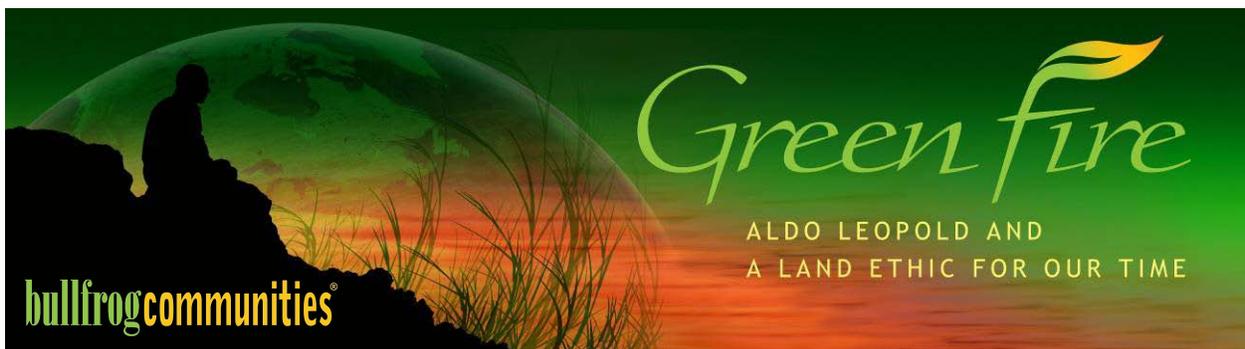


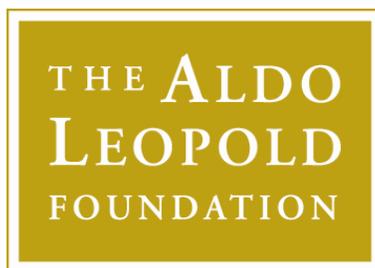
Public Relations Guide for Community Screenings of *Green Fire*



<http://www.greenfiremovie.com>

greenfire.bullfrogcommunities.com

A film by:



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OVERVIEW

Green Fire: Aldo Leopold and a Land Ethic for Our Time is a feature length (72 min.) documentary film about famed conservationist Aldo Leopold and how his legacy continues to grow in the work of people and organizations all over the country. Emmy-Award winning narrator Peter Coyote lends his talent as the voice of Aldo Leopold, and the film's on-screen guide is Curt Meine, Leopold's biographer.

The film debuted to a sell-out crowd of nearly 1,000 people at the world premiere in Albuquerque, New Mexico in February 2011. Since then over 50,000 people have viewed the film at screenings in all 50 states and 15 foreign countries! *Green Fire* is airing on Wisconsin Public Television in 2012 with national public television release in 2013.

This public relations plan is intended to help guide community organizers in their interactions with regional and local news media to ensure effective dissemination of targeted messages and information promoting both the film and the organizations behind it.

PARTNER ORGANIZATIONS

The Aldo Leopold Foundation is a 501(c)3 not-for-profit organization based in south central Wisconsin. The foundation's mission is to inspire an ethical relationship between people and land through the legacy of Aldo Leopold. Leopold regarded a land ethic as a product of social evolution. "Nothing so important as an ethic is ever 'written,'" he explained. It evolves "in the minds of a thinking community." Learn more about the Aldo Leopold Foundation and join our "thinking community" by becoming a member or subscribing to our free e-newsletter online at <http://www.aldoleopold.org>.

The Center for Humans and Nature, a 501(c)3 not-for-profit organization, explores and promotes human responsibilities in relation to the whole community of life. The center's multidisciplinary team conducts original research on the ethical frameworks that shape how people think and feel about our place in nature. We partner with individual thought leaders, organizations, networks, and coalitions to bring transformative ideas to bear on policies and practices affecting human welfare and ecological integrity. Connect with our ideas through our free e-journal *Minding Nature*, and find out more about the center's work by visiting our Programs & Projects webpage at <http://www.humansandnature.org>.

