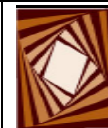




Passion for the Land is a joint project of University of California  
Cooperative Extension in Plumas and Sierra Counties and  
the UC Davis Art of Regional Change



ART OF  
REGIONAL  
CHANGE

## Passion for the Land Viewing and Distribution Tracking Form

Please complete this form **every time** you show our digital stories, whether it is at a meeting, public event, or even to a few friends at home. It is important to us to find out how these stories are being shared, who is seeing them, and what impact they might have. Gathering this data will help us understand how recording and presenting community voices can help strengthen rural communities, inform university research, and shape regional decision-making. *Thanks for your help!*

1. Date shown:     /     /     Location: \_\_\_\_\_ Town/city: \_\_\_\_\_

2. Where did you show these stories?

- at an event (specify) \_\_\_\_\_
- in a classroom or workshop (specify) \_\_\_\_\_
- in a meeting (specify) \_\_\_\_\_
- at an informal gathering of family and friends
- other (specify) \_\_\_\_\_

3. Which digital stories were shown? (mark all that apply)

- all 12 stories (entire DVD)
- Is Sustainable Attainable
- Water Worries
- Passing It On
- Keeping People on the Land
- Chasing Water
- Future Farmers of America
- Just a Farmer
- Unforeseen Consequences
- Blue Gold
- Preserving for the Future
- The Next Hundred Years
- A View from the Barn

4. How many people attended the showing? \_\_\_\_\_

5. What types of people were in the audience? (mark all that apply)

- rural residents
- students, educators or researchers
- policy makers or regulators
- not sure
- urban or suburban residents
- representatives of an organization or agency
- other (specify) \_\_\_\_\_

6. What was your purpose for showing these stories? (mark all that apply)

- to raise public awareness about a particular issue
- to educate policymakers
- to broadcast rural views to a larger audience
- to mobilize supporters around a related cause
- to strengthen a sense of community among rural residents
- to show how personal stories can be used to raise issues
- other (specify) \_\_\_\_\_

7. Was there any discussion after the stories were viewed?

- yes (go to question 8)       no (go to question 10)

8. If so, what were some of the comments made by the audience?

9. Based on their comments, which of the following agricultural issues do you think the audience learned something about? (mark all that apply)

- the challenges facing small farms/ranches  
 the importance of preserving open space  
 how water policy affects agricultural operations  
 the public benefits that agriculturalists provide  
 not sure

10. What potential use, if any, do you think these stories can have? (mark all that apply)

- to give agricultural issues a personal face  
 to build a bridge between urban and rural communities  
 to create more informed voters  
 to help groups reach wider audiences about key issues  
 to serve as a curriculum tool for educators  
 to foster community-building  
 to influence policy and decision makers  
 to illustrate the university's role as a community partner  
 other (specify) \_\_\_\_\_  
 not sure

12. Any additional comments?

Your name: \_\_\_\_\_ Organizational Affiliation: \_\_\_\_\_

Job title: \_\_\_\_\_ Phone number: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete this tracking sheet online: <http://ucanr.org/arc-pflvideosurvey>**

**Or return a hardcopy of tracking sheet by mail or fax to:**

Holly George, UC Cooperative Extension, 208 Fairgrounds Road, Quincy, CA 95971

phone 530-283-6262, fax 530-283-6088, email: [hageorge@ucdavis.edu](mailto:hageorge@ucdavis.edu)