

Building a Broader Base for Brook Trout: A film package to communicate the nature, value, and conservation needs of Eastern Brook Trout

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As part of our long-term Native Trout initiative, Freshwaters Illustrated is pursuing an immersive film package on Brook Trout, their iconic beauty and value, and efforts to conserve these fish throughout their native US range. This film will be targeted at conservation, angling, and broader public audiences through community screening events, public television, and online media.

Background & Goals

Among anglers and fish lovers, Brook Trout are one of the most iconic trout species in North America. Yet, these fish still face many threats throughout their native range. Like many native trout, Brook Trout have numerous conservation needs, and a common limitation to our conservation potential is a broader public appreciation of their ecological and intrinsic value and their conservation needs throughout their range.

We envision a film that uses immersive imagery of these beautiful native fish and their habitats, along with stories from those who have worked passionately to protect and restore these places, to inspire a broader movement to protect these fish and their waters.

We will produce a 30-minute film that can play in film festivals, community events, and on public television that will emphasize:

- **The beauty of brook trout and the clean, cool aquatic habitats they thrive in**
- **Brook trout as symbols of healthy watersheds & drinking water sources**
- **The value of protecting and restoring native brook trout waters**

The film will be produced to appeal to:

- **Conservation-minded people** who may not yet recognize rivers as vibrant ecosystems providing essential ecosystem services, and their need for connectivity and riparian and watershed protection
- **Eastern anglers** who may not be aware of Brook Trout as a native trout, or of the impacts that nonnative trout species have in many parts of brook trout range
- **Trout and natural history lovers** in the Eastern US and Nationwide

By reaching these audiences with a compelling film, we hope to encourage more local stewardship involvement, better landowner and consumer practices, and increased donor- and member-based support for those pursuing Brook Trout conservation goals.

In addition to a 30-minute documentary film, we will produce a 2-3 minute preview film that will be released online and will be easily shareable through social media. Selected imagery and stories captured as part of this project will likely be featured in a subsequent feature film on nationwide native trout conservation that Freshwaters Illustrated is

embarking on in 2015. Lastly, Brook Trout imagery and media will be cataloged and shared with educators through our NAIAD.org educational image archive.

Approach

We will identify projects and stories that cover issues such as habitat improvement, reintroduction, and nonnative species, and that represent different regions in the native Brook Trout range in the US. Given the range-wide network and project accomplishments of the Eastern Brook Trout Joint Venture, we anticipate sharing stories that are in the EBTJV portfolio.

Fundraising

Along with project partners, we will pursue grants and seek partnership and cooperative agreements to build the \$97,950 in budgeted funds (project budget available on request). We anticipate the bulk of film support to come from existing EBTJV partners and supporters, and will look to additional corporate and foundation partners as needed.

Capacity & Prior Results

Freshwaters Illustrated is well-resourced to produce and collaboratively promote the project. FI has a useful archive of Brook Trout and stream imagery from Southern Appalachian Brook Trout range, and has a strong network of cooperators in the region. Recent media projects completed by FI include the documentary film, RiverWebs, sponsored by the NSF, Fisheries Conservation Foundation, US Forest Service, and the EPA. To date, this film has been broadcast to over 70 million homes in 35 states through PBS, and has been distributed to universities and high schools nationwide.

Budget

Freshwaters Illustrated is a 501(c)3 nonprofit organization and we offer our specialized production services at cost-effective rates. In addition, we provide in-kind project support.

Item	Quant	Rate	FI In-kind	Cost
Personnel				
Producer/Director	60	\$475/d		\$28500
Cinematographer	40	\$425/d		\$17000
Editor	40	\$350/d		\$14000
Assistant Editor / Archivist	50	\$275/d		\$13750
Equipment				
Production Equip (documentary & underwater)	40	\$450/d	\$18000	\$0
Postproduction Equip (Editing hardware/software)	30	\$350/d	\$10500	\$0
Supplies				
Digital Storage	10TB	\$750/TB		\$7500
Video supplies & maint.				\$3500
Music & Archival Licensing				
				\$4500
Travel				
Airfare (2 pers, 3 trips)				\$2400
Car rental	40 d	\$35/d		\$1400
Fuel				\$750
Lodging	40 n	\$75/n		\$3000
Per diem	80 pd	\$30/pd		\$2400
TOTAL			\$28500	\$98700