The U.S. Forest Service— Our mission is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations. As a young forester, Aldo Leopold was shaped by his career with the Forest Service. In turn, his pioneering ideas about the protection and restoration of wilderness, watersheds and wildlife have greatly influenced the stewardship of public and private lands around the world. Established in 1905, the U.S. Forest

Service is an agency of the U.S. Department of Agriculture. We manage 193 million acres, conduct forest research, assist other forest landowners and help formulate international forest policy. <http://www.fs.fed.us/>

OVERALL MEDIA STRATEGY

All media coverage on the film makes a greater impact when considered as a whole. The Aldo Leopold Foundation is mounting a major public relations campaign for the film at the regional, statewide, and national levels in association with premiere screenings and the release of the film for community screenings like your own. Media coverage generated by your community screenings plays a key role in the overall impact made by the film. Therefore, community screeners should read this media plan in its entirety, and follow the recommendations and templates provided in the media toolkit section. Copies of all media coverage generated by your event should be sent on to the Aldo Leopold Foundation so we can track on the impact of the overall public relations strategy. This public relations plan will ultimately benefit your event by providing you with professional, thorough, and accurate information on the film that will hopefully result in great local media coverage for your event.

GOALS AND OBJECTIVES FOR SCREENINGS OF THE *GREEN FIRE* FILM

- To develop the broadest possible audience for the *Green Fire* documentary through screenings of the film in a wide variety of program formats and locations across the country, including in communities where many may never even have heard of Aldo Leopold but share concerns that may be addressed with the help of his ideas;
- To provide, through public screenings, a new and deeper understanding of Aldo Leopold's life, work, and legacy that illuminates the continuing relevance of his ideas in our time;
- To utilize the film to foster community discussion about local conservation concerns and issues in terms of shared ethical values; and
- To utilize the film as an outreach tool to renew partner organizations' relationships with existing contacts and constituents, and to develop new relationships and partnerships to help grow the collective reach of the partners into the future.

PRIMARY *GREEN FIRE* SPOKESPERSONS

Should a local media contact want to interview someone associated with the film for more information, contact Jeannine Richards at the Aldo Leopold Foundation (jeannine@aldoleopold.org) about getting them connected to one of the individuals listed on the next page:

- Buddy Huffaker, Aldo Leopold Foundation Executive Director, the film's Executive Producer.
- Curt Meine, Leopold biographer and Director for Conservation Biology and History at the Center for Humans and Nature, the film's on-screen guide.
- Susan Flader, Leopold scholar and environmental historian, featured in the film.
- Steve Dunsky and Dave Steinke, U.S. Forest Service filmmakers, co-directors of *Green Fire*. Also worked on the acclaimed film about the U.S. Forest Service, *The Greatest Good*.
- Ann Dunsky, U.S. Forest Service filmmaker, editor of *Green Fire*. Also worked on the acclaimed film about the U.S. Forest Service, *The Greatest Good*.
- Jeannine Richards, Communications Coordinator at the Aldo Leopold Foundation.

KEY MESSAGES

Primary Message:

Green Fire is more than a documentary about the great conservationist Aldo Leopold. It portrays how Leopold's vision of a community that cares about both people and land—his call for a land ethic—ties together a wide range of modern conservation concerns and offers inspiration and insight for the future.

Secondary Messages:

1. The *Green Fire* film shares highlights from Leopold's multifaceted career, explaining how he shaped and influenced the modern conservation movement. It also shows how relevant his ideas are in modern society through a focus on individuals and organizations working to connect people and land at the local level; flowing into...
2. Information about how your site/project is putting a land ethic in action today.

FILM PITCHING TIPS

Step 1:

Create a media list

The first step in creating an effective media list is to determine what contacts you already have.

Ask yourself:

- ✓ Have any reporters or photographers covered events at this venue before?
- ✓ Have any reporters or photographers covered news about Leopold before?
- ✓ Have any reporters or photographers covered similar documentary screenings?
- ✓ Have any reporters or photographers covered local conservation issues or events on which your organization has worked?

