



NEWS RELEASE

Monday April 4, 2022
For Immediate Release

Alberta Farm Writers' Association Launches Legacy Project

[Olds College-OLDS, AB] The Alberta Farm Writers' Association (AFWA) officially announced the AFWA Legacy Project at its spring tour, held at Olds College on Friday, April 1st, 2022.

The goal of the AFWA Legacy Project is to raise awareness and educate both secondary and post-secondary students about careers in agricultural journalism and communications and of the importance of communications in all facets of the agri-food industry.

"AFWA members created the project as a means to give back to the farm media world we love," said Craig Lester, AFWA president. "The initiative will actively ensure new faces continue to enter this rich, rewarding and surprisingly varied media subsector."

The AFWA is part of the Canadian Farm Writers' Federation (CFWF), which serves the common interests of agricultural journalists, including reporters, editors and broadcasters as well as those in business and government whose primary responsibility is agricultural communications. The CFWF represents more than 350 members who belong to regional and provincial organizations.

The project will see experienced farm writers conduct in-class visits to students about the opportunities available in the agriculture communications industry. "We intend to make connections with post-secondary institutions, along with high schools and 4H groups in Alberta. Not only do we want to create student chapters of AFWA to promote educational opportunities in agriculture communications and foster the networking of students and prospective employers, we want to help improve how they tell agriculture's story in their individual lives," explained Lester.

"This is really a full-circle moment for our association. Tom Leach, a CBC reporter and one of the founding members of the CFWF had said when they first officially organized in 1955 that: '*We foresaw the improving influence we could have on the quality of farm reporting, how we could encourage more intellectually-minded students to enter the field of farm journalism, and we could even imagine that our influence might help establish suitable training centres in the agricultural colleges where aspiring writers could receive adequate instruction in the art of research and reporting, either by radio or TV or press.*' I hope our founding fathers would be proud of the direction we are taking with our organization," said Lester.

Each AFWA member participant in the program will deliver a multimedia presentation customized to outline their own career journey and achievements. The program gives students—both experienced and inexperienced in agriculture—a first-time look at the numerous benefits of agri-media careers.

AFWA Legacy Project presenters are now available to conduct in-class presentations. To learn more about the program or to book a presentation, contact [Tracey Feist](#), AFWA past president.

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