



America's Public Lands:

origin, history, future



OUR ACHIEVEMENTS



Recognition: The Public Lands Foundation recognizes exceptional and outstanding work of BLM employees in Managerial/Administrative and Technical/Operational programs, and presents Lifetime Service Awards to career BLM employees who have distinguished themselves. Landscape Stewardship Awards and Certificates of Appreciation are presented to individuals and organizations that have demonstrated sustained outstanding leadership at a landscape level. We also recognize significant contributions within the PLF through an annual Volunteer of the Year Award.

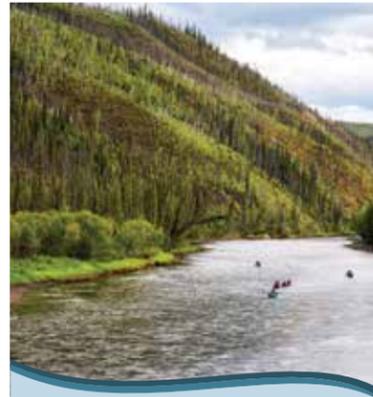
Archives: The Public Lands Foundation established the Archives in 1992 as a place to collect and store historical materials related to the BLM, the lands managed by the BLM, and the people who worked for the BLM. The PLF provides historical materials for use in the BLM National Training Center's training programs.



Bureau of Land Management Photos by Bob Wick, BLM-California

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Public Lands Foundation

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ADVOCACY

One of the major goals of the more than 700 members of the Public Lands Foundation is to educate the public about the Bureau of Land Management as an agency within the Department of the Interior, and emphasize its responsibilities for management of the National System of Public Lands. To support the BLM, our members stay current on public lands issues and policies, and communicate our concerns and recommendations to the general public, the media, the BLM, the DOI, and Congress through telephone calls, website articles, written correspondence and formal position statements and publications. Our representatives also testify before Congress on budget and policy matters affecting the BLM and the National System of Public Lands. **Join us by supporting our programs and working to achieve PLF goals. Visit www.publicland.org to**



A wealth of information is available in the PLF's individual files for 92 BLM state and district/field offices, including photos, maps and other information about employees, programs, projects and events in each office and jurisdiction.

Memorial Wall: The Public Lands Foundation maintains a memorial wall recognizing deceased BLM employees. We honor these men and women who labored hard and managed well, that others might find the climb less steep.

Biennial Student Congress: Every other year, the PLF sponsors a National Student Congress that deals with public land management and natural resource issues. Through this program we educate our youth on public land management history and current issues, encourage them to provide input into the future of these lands, and expand their career considerations while enriching their resumes.

Participants are recruited from colleges and universities across the country to obtain as

diverse a group of students as possible. Students do not necessarily have to be studying natural resources-related fields, but they must have an awareness of, and interest in, the future of public land management.

Approximately 25 students meet for three days, along with four or five advisors who have had long careers in public policy and land and resource management. They discuss current issues and potential solutions from the youth perspective and make recommendations on what they believe to be important considerations for future policy making.

The students prepare a report at the end of each Student Congress that summarizes their discussions and activities and makes recommendations for the direction of future land management policies.

