

## **TRB Network Solicitation – Freshwaters Illustrated Film**

### Critical Audiences

- General Public
- Students
- Tourism Boards, Chambers of Commerce, Corporate Sponsors
- Connecting with broader group of Conservationists
- Homeowner Associations
- Greenway Alliances, Green Faith Groups, City Tree Commissions
- Raft Guides and other Ecotourism Guides, like Fly Fishing, SUP, Hiking

### How to Distribute

- Send to local teachers for use in classrooms to inspire next generation
- Social media, websites and newsletters
- Engage Regal Cinemas corporate office to showcase shortened version of film as a PSA
- Presentations to groups like Sierra Club or Rotary Club
- Show film on loop for public at TRB partner offices, field stations, conservation centers, etc.
- Incorporate into TRB partner shows or online programs, such as Tennessee Wild Side.
- Whitewater rafting outreach program to educate guides about the aquatic ecology of the rivers they work on so that they can go on to educate their customers.

### How will Film Achieve Organization Goals

- Help in fundraising
- Educating public on value of clean water
- Help us highlight the importance of protecting the terrestrial aspects of watersheds and open space.
- Build constituency support for conservation of TN's biodiversity and water quality, education and outreach.