Make a list of the people or media outlets you know have covered events like these and you have the start of a media list. To supplement that list, do a little research on the local media outlets' Web sites to see who else might be interested in the screening of *Green Fire*. You should also always include someone on the assignment desk, or city/metro desk. In television, the assignment desk is the central nervous system of the newsroom—it collects all of the information about news events and breaking news and determines which crews are available to cover a story on a given day. In newspapers, the city or metro desk serves this function. You can find out how to contact them by calling the main number at the media outlet, usually available on their Web site, or in the phonebook. Reporters in a newsroom are usually assigned to a certain "beat." A beat is a type of story that person usually covers: education, police, environment, business, etc. For *Green Fire* screenings, you should consider contacting environment reporters, outdoor reporters and education reporters, especially if your screening is at a school, or a group of school kids are invited.

In your media list, make sure to capture:

- Outlet
- Contact Name
- Beat
- Phone
- Fax
- Email
- Regular mailing address

Here is a sample of what your media list might look like:

Outlet	Name	Beat	Phone	Fax	Email	Address
WABC	John Smith	Environment	(212) 555-1234	(212) 555- 5678	jsmith@wabc.com	1045 E. 1 st St. NY, NY 12345

Step 2:

Finalize your press release

The media is used to seeing invitations to events in a certain format, called a press release or media advisory. This format tells the media the basic information about your event and makes it easy for them to put it on their calendar, or daybook. When communicating with the assignment or metro desk, this format is the most appropriate and they will appreciate your consistency. It is their job to judge each story's newsworthiness, so think about what readers/viewers will be interested and make sure to communicate those points to the reporter/editor. **A press release template is included in this package, for you to customize with your event details.** Templates are also available on the Green Fire film website, <http://www.greenfiremovie.com>

Step 3:

Make a plan of action

As noted above, whenever you are sending information to the assignment or metro desk, always use the standard press release format. They are interested in the five W's: who, what, when, where, and why, and they appreciate brevity. Put yourself in their shoes and think about the hundreds of media alerts they receive each day, so try to make their job as easy as possible.

When contacting a reporter who may already have an interest in the event, or with whom you have an existing relationship, you can provide some more information in a slightly more casual manner. You may want to consider:

- ✓ Crafting a "pitch" email to capture their attention and remind them of previous stories they have written, perhaps related to local conservation issues, that may tie into this story. If you've previously met them or worked with them, remind them and you'll already have their attention.
- ✓ Drafting a "pitch" script for when you call a reporter. Keep it simple and get the most important facts out first. Base your conversation on the contents of the media alert.
- ✓ Creating a timeline for when you will distribute the media alert, when you will make phone calls and when you will follow up with more information.

Here is a sample of what your timeline might look like:

Date	Action	Assigned to
One week before event	Send out the press release to Assignment Desks (via fax and email)	K. Smith
One week before event	Send Pitch emails to established contacts	K. Jones
Five days before event	Make phone calls to all contacts to gauge interest in attending the event	K. Smith
Three days before event	Re-distribute press release to all contacts (via fax and email)	K. Jones
Two-One day before event	Continue to make phone calls and note who will be attending the event	K. Smith
Day of event	Re-distribute press release and finalize RSVP list of who will attend event	K. Smith and K. Jones
At the event	Watch for reporters and photographers and offer to introduce people they may wish to interview	K. Smith and K. Jones

Step 4:

Implement your plan

Once you have created a plan, stick to it. Persistence is the key to successful media pitching. A few key points to remember:

- ✓ Media people have a very short line of vision. They are most interested in what is happening today, but do appreciate some notice for planned events.
- ✓ Start with the media contacts you have a relationship with, or those you know will be interested in this particular story.
- ✓ Make their job as easy as possible. This is not the only story that they will work on in a given week, or even in a given day. Provide as many facts as possible. Make someone available for them to interview. If you have information, give it to them. even if you think they should find it for themselves, By being a good source of information, you will build trust and respect and hopefully some valuable media relationships that will be useful in the future.
- ✓ When your story gets published, send a quick note to thank the reporter who covered it. They appreciate it and will remember your thoughtfulness.
- ✓ Record your success and remember the contact information for future events.
- ✓ Tape the TV segments and clip the print pieces and share them with the Aldo Leopold Foundation's communications team.