

The Performers: Taking Center Stage in New York Agriculture



Society helps Agriculture's story to reach 18 million

In 2007, all nine New York public television stations will show a documentary on the state's agriculture. The potential audience for this documentary, *The Performers: Taking Center Stage in New York Agriculture*, numbers more than 18 million people!

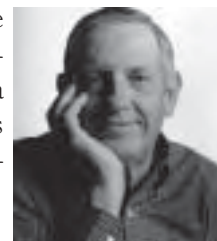
The Society's Board of Directors believed the organization's 175th anniversary should not pass without a significant event to mark the occasion. At the behest of the Society's board, Bob Bitz of Plainville Farms contacted WCNY, the Syracuse public television network, with this proposal: New Yorkers need to know much more about the state's agriculture industry and its importance in their lives. The board suggested that the television camera should visit a variety of farms across the state to film the real story of agriculture.

WCNY, which has an excellent record of presenting accurate information to the public, responded enthusiastically. It contacted the state's other eight public television stations, which agreed *The Performers: Taking Center Stage in New York Agriculture* was a great idea, and they would show it to their viewers. Agriculture's documentary will also be available to New York schools and for other educational purposes, giving it wide exposure in many places.

Government regulations of public media prevented the Society from dictating any aspect of content, but the Society did give WCNY the names of a number of farms. The station chose which farms to include in the documentary and began filming in July 2006. The Society agreed to contribute a minimum of \$20,000 toward the \$125,000 production cost of the documentary. In return, the Society and other supporters (listed below) received recognition in the documentary's credits. Contributors of \$500 or more received a listing at the end of the documentary; the Society received a 15-second spot at the beginning and end of the film.

One of the Society's goals is to promote a better understanding of and respect for agriculture. This documentary certainly meets that goal and will help many New Yorkers recognize the contribution made by the state's agriculture to healthy food, a safe environment and sustainable resources.

The Society has served agriculture and the people of New York with distinction for 175 years. This documentary is a fitting recognition of that service and sets the stage for its continuation into the future.



Bob Bitz

Thank You documentary sponsors!

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