**Farmers’ Market Digital Ads: Casting Call
Who:** Wisconsin residents

**What:** Appear in a statewide Facebook and YouTube ad campaign promoting use of SNAP benefits at the farmers’ market

**When:** Photo shoot to take place on Wednesday, July 10, 2019

* If you are selected, you will be scheduled with 2-3 other folks for a 1-hour time slot between 9:30 a.m. and 2:30 p.m.

**Where:** Brown Deer Farmers Market, 9078 N Green Bay Rd., Brown Deer, WI 53209

## **About the digital ads project**

Some farmers’ markets in Wisconsin accept SNAP/FoodShare benefits. This allows SNAP recipients to access fresh, local and affordable produce. FoodWIse will be delivering digital ads on Facebook and YouTube during the late summer and early fall of 2019 to let people know about this benefit, where it is available. Ads will be delivered to individuals who are in eligible zip codes and income ranges. The ads will feature photography of Wisconsin residents (you!) in a farmers’ market setting.

## **Frequently Asked Questions (FAQ)**

**1. Who are you looking for?**
Be yourself! Our goal is to feature real people as they are. We hope to represent a wide range of racial/ethnic groups, ages, body types, gender/gender identities, and personal styles. One explicit goal of this campaign is to defy stereotypes about what the “typical” farmers’ market attendee looks like.

**2. Do I have to be a SNAP recipient?**

You do not have to be a SNAP recipient to apply. But, viewers of the ads may assume individuals appearing in the campaign are SNAP recipients, so you must be comfortable with this assumption.

**3. Do you offer any compensation?**

No, we are not able to offer any compensation. Your participation is voluntary.

**How to apply:**

Please send us up to two photos, including your head and shoulders, that accurately represent your current hairstyle and facial features. One photo should be a casual “no pose” photo (selfie, Instagram or Facebook pic). **Send to Erin Aagesen at** **erin.aagesen@wisc.edu** **by June 28, 2019.** Include your name, email, phone number, and availability on July 10, 2019.

**How will I know if I am selected?**
You will be notified if you are selected by Wednesday, July 3, at which point your 1-hour photo shoot time slot will be scheduled.

