

# FACILITATION GUIDE



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## *Passion for the Land*



**Personal Stories from the  
Sierra Valley**

This ***FACILITATION GUIDE*** provides resources to help you engage diverse audiences--students, land managers, community members and policy makers-- in meaningful conversations about agriculture, natural resources and rural communities using the *Passion for the Land (PFL)* digital stories.

These [PFL stories](#) can be used to stimulate conversations on specific topics raise awareness on a range of issues, or provide a rural perspective in decision-making processes related to land use, resource management and environmental policy.

Digital stories convey first-hand experiences from a personal point of view. They are not intended to be “the truth” on any issue; instead, they aim to communicate values, needs, dreams, and challenges. In this way, these stories help build the kind of empathy and understanding that create the conditions for positive change. As facilitators, you can use the stories to explore a wide range of views, practices, challenges and solutions.

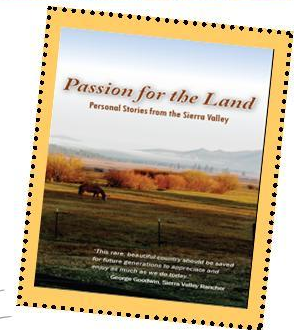
## *Passion for the Land*

You can [access these personal stories](#) via the Internet or you can purchase a copy of the DVD.

- There are a limited number for sale.  
The cost is \$10.00 (includes tax & shipping)
- Please make checks payable to **UC Regents**  
and mail to: UC Cooperative Extension  
208 Fairgrounds Road,  
Quincy, CA 95971

All twelve stories can be viewed online:

- **Art of Regional of Change:** <http://artofregionalchange.ucdavis.edu/>
- **YouTube:** <http://ucanr.org/PassionForTheLand>





<b>PASSION FOR THE LAND STORIES</b> Running Time (min:sec)
<b>Water</b> Water Worries (3:26) Chasing Water (4:27) Blue Gold (3:39)
<b>Land Use</b> Is Sustainable Attainable (4:02) Keeping People on The Land (4:30) Just A Farmer (3:05)
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### **TIP**

*A local teacher used these digital stories in her English class to improve listening skills.*

## Story Selection

Depending on your target audience, how much time you have, and your objectives you could share one of the PFL digital stories or organize a screening featuring multiple stories. To assist you in story selection we've grouped the stories into four thematic categories and included each story's running time (see table to the left).



## Passion for the Land or PFL Scripts

Each *Passion for the Land* (PFL) storyteller chose his or her topic and wrote a script based upon their personal experiences and the messages they wanted to share. We've included [Discussion Guides](#) that contain a copy of each script coupled with specific conversation questions and additional resources that you can use to facilitate screenings and discussions.

People's ability to relate to the storytellers and the issues they are talking about are strengthened when they hear the storyteller's voice verses just reading about the issue. If you're working with students in a classroom, you might have them read a few scripts and discuss with each other what they learned and then have them view the stories and talk about how their feelings or opinions changed after watching and listening to the stories.

The [story scripts](#) can be shared with the media and hearing impaired viewers who can read along when you show the videos. Copies of the individual scripts are available in Appendix B.



## TELLING OUR STORIES

"Passion for the Land brought a group of rural residents together to explore topics like agricultural viability, natural resource management, and land stewardship and craft stories to communicate our values, hopes, and concerns on these subjects.

It was a pro-active and positive approach to discussing the benefits and challenges of agriculture and a way to use storytelling as a tool for strengthening rural communities. By joining with other ranchers and farmers on this project I realized we could address our needs and discuss our issues across a much wider spectrum of the public by making our own media. By employing professional methods and new digital technology we created a body of agriculturally focused stories that not only convey the spirit of our work but also touch people's hearts."

--Dave Goicoechea, Sierra County Supervisor & PFL Storyteller

## Contributing to Change

Check out what educators, ranchers, resource professionals, and community leaders have to say about the power of using the *Passion for the Land* digital stories in their communities. [Reading their comments](#) will help you to think about how you can use these stories in your area. (Appendix A)



*"I assigned Passion for the Land videos for my students to view because they help to personalize and ground the often abstract concepts in academic writing. The videos present perspectives that are not commonly represented in the classroom."*

-- Ryan Galt, UC Davis Professor

*"Passion for the Land is a virtual walk with real people who are keeping the western pioneer spirit alive and caring for resources that belong to us all."*

-- Bob Kingman, Sierra Nevada Conservancy







*"Passion for the Land is a catalyst for improved understanding and a stimulus for implementing conservation projects not only in Sierra Valley but across the West. I will continue to refer to these because they're genuine, illustrative and compelling stories about conservation to sustain working lands."*

