

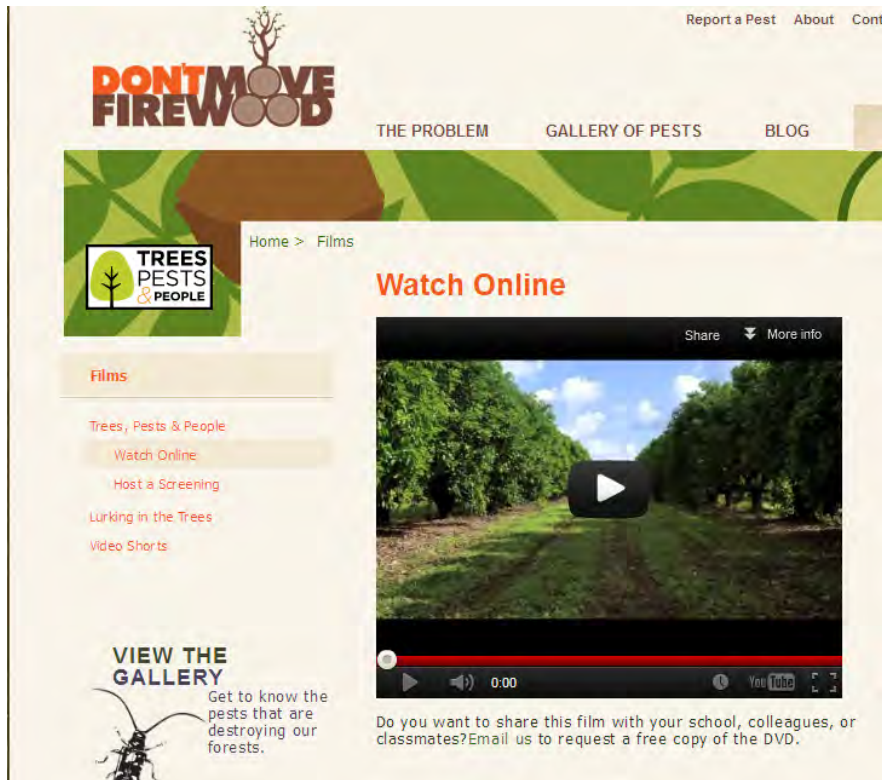


Sarah Volkman, The Nature Conservancy

Trailer



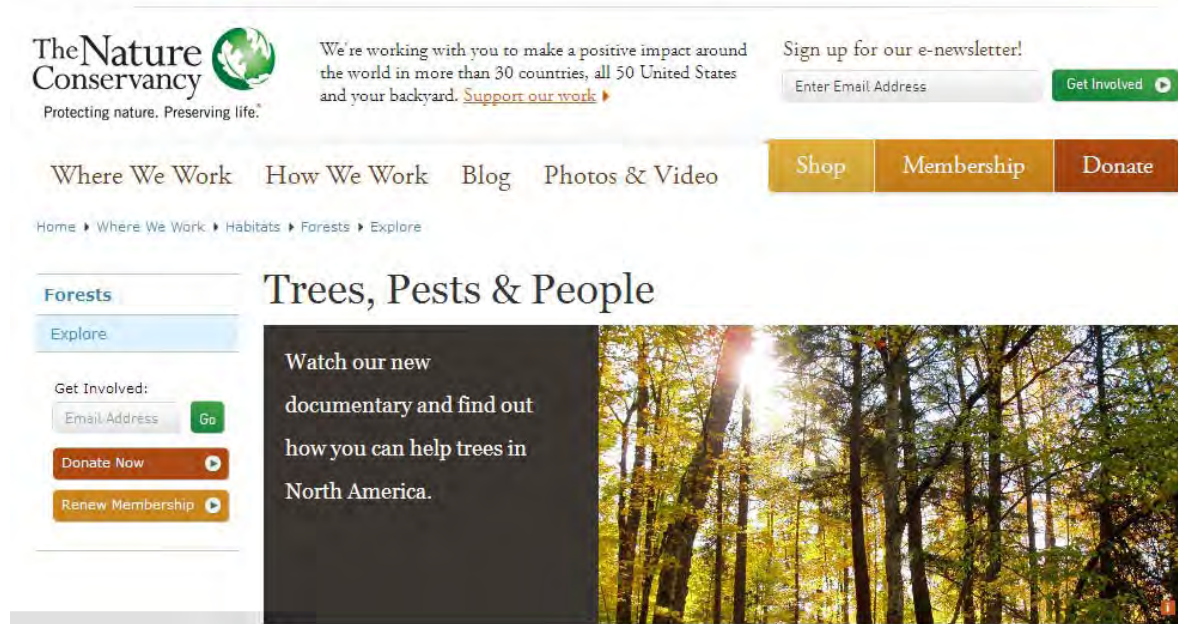
How To Watch the Film



The screenshot shows the website for 'DONTMOVE FIREWOOD'. The main navigation includes 'Report a Pest', 'About', and 'Conti'. Below the logo, there are links for 'THE PROBLEM', 'GALLERY OF PESTS', and 'BLOG'. A sidebar on the left contains a 'Films' section with links for 'Trees, Pests & People', 'Watch Online', 'Host a Screening', 'Lurking in the Trees', and 'Video Shorts'. At the bottom left, there is a 'VIEW THE GALLERY' section with a beetle image and text: 'Get to know the pests that are destroying our forests.' The main content area features a 'Watch Online' heading above a video player showing a forest path. Below the video player, there is a call to action: 'Do you want to share this film with your school, colleagues, or classmates? Email us to request a free copy of the DVD.'

