Students obtain internships in a variety of ways. The School of Communications offers a database of ideas at [www.ithaca.edu/rhp/internships](http://www.ithaca.edu/rhp/internships). Students are urged to consult with the Park School Professional Development Coordinator at any point in their internship search.

#### 1. Eligibility

To qualify for an internship, a student must be a matriculated Communications major or minor in good academic standing, and not on Warning. The internship must relate to the major or minor. At minimum, a student will have completed the introductory courses in the subject area of the internship.

- Sophomores and freshmen may enroll for one internship credit only.
- Students must attend a onetime Sexual Harassment Prevention session prior to their first internship.

#### 2. Credits

- Credited internships may be undertaken in Fall, Spring or Summer semesters (and one credit during Winter Break)
- Credited internships are only in the U.S. and through the London Center.
- Sixty hours of onsite work is a minimum for one pass/fail credit and there is no maximum number of hours.
- One credit is the minimum unit.
- There is a maximum of six credits per internship (min. 360 hours).
- No more than twelve internship credits may be applied to graduation.
- Internship credits cannot be transferred from another institution.
- Internship credit cannot be awarded retroactively to past experience.
- The same internship experience cannot be repeated for credit

# APPENDIX

### 3. Tuition

Internships are treated the same as other courses for tuition. That is:

- Fall or Spring internship credits are included in fulltime tuition (1218 credits)
  - Above 18 credits, tuition will be billed per credit hour
  - If a student is less than full time, tuition will be billed per credit hour.
  - Summer and Winter Break internship tuition is billed per credit hour.
- Most students elect one summer credit, even if the internship is fulltime.

### 4. Compensation.

Pay to interns will be handled by and negotiated between the student and the organization. Internships are largely unpaid; however, some organizations or internship programs do compensate interns. This can be hourly or weekly pay, or a commuting allowance, or a stipend at the completion of the internship.

### II. Approval Procedures

1. Submit the complete application for credit to the Professional Development Coordinator in advance of the internship start date.
2. The Application form (<http://www.ithaca.edu/rhp/internships>) the Proposal, the Organization Agreement, Resume, and Unofficial Transcript should be submitted together.
3. The Registrar Office will enroll the student. The student cannot enroll for internships online.
4. The final approved internship packet will be retained by the Dean's office. Copies will be sent to the student, the faculty sponsor, and the site supervisor.

### III. Internship Proposal/Design Statement

The student's internship proposal should contain at least the following elements:

1. Who at the organization will supervise/mentor the student.
2. Learning objectives for the internship, how these relate to student's career goal
3. The student's anticipated assignments and responsibilities, any specific projects.
4. The student's preparation for undertaking the internship, such as related coursework and prior work experience
5. How the student will be in contact with the faculty sponsor – usually via weekly email
6. Anticipated weekly work schedule.

### IV. Organization Agreement (site supervisor letter)

This letter spells out the organization's agreement with the intern and the specifics of the training program, including:

1. Supervisor's name and contact information
2. Internship start and end dates, and the hours per week
3. Activities that the intern will engage in
4. How the intern's responsibilities will increase over the term
5. What the intern will be expected to learn. What will the student observe? Will student attend company meetings?
6. Description of the workspace/resources that will be provided. (Internships cannot be undertaken in a home office.)
7. Terms of compensation, if any



# APPENDIX

## V. Responsibilities

### A. The Faculty Sponsor is expected to:

1. Review and approve the student's proposal for the internship
2. Monitor the student's progress through the weekly reports and provide general guidance during the internship
3. Contact the site supervisor during the internship
4. Evaluate the student's internship experience (pass/fail) based on weekly reports, final paper, and field supervisor's evaluation.

### B. The Student Intern is expected to:

1. Prepare a design statement/proposal (see III) and attach it, with the organization's agreement letter, to the application at <http://www.ithaca.edu/rhp/internships/docs/internshipapp>
2. Submit weekly reports to the faculty sponsor. Suggestions for weekly reports:
  - Activities during the week
  - Projects worked on
  - Meetings and conferences attended
  - Valuable experiences during the week
  - Any problems encountered during the week
  - Hours worked this week.
3. Seek the faculty sponsor's assistance if any problems of communication arise or if learning opportunities are being reduced or restricted.
4. Submit a final paper to the faculty sponsor, reviewing the experience in relation to career goals and academic class work. Suggestions for final paper:
  - Summarize the work accomplished during the internship
  - Discuss how the internship related to your academic program and career aspirations.
  - How does this experience influence your future plans?
  - Discuss any learning that was unexpected
  - Discuss any learning or activities that you wanted to have but didn't
  - Other observations as a result of this experience.
5. Conform to the personnel policies and practices of the host organization, including proper attire and presentation, and maintaining confidentiality.
5. Keep appropriate examples of internship work for a portfolio, recognizing that some work may need to be edited for confidentiality. Check with the employer.
7. At the conclusion, fill out and email the Student Evaluation of Internship at <http://www.ithaca.edu/rhp/internships/docs/evaluationbystudent/>

# APPENDIX


### C. The Site Supervisor is expected to:

1. Provide an Organization Agreement letter (see IV)
2. Provide facilities, equipment, resources, and schedule for the intern that offers the best possible educational experience.
3. Supervise the student's work or delegate supervision to others where appropriate, providing regular coaching and feedback.
4. Notify the faculty sponsor if the intern is not meeting expectations
5. Prepare a written evaluation of the intern's performance at the conclusion of the internship for the faculty sponsor. A sample form is here:  
<http://www.ithaca.edu/rhp/internships/docs/supervisorevaluation/>
6. Provide the intern with an exit interview regarding the completed internship.

### Contact Information for Ithaca College Professional Development Coordinator

Eloise Greene  
607-274-3244  
[egreene@ithaca.edu](mailto:egreene@ithaca.edu)





*Thank you for giving  
us the opportunity to  
work with you!*