-- Darrel Sweet, California Rangeland Trust

*"My audience related to the storytellers, being that they were a personable group of ranchers/landowners with similar issues (development pressures and generations of ranching on the same land)".*

-- Theresa Becchetti, UC Cooperative Extension, Stanislaus County

*"The most important message that viewers gleaned from the storytellers was that they are ordinary, hard working people like themselves, whose livelihood depends on the land and the myriad of things that can affect that land."*

-- Gia Martynn, Watershed Coordinator, and PFL Storyteller



*"PFL is an outstanding communications model both for its developmental process and for its effective and purposeful stories."*

--Karen Sweet, Alameda County Cattle Rancher



*"I think it would be great to show local digital stories on the BIG Screen at our community theater prior to feature films."*

-Roxanne Valladao, Plumas County Arts Commission

## Planning a Screening

### Things to consider:

**How many stories will you share at a given time?** You will need to consider your target audience, objectives, and how much time you have for viewing and discussion. Who do you want to reach? What do you want them to know, feel, or do as a result of seeing the stories? Do you want people to just see the stories or also engage in dialogue? The stories are each 2-4 minutes long and we find it useful to have at least 10-15 minutes to discuss a story. Of course, the more time for discussion the better!

Look around for events already taking place in your community. Is there a way that you

could incorporate the sharing of one or more

stories? For example, the PFL Project Team worked with local organizers to set up a 'mini-theater' during the County Fair and partnered with the Plumas County Museum to share locally created stories during the County Picnic. As a result the stories reached hundreds of people.

The Feather River Coordinated Resource Management Group screened and discussed some of the PFL stories during a morning breakfast meeting. The California Rangeland Trust set up a TV/DVD at the annual Cattlemen's Convention where people visiting the trade show area could view the stories.

The Farm Bureau showed them on an outside screen

after a summer BBQ...reminiscent of the old drive-in theatres, except after the movies; people got engaged in conversations about the story topics. Various Rotary clubs have shared 2-3 stories at their monthly meetings. Think about possible partners in your area.



### Where *Passion for the Land* stories could be used?

- Community Meetings (Rotary, Audubon, Farm Bureau)
- Classrooms (High School, Community Colleges and Universities)
- Regional & State Meetings (Keynote Talks, Policy Briefs, Break-out Sessions)
- Regional Events (Fair, Festivals)
- Workshops & Conferences (Historical Preservation, Watershed Groups)
- Government Meetings (Board of Supervisors, Planning Commission)
- Museums (Exhibitions, Special Events, Community Screenings)
- Library (Exhibitions, Special Events, Community Screenings)
- Social media (Facebook, YouTube, iTunesU, Websites)

## How much preparation do you need to do?



The size and scope of your screening will determine how much preparation you need to do. If you are sharing one or two digital

stories with colleagues you won't have as much to organize as if you're coordinating a series of screenings for your classroom, local Rotary Club, Cattlewomen's Association, or Planning Commission. This guide can help you prepare to facilitate discussion before and after stories are shown.

PFL consists of twelve stories and if you use the 'play all' option on the DVD or click through each story on the [PFL website](#) the running time is 45 minutes, which may be too long for your event, especially if you plan to engage folks in conversations about some of the story topics. If that is the case, we suggest you select a few stories and decide on some key questions you'll want to discuss. If you're not familiar with the issues raised in the stories, we've provided some resources that will help you and your audience to learn more.



If this is a larger public screening you'll need to prepare invitations and promote the event so people will attend. Use a variety of media – newspaper, email, flyers, radio— to reach people. Share details with people you have invited regarding location, when to arrive, and how much time the event will take. Let people know **why** they

should come listen to personal stories about preserving rural communities, **where** and **when** the event is being held and **how much time** they should allocate and then do your best to start and end on time. If people want to stay afterwards and keep talking that's great.

### ★ **TIP**

★ *Review the stories and resource material before your screening.*

★ *Modify discussion questions for your audience.*





**What equipment do you need?** The size of your audience and the location of your screening will determine your equipment needs. Find out what resources are available onsite and then make a list of what you need to bring. Many people use their laptop to access the stories online via our [project website](#) but forget that they will need additional speakers so everyone can hear the sound! See below for list of equipment to consider.

