**Ag Trade Press Marketing Process**

**Objective:**

* To grow awareness about the CCA Program and it’s contributions to agronomy
* To promote the CCA Program and the value it has to growers
* To gain more public exposure to the program
* To provide relevant agronomic information to growers

**Procedure:**

1. **Select the agriculturally focused publication that is most read by your target audience *(you have the best understanding of which newspaper or magazine to select)***
2. **Find the proper contact at the publication**
	1. Editor, Agronomy or crops writer
	2. They can give you understanding on how to get an article in their publication
	3. They can help you find a freelance writer
3. **Initiate the conversation**
	1. Explain who you are, why you are calling, and what you are trying to achieve
	2. Build the relationship *(the objective is to create a long-term, mutually-beneficial relationship)*
	3. Ask the questions:
		1. Will you print relevant articles, featuring CCA advice that is provided by an outside source?
		2. Is there a freelance writer you can recommend, that will work with a CCA on a topical article?
		3. What are your print dates and deadlines for providing content?
		4. Can we have the article feature a small paragraph promoting the CCA program?
4. **Create a list of CCA’s that will contribute content**
	1. Ideally, a CCA will write the article for you at no cost to the board ***(Provides a sense of pride and earns grower recognition!)***
	2. The article does not have to be long
	3. Contact 3-4 CCA’s monthly or bi-monthly to generate article ideas
	4. If the CCA’s will not write the articles, you must hire a freelance writer
5. **Decide whether to use CCA’s as writers or hire a freelancer**
	1. The cost of a freelance writer varies per article and location (use local board funds)
	2. Using CCA’s as writers can be done (this has been achieved and is sustainable)
6. **Generate a topic by asking local CCA’s**
7. **Decide on how regularly you would like to submit and article based on contributors or budget**
8. **CCA or Freelance Writer, writes and submits the article**
9. **Follow through and continue in future years!**
	1. Maintain your CCA writer or expert list *(potentially rotate professions, use expertise search on “Find a CCA” search tool)*
	2. The link to the “Find a CCA” search tool is on the certifiedcropadviser.org homepage