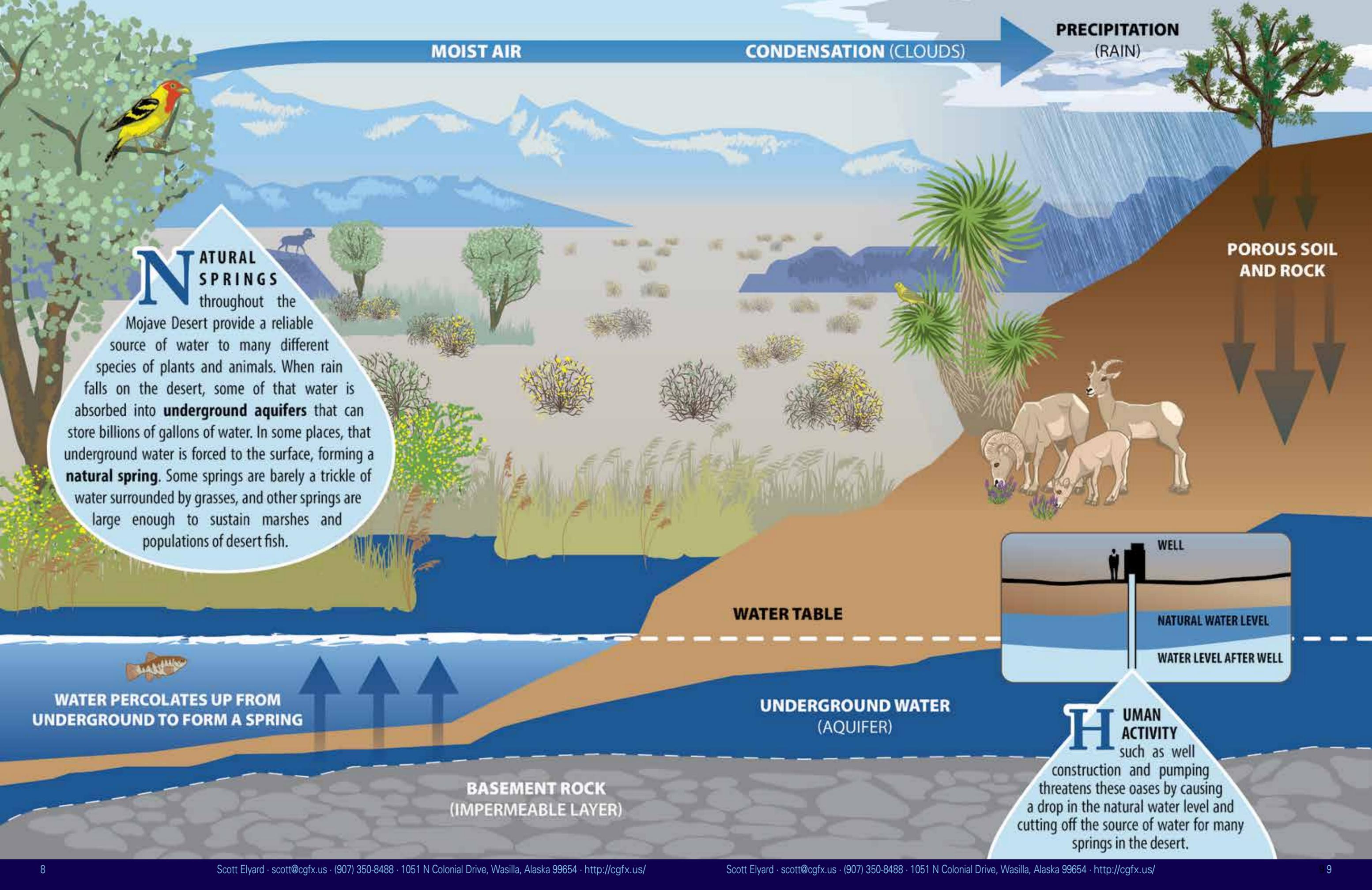
The members of the Student Congress present the report to the PLF Board of Directors and to BLM officials in Washington, D.C.

George Lea Founder's Scholarship: The Public Lands Foundation offers two \$5,000 scholarships each year to outstanding students who need financial assistance to complete their schooling in one of the many disciplines that reflect the professional and technical expertise needed in today's world of public land management. The scholarship is named after the founder of the PLF, George Lea, whose passion for effective management of our National System of Public Lands is exemplified by his work in the PLF. Seven scholarships were awarded to students across the nation in the first four years of the program.



Employee Training—The Past and the Future—A BLM/PLF Partnership: The BLM's Pathways training course introduces new employees to the agency, its programs, and its responsibilities. The PLF has joined with the BLM to create an opportunity for relatively new employees to develop a personal relationship with a PLF partner (retiree) who has a long history with the BLM. The PLF partner selected will be in close geographic proximity to the new employee and will have a background and experience of similar interest.

Once the BLM employee and PLF partner are matched, interviews are set up and recorded. The recorded interview of the PLF partner becomes "a little piece of the BLM oral history," and sent to the PLF Archives. The interview of the Pathways participant will be used to help the PLF and the BLM learn more about new employees, including their goals and interests, and the challenges facing them.



MOIST AIR

CONDENSATION (CLOUDS)

PRECIPITATION (RAIN)

POROUS SOIL AND ROCK

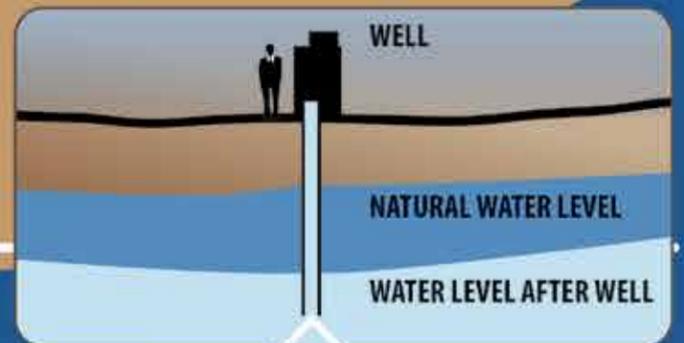
NATURAL SPRINGS throughout the Mojave Desert provide a reliable source of water to many different species of plants and animals. When rain falls on the desert, some of that water is absorbed into **underground aquifers** that can store billions of gallons of water. In some places, that underground water is forced to the surface, forming a **natural spring**. Some springs are barely a trickle of water surrounded by grasses, and other springs are large enough to sustain marshes and populations of desert fish.

WATER TABLE

UNDERGROUND WATER (AQUIFER)

WATER PERCOLATES UP FROM UNDERGROUND TO FORM A SPRING

BASEMENT ROCK (IMPERMEABLE LAYER)



HUMAN ACTIVITY such as well construction and pumping threatens these oases by causing a drop in the natural water level and cutting off the source of water for many springs in the desert.

INLETKEEPER®

...PROTECTING THE COOK INLET WATERSHED & THE LIFE IT SUSTAINS

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Summer 2012



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Oil & Gas at Your Door? Know Your Property Rights!

