



United States Department of Agriculture  
Rural Development  
Syracuse, NY

## **New York Stronger Economies Together (SET) Communication Plan**

The Communication Plan has been developed in collaboration between USDA, Rural Development, The Northeast Regional Center for Rural Development, Community and Regional Development Institute, and Cornell Cooperative Extension.

**PLAN:** A Press Release will be distributed through various newspapers within New York the week of April 11<sup>th</sup> 2010 inviting applications from emerging (those coming together for the first time through SET application process) or recently formed (those that are less than a year old) multi-county teams. The Press Release will include information to register for a webinar to learn more about the SET Program.

A cover letter providing information on the SET Program will be distributed to various contacts via email within the regions covered by Cornell Cooperative Extension specialists who will be participating in the SET training in July. The cover letter will include a copy of the application and guidance on the application deadline as well as a link that interested applicants can access to register online to participate in an informational webinar that will include a Q and A session.

An informational webinar, including a Q and A session on the SET Program will be held 4/21/11 from 11:00am-12:00pm for all registered parties.

441 South Salina Street, Syracuse, New York 13202  
Telephone: (315) 477-6426 • Fax: (315) 477-6448 • TDD: (315) 477-6447  
Web: [beverly.vonpless@ny.usda.gov](mailto:beverly.vonpless@ny.usda.gov)

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