### Equipment Needed for Screening:

- DVD with *Passion for the Land* Stories (available from Plumas-Sierra UCCE, if you can't access online)
- Laptop or desktop computer with DVD player
- Speakers for the computer if it is a small room or PA system in a larger space to amplify voices to the audience
- LCD projector and screen, if you're not using a TV/DVD unit
- DVD/TV set-up if not using laptop and LCD projector
- Extension cords and power strip for multiple devices
- Clipboard with sign-in sheet for contact information
- Handouts
- Flipchart, pens, tape for recording key discussion or action items
- 5 X 7 cards or half sheets of paper (for people to take notes while viewing)
- Evaluation form if you want to collect specific audience feedback



## ★ TIPS

★ *Set-up the audio-visual equipment and test it before people arrive.*

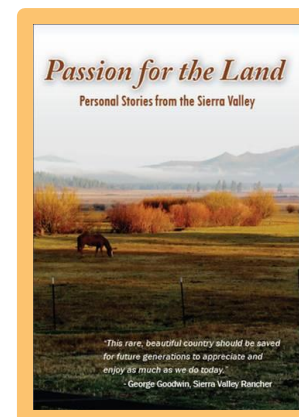
★ *Make sure the screen is visible from all seats.*

★ *Check sound – Make sure stories can be heard in all areas of the room.*

## Discussing The Stories

As the facilitator you will need to create a space where people feel comfortable sharing and listening to diverse viewpoints. You can do this by taking the following steps.

- 😊 After you welcome people, give an overview of the screening agenda, goals, and any other context setting information you feel would be useful (e.g. why you feel it's useful to gather to view and discuss these stories, how these stories connect to your group's mission or activities, what you hope people will get out of the experience).
- 😊 Discuss group norms for the post-screening conversation to that ensure people feel comfortable, respected, and valued -- even if they have very different opinions.
- 😊 Provide context for the stories by sharing the following information in your own words.



*Passion for the Land* (PFL) is a digital storytelling project designed to help residents engage with policymakers, local leaders, educators and neighbors about the benefits and hurdles of sustaining agriculture, open space, and the rural way of life. PFL was a collaborative effort between UC Cooperative Extension and the UC Davis Art of Regional Change program that brought ranchers, farmers, community leaders, artists and scholars together to create twelve short videos that articulate the contributions and challenges of preserving agriculture, natural resources, local economies, and rural culture in the Sierra Valley of California. The videos are intended to stimulate discussion about a variety of issues facing not only the communities of Northern California but people in rural areas across America.







### ★ **FACILITATOR TIPS**

- ★ *Make sure to involve everyone in the discussion.*
- ★ *Stay positive if someone asks a challenging question or takes a negative stance.*
- ★ *Don't speak for someone else; but rather say "my impression is that...."*
- ★ *Document discussion items and proposals to share with relevant decision makers or stakeholders*
- ★ *Reflect on what worked at the event and how you would change or improve for next time.*

😊 Before the screening, ask the group to view the stories with a couple of general questions in mind to plant the seeds for the discussion afterwards. For example:

- What stood out to you in the stories?
- What did you appreciate about the stories?
- What did you learn from watching these stories?

A list of discussion points and resources are included for each *PFL* story

😊 Kick off the discussions with the general questions you posed before the viewing and then move into more story specific questions. Check out [PFL Discussion Guides!](#)

😊 After viewing the *Passion for the Land* stories people may be interested in knowing more about the topics discussed or how they relate to their communities. In addition to the resources provided with each story script we have put together some additional activities that viewers can engage in. See the 'Next Steps' table listed on the next page.



TOPIC	NEXT STEPS
WATER	<ul style="list-style-type: none"><li>☺ Visit a local creek or stream to learn more about where your water comes from. Take a map with you so you can see where the water originates and follow its path down stream to a lake or the sea.</li><li>☺ Think about the relationships among the different users of this water from its origin to its end use.</li><li>☺ Observe how these creeks look in the early spring, late summer, after a rain storm and at the same season from year to year. What do you think is contributing to the changes you see?</li><li>☺ Plan a field trip to visit a drinking water or waste water facility to observe how water is treated for different uses.</li></ul>
LAND USE	<ul style="list-style-type: none"><li>☺ Attend a local Planning Commission, City Council, or County Board of Supervisors meeting where current land use or zoning policies will be discussed.</li><li>☺ Attend a Local Farmer's Market and talk with a farmer to find out more about what they do and the kind of food s/he produced.</li></ul>
EDUCATION	<ul style="list-style-type: none"><li>☺ Attend the County Fair to meet young people in the 4-H and FFA organizations.</li><li>☺ Contact your local University of California Cooperative Extension Office (4-H and Farm Advisors) to be put on their mailing list for future meetings, workshops and newsletters.</li></ul>
STEWARDSHIP AND HERITAGE	<ul style="list-style-type: none"><li>☺ Contact your local Farm Bureau, Cattlemen's Association or County Ag Dept. for names of farmers and ranchers who may let you visit their operation to learn more or invite them to be a guest speaker.</li><li>☺ Contact local historical societies, museums and land trusts for information, guest speakers or future field trips.</li></ul>



## Discussion Questions

These discussion questions are applicable to all *Passion for the Land* stories and are available as [Handout 1](#) in Appendix C.

