



**WORKING TOGETHER FOR OUR GLOBAL RANGELANDS FUTURE**



**XII INTERNATIONAL  
RANGELAND  
CONGRESS  
AUSTRALIA 2025**

**ADELAIDE CONVENTION CENTRE | 2-6 JUNE 2025**





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# **XII INTERNATIONAL RANGELAND CONGRESS**

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IYRP North America Support Group

## **Documentary Film Project: American Rangelands – A Revival**





# Why a Documentary Film?

- Rangelands span approximately 30% of land surface in the United States
- They are valuable for livestock production, wildlife habitat, recreational activities, & provide valuable ecosystem services:
  - *clean water, carbon storage, renewable energy, open space*
- Yet, misconceptions about their importance are numerous & there are many challenges to their sustainable management





# How to Reach New Audiences?

- Research into how to reach the American public with new information revealed:
  - 83% of American adults use YouTube, much more than any other social media outlet (Pew Research)
  - Films, and documentaries in particular, have been shown to reach millions of people quickly & effectively





# Who is involved?

- Idea began with members of the Rangelands Partnership & the North American IYRP Support Group
- **Landmark Stories** at the University of Arizona was interested in producing the film
- Fundraising initiated  
<https://www.iyrp.info/donations-received>:
  - Deans and directors at Land-Grant Universities
  - Proposals for competitive grants submitted
  - Drew on Advisory Board members' contacts



<https://landmarkstories.arizona.edu>





# What are the Production Phases?



- **Pre-production:** explore themes, develop list of “storytellers” to interview, create compelling narrative
- **Production:** determine and finalize list of locations and “actors”, establish travel schedule, commence filming
- **Post-production:** begin film editing & sound mixing, graphics/maps/effects, rough cut submitted to partners for review, trailer finalized
- **Impact Campaign:** marketing, launch event, press release – target date: March 15, 2026!!





# What are the Documentary Themes?

- 1) Rangelands and pastoralists defined
- 2) Historical overview of rangelands (Native American perspective; challenges)
- 3) Climate solutions & services
  - a. New technologies, i.e. virtual fencing; drones/remote sensing; grazing strategies
  - b. Ecosystem services: clean water, carbon sequestration, wildlife habitat, recreation, wildfire and invasive species control, renewable energy
- 4) Connecting to rangelands/keeping working lands “working”