Oil & gas companies are undertaking an aggressive new round of seismic exploration around Cook Inlet to better understand hydrocarbon potential. These activities can entail land clearing, road building,



Inletkeeper Bob Shavelson surveying one of the hundreds of blast holes on the Kenai River flats this spring.

detonations, noise, dust and other impacts to private property. Cook Inletkeeper has fielded numerous calls from concerned property owners who have been asked by industry to sign a consent form to conduct seismic exploration on the landowner's property.

Under Alaska law, surface and subsurface property ownership are separate rights (called "estates" in property law). This is the law of "split estate." The surface estate is what we typically understand to be property ownership—i.e., the corners of your property and everything within them. The subsurface rights occur beneath the surface estate, and they're often called mineral rights. Not many people in Alaska own both the surface and subsurface rights to their property, but if you do, you have considerable legal authority

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Why Cook Inletkeeper Needs You

Jack-up rigs, coal mines, tsunami debris, waste water dumping, boondoggles, coal mines, threats to fisheries. The list grows and grows. Our Alaskan way of life is under siege. Projects and issues pile up as the resources we depend on to power our homes and our cars, to move food into grocery stores and make the products we buy become more and more scarce and more and more valuable.

By living off a finite resource base, we can expect the political and physical conflicts over these resources will only continue to increase in frequency and intensity. Often we are asked: When corporations are considered people and seem to be immune from the law, when governments ignore the will of the people they are supposed to serve, and outsiders make billions of dollars on the broken backs of regular Alaskans, why bother fighting?

The answer is simple. We all love this place.

Face the facts. You have to want to live



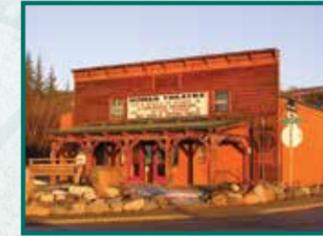
in Alaska. Life here is not easy. The cold dark months are replaced by long days with not enough sleep. Food and fuel are expensive—it costs more to ship a child's toy than the cost of

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What is ON SCREEN ADVERTISING?

The Pre-Show advertising program is a 12-minute looped program containing Screen Ads, Theatre Policy and Promotional Ads and local and Alaska-Themed Photography.

Our Pre-Show is designed to be a conversation starter for waiting moviegoers, with familiar photo images, movie trivia, appealing background music and local businesses highlighted on the **BIG SCREEN** for maximum impact and retention.

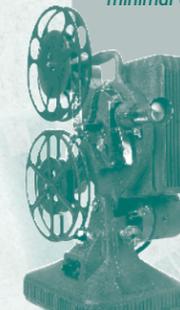


"Small businesses can benefit from reaching this captive audience of moviegoers—without taking a major bite out of their budgets."

—Entrepreneur.com

"...movie screen advertising is a growing industry. This novel medium allows an advertiser to target a specific demographic area with frequent repetition and minimal effort."

—The Business Journal



FACTS AND FIGURES

The Pre-Show program begins 20 to 25 minutes before each show, with each paid advertisement before the audience for at least one rotation, sometimes two.

During the winter months, your screen ad would run before 14 shows a week and as many as 21 shows during peak summer months. An average of almost 3,000 people per month visit the Homer Theatre.

Why spend ADVERTISING DOLLARS AT THE HOMER THEATRE?

- Moviegoers are a captive audience for digital On-Screen Advertising. They can't change the channel or turn the page.
- Cinema audiences remember On-Screen Advertising with recall rates four to six times higher than television.
- Advertisers are encouraged to offer a discount or value-added bonus to movie patrons who bring in their ticket stub. This can give you some feedback on the effectiveness of advertising with the Homer Theatre.

RATE INFORMATION

The rate for a standard package, 15-second On-Screen Ad, is as little as \$150 per month with a 6-month or 12-month contract.

Enhance your advertising impact and dollars with a 30-second ad starting at \$300 per month with a 6-month or 12-month contract.

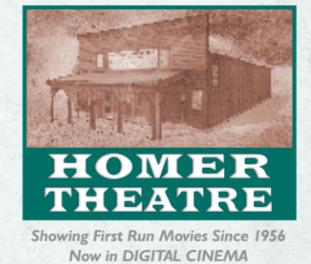
Personalize your ad with video footage of your business. Feature your establishment, goods and services, staff and customers, and make a **BIG IMPACT** with **BIGGER RESULTS!**

- Discounts offered for all 12-month contracts.
- As little as 25% Down Payment collected at signing of contract. Remaining balance may be paid in installments.

Showcase Your Business on the **BIG SCREEN** at the Homer Theatre Today!

Call **907-235-1969** or e-mail management@homertheatre.com

Homer Theatre
106 W. Pioneer Ave.
Homer, AK 99603
management@homertheatre.com



Be Seen ON THE BIG SCREEN

Unlike other media, on-screen advertising gives you a unique opportunity to reach your customers. Your message plays larger than life on the silver screen, towering before moviegoers.