## Screening Discussion Questions

- ? What stood out to you in these stories?
- ? What stories moved you and why?
- ? What did you appreciate about the stories?
- ? What did you learn, discover, or take away from these stories?
- ? What is the relationship between agriculture and the environment?



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- ? How do these stories relate to rural communities across the country?
- ? How does what you've seen change your perspective on rural communities?

## Additional Discussion Topics

- ? How can we sustain the environment and create thriving rural communities?
- ? What are the benefits of agriculture beyond food and fiber?
- ? Where does our water come from?
- ? How do land use policies and environmental regulation impact agriculture?
- ? How can we engage young people in agriculture?
- ? What are the challenges facing farmers and ranchers in your area?
- ? How are they addressing these challenges?
- ? How can family farmers and ranchers diversify their business operations?
- ? What role(s) do the people in agriculture provide in our communities?

*"I think you guys have a great product that hits on agricultural issues not just in the Sierra Valley, but the entire U.S. You should promote it all over. Every county supervisor's seat, high school and FFA classroom needs to have a copy of this DVD."*

--Viewer, 2009 Plumas-Sierra County Fair





The next section of the Toolkit is the *Passion for the Land* [Discussion Guides](#). The discussion guides include script, discussion questions, and resources specific to each *Passion for the Land* story. These discussion ideas are designed to foster dialogue and action using the *Passion for the Land* stories as a springboard for conversations involving a range of viewpoints. The questions are written for a wide range of adult audiences (ages 16 and up). They assume some familiarity with rural issues, agricultural practices, and advancing community change through local decision-making processes and can be adapted or reordered depending on your viewing group. Below is a **preview** of stories and key messages.

### **Is Sustainable Attainable?**

How a small family farm is diversifying their place to survive

#### **Key Messages**

Farmers, ranchers and community members need to work together to make agriculture economically, environmentally and socially sustainable.

### **Keeping People on the Land**

Thriving communities are an important part of ag sustainability

#### **Key Messages**

If we want our rural communities to survive and thrive the people living on and caring for our working landscapes must be taken into consideration as we conduct business as well as when we develop economic and environmental policies.

### **Water Worries**

How water regulations impact family farmers and ranchers

#### **Key Messages**

Water is crucial to agriculture. Farmers and ranchers are concerned about costly regulations that hamper their ability to produce food, fiber and care for the land.

### **Chasing Water**

Ranchers and scientists come together to deal with water quality regulations

#### **Key Message**

Agriculture water policy needs to rely on shared exchange of scientific research and ground-level experience, knowledge and practices.

### **Passing It On**

Helping young people understand where their food comes from

#### **Key Messages**

Farmers and ranchers want young people to understand where their food comes from and the role agriculture plays in our communities.

### **Future Farmers of America**

A teacher's view of today's youth and the future of agriculture

#### **Key Messages**

Agricultural education programs are vital components of rural communities and our future food supply.

**Just a Farmer**

A farmer takes on speculators and changing land use regulations

**Key Message**

Land use regulations are important tools to protect the land and rights of individuals.

**Preserving for the Future**

Saving precious open space for the next generation

**Key Messages**

We all have a responsibility to future generations to care for the land via stewardship and sensible land use policies.

**Unforeseen Consequences**

What happens when a family doesn't have a succession plan

**Key Message**

Communication and succession planning are essential to sustainability of agriculture and rural communities.

**The Next Hundred Years**

A young woman overcomes adversity to continue the family ranch

**Key Messages**

Young people care about the future of agriculture and are committed to making it viable.

**Blue Gold**

Water is the thread that binds us our livelihoods

**Key Messages**

People need to know where their water comes from. Water is essential to our livelihoods and we all have a responsibility to help protect, restore and conserve it.

**A View from the Barn**

Ranchers manage the land for livestock and wildlife

**Key Message**

Generations of ranchers live on the land, make it their homes, and care for it and the communities in which they live in addition to producing food and fiber .