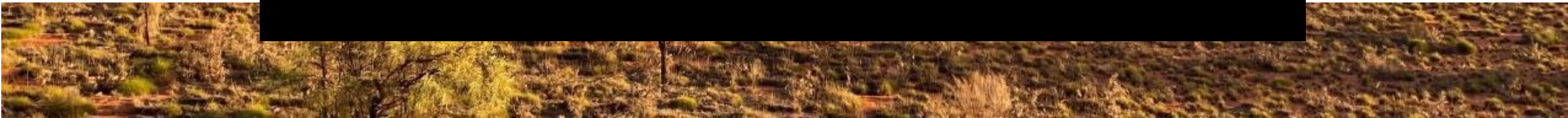
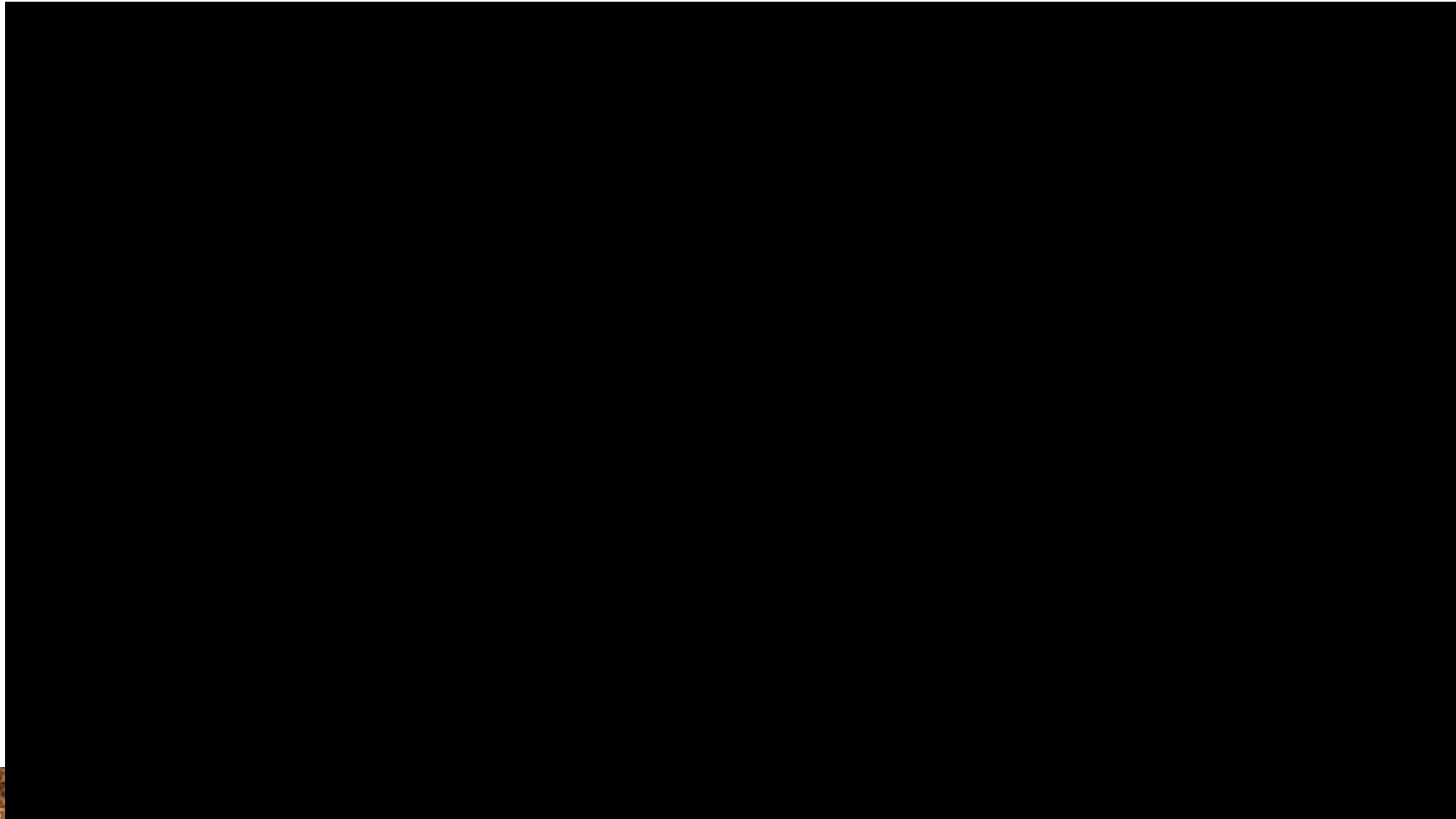




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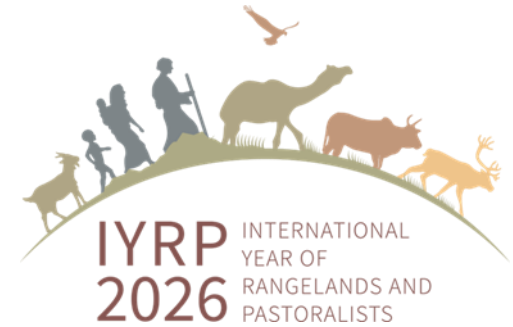
# Preliminary Film Clip





# What is Our Long-Term Goal?

- To dispel misconceptions
- To inform policy & expand research
- To influence a new generation
- To contribute to a **lasting legacy** in the conservation of our rangelands & support for the people who care for them



IYRP  NORTH AMERICA  
INTERNATIONAL YEAR OF RANGELANDS AND PASTORALISTS



THANK YOU!

Questions?