- Stream Online
- Download a Podcast
- Email us to order a DVD

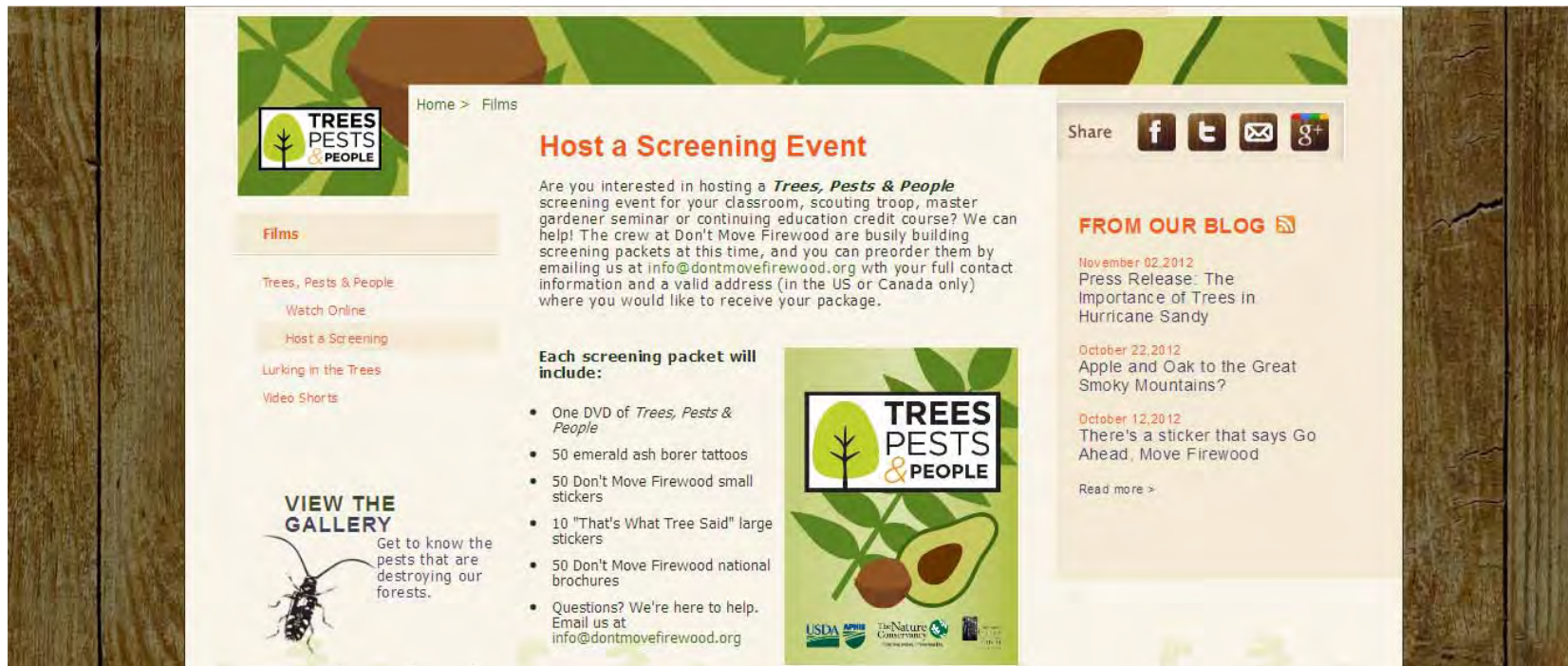
Distribution Plan



- ❑ Scheduled as a NETA ACCESS feed on January 14th
- ❑ Promoting throughout TNC media and marketing outlets nationwide
- ❑ Distributing to partner organizations
- ❑ Entering into film festival competitions

2 Easy Ways to Help

- Distribute *Trees, Pests & People* electronically and in hard copy to your colleagues and partners
- Host a local screening



The screenshot displays the 'Trees, Pests & People' website. The main heading is 'Host a Screening Event'. Below this, a paragraph explains that the website is for hosting a screening event for classrooms, scouting troops, master gardener seminars, or continuing education courses. It provides contact information for 'Don't Move Firewood' at info@dontmovefirewood.org. A list of items included in each screening packet is provided: one DVD, 50 tattoos, 50 stickers, 10 large stickers, 50 brochures, and contact information for questions. A 'VIEW THE GALLERY' section features an image of a pest and text about knowing the pests that destroy forests. A 'FROM OUR BLOG' section lists recent posts with dates and titles. The website also includes a 'Share' button with social media icons and a navigation menu with options like 'Watch Online' and 'Host a Screening'.

Home > Films

Host a Screening Event

Are you interested in hosting a *Trees, Pests & People* screening event for your classroom, scouting troop, master gardener seminar or continuing education credit course? We can help! The crew at Don't Move Firewood are busily building screening packets at this time, and you can preorder them by emailing us at info@dontmovefirewood.org with your full contact information and a valid address (in the US or Canada only) where you would like to receive your package.

Each screening packet will include:

- One DVD of *Trees, Pests & People*
- 50 emerald ash borer tattoos
- 50 Don't Move Firewood small stickers
- 10 "That's What Tree Said" large stickers
- 50 Don't Move Firewood national brochures
- Questions? We're here to help. Email us at info@dontmovefirewood.org

VIEW THE GALLERY
Get to know the pests that are destroying our forests.

FROM OUR BLOG

- November 02, 2012
Press Release: The Importance of Trees in Hurricane Sandy
- October 22, 2012
Apple and Oak to the Great Smoky Mountains?
- October 12, 2012
There's a sticker that says Go Ahead, Move Firewood

Read more >

Past Success – *Lurking in the Trees*



- More than 100 airings on public and cable television in 15 states

Breakout Session Overview

- View *Trees, Pests & People*
- Discuss ideas for *Trees, Pests & People* as a communication and outreach initiative of the Continental Dialogue

