



Local Economies Project (LEP) is a convenor, grant maker, and thought leader, and also has its own programming and research and demonstration farm, the Farm Hub. LEP came to Luminary seeking a way to broadcast their messaging and rather layered story/intent. It boils down to making the Hudson Valley’s food system more sustainable and resilient.



OBSTACLE

Because of LEP’s complexity, it has had trouble telling the story and quantifying their regional impact. Part of this stems from the large number of grantees involved. Further, because it is a convenor of many different types of groups, it needs to maintain neutrality and balance varied interests—while also targeting its communication.



SOLUTION

Luminary Media is working with LEP on an editorial strategy that produces content framing the array of stories here. This includes:

- An editorial calendar that equally tells the story of all four program themes.
- Campaigns (social media, video, web content) to establish and present their messaging
- Outreach strategies that allow LEP content to reach intended targets, with the aim of strengthening relationships with their multiple stakeholders



PROCESS

Analyze. Research. Roadmap. Present. Incorporate LEP feedback and direction. Strategy and timeline. Establish Content Areas and begin Execution. Gauge Dissemination, analyze what’s working best/worst. Pivot content and/or venues for sharing.