



How to Host a Community Lecture or Film Series

These events are fun, educational, engaging, and community oriented. They are an excellent way to create visibility around your Broadband and the issues you're working on. This is your opportunity to think creatively, network, and gather. Here is an example to help you think through your potential event:

1. **Narrow down your "what":** A three part community education series to educate the public on a theme we care deeply about and issues impacting this theme right in our backyards. (Ex. Wildlife protection or habitat fragmentation, public lands and climate change, resource development and economics, etc.)
2. **Choose a theme:** How are public lands being used for private profit, and what are the social and environmental costs: (What uses- recreation? Development? Grazing?)
3. **Then an enticing title:** Profiting from Public Lands...at What Cost?
4. **Brainstorm the individual events and come up with your themes:** Grazing, Energy Extraction, and lastly Public Lands Stewardship
5. **Choose your dates and research a location:** February 25: Title; March 18: Title; April 23: Title hosted at the Public Library. Keep in mind these dates may fluctuate a bit depending on presenters or location availability. (Do you want to host one event a month for three months? Do you want to offer these quarterly to last throughout the year? What is your location? How many people does it need to hold? Is it free or does it come with a cost? Does it have technology support?)
6. **Brainstorm your presenters and who you'd like to share their stories:** Grazing- who is our expert? Rose Chilcoat? Development and extraction- in our area, Lionel and Shelley? Public Lands Stewardship- how about a friend with the forest service?
7. **Reach out and invite your presenters-** can they make the dates, times, and interested in the theme? Confirm their participation then begin to develop your marketing plan.
8. **Request presentation abstracts with titles for each education series event:**
How Americans are Cowed - The Truth About Public Lands Grazing
Rose Chilcoat, Associate Director, Great Old Broads for Wilderness

A look at the history and reality of public lands livestock grazing. This presentation will open your eyes to the true costs of this most ubiquitous and destructive “multiple use” of our public lands and share ideas how citizens can get involved with finding solutions. Join us!

It's Like Oil & Water: The Cost of Mixing Public Lands with Energy Extraction in the Four Corners

Shelley Silbert, Executive Director, Great Old Broads for Wilderness

Lionel Di Giacomo, Research and Advocacy Associate, Great Old Broads for Wilderness

One quarter of all fossil fuels in the United States come directly from U.S. public lands. Many of these fuels come from our region, which the EPA has called “the most productive coalbed methane basin in North America”. With one of the largest U.S. concentration of atmospheric methane, a potent greenhouse gas, hovering over the Four Corners, can we handle more fossil fuel development?

9. **Advertise and Market:** Get the word out there through newspapers, online calendars of events including our Broads website, Facebook, PSA's, flyers, and personal invites... For marketing strategies, don't forget to refer to the marketing section on your Leadership Resources Page.