



scott **elyard**.portfolio

Gallimaufry: a confusion, absurd medley, or mélange of things.

Gallimaufry SCIENCE

Art AT Show Indigo
Tea Lounge

October 2018

Metro Mall • Anchorage, AK

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America's Public Lands:

origin, history, future





America's Public Lands: origins, history, future



The Public Lands Foundation is a national nonprofit membership organization that advocates and works for the retention of America's Public Lands in public hands, professionally and sustainably managed for responsible common use and enjoyment. The PLF endorses and embraces the multiple use mission of the BLM. Members are predominantly retired employees of the BLM from across the United States who have spent their careers dedicated to the sound management of these valuable lands and resources. Many of our members spent their careers managing public lands and have personal knowledge and unparalleled expertise in their management.

Published December 2014

All photos by Bureau of Land Management staff.
Cover Photo: Vermilion Cliffs National Monument, Arizona

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This publication has been prepared by the Public Lands Foundation to define and clarify the status of federal public lands in America and to answer questions people pose on a daily basis, such as:

Where did the Public Lands come from?

Lands were ceded from Native Americans

Prior to contact with Europeans (pre-1492), Indians and Alaska Native Peoples lived in what was to become the United States in organized societies with various forms of government. In the Lower 48 contiguous states, Indian Nations ceded millions of acres of land to the newly established government that contributed to making the U.S. what it is today. In Alaska and Hawaii, the status of lands was negotiated as a part of Statehood. Through conquest and treaty settlements, lands were also obtained from Mexico, Canada, Russia, Spain, France and England (who likewise obtained the land through conquest and settlement from the inhabitants at that point in history). This history of conquest, cessation and settlement provided the original basis for federal ownership and legal title to much of the nation's public lands.

•How did the United States acquire the public lands owned collectively by the American people?

•How did the United States transfer most of the original public lands to state, private and other ownerships?

•How did the Bureau of Land Management, an agency within the Department of the Interior, become responsible for administering its remaining 245 million acres of public domain lands, now known as the National System of Public Lands?

•How does federal ownership and management of public domain lands benefit Americans?

Lands were relinquished by the Colonies

The first public lands were created in 1781 when New York agreed to surrender to the federal government its claim to



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administer the Act. Its mission was to authorize livestock grazing in 10 western states, provide stability to the livestock industry, and improve the conditions of the range.

1935 to 1951 - The Grazing Service helped local ranchers form Grazing Districts on over 142 million acres in 61 public domain areas in 10 western states. Each of the districts set up a District Grazing Office to administer the program. (Attachment 4 on page 19 shows the areas in the Grazing Districts that had been established by 1937.)

The Taylor Grazing Act also put an end to unrestricted public settlement of public domain lands, required the GLO to classify lands as suitable for entry, and required the public to file applications and get approval before settling on the lands.

1946 - Congress established the **Bureau of Land Management** on July 16 by merging the Grazing Service, the General Land Office, and the Oregon & California Revested Lands Administration unit in western Oregon. After the merger, the BLM's field organization consisted of Land Offices located in the capitals of the 12 western states, and 60 District Grazing Offices scattered throughout the rural areas of the same states. The BLM's early years could be characterized as an era of *clerks and cowboys*, emphasizing Lands and Minerals operations and Range and Forestry programs.



By 1946, the public domain had been reduced to about 400 million acres and there were more than 3,000 unrelated and often conflicting laws on the books governing the management of the public domain lands.

1959 - The Alaska Statehood Act created the nation's 49th state, creating a major workload for the young BLM. The Alaska Statehood Act provided for the conveyance of approximately 104.5 million acres of federal land to the State. When the state later identified its claims, the BLM staff began the arduous task of processing the acreage to final patent. As of 2014, approximately 95 percent of these lands have been conveyed: 61 percent have been patented and 34 percent have been conveyed by Tentative Approval (conveyed subject to final survey).

1960 - The public began to take a renewed interest in their public lands, realizing that with population growth and urbanization, the undeveloped public lands needed to be conserved for the good of the environment, as a refuge for wild plant and animal populations, and as recreation lands for the general public. President John Kennedy took notice of the public lands and emphasized the need for increased focus on conservation and the importance of the federal government in providing leadership in that arena.

1964 - Congress passed the Classification and Multiple Use Act (C&MU Act) that directed the BLM to determine:

1. which of the BLM-administered public lands "should be disposed of for orderly growth and development of a community, or are chiefly valuable for residential, commercial, agricultural, industrial, or public uses or development, OR
2. which lands should be retained, at least for the time being, in federal ownership and managed for domestic livestock grazing, fish and wildlife development and use, industrial development, mineral production, occupancy, outdoor recreation, timber production, or preservation of public values that would be lost if the land passed from federal ownership."

1965-1970 - The BLM held hundreds of public hearings on land classification proposals throughout the West. The implementation of the C&MU Act was a significant event because it gave the general public their first official opportunity to have a say about what should be done with "their" public domain lands. They responded overwhelmingly to "retain and manage for multiple use."

1976 - Noting the desires of the people, Congress on October 26 passed the **Federal Land Policy and Management Act (FLPMA)**, an organic act for the BLM that established the agency's multiple use mandate to serve present and future generations. The Act declared that the public lands be retained in federal ownership, unless as a result of the land use planning procedure provided for in the Act, it is determined that disposal of a particular parcel will serve the national interest. FLPMA also repealed a long list of

outdated public land laws that had been passed to provide for the disposal of the nation's public lands. The Mining Law of 1872 and the Mineral Leasing Act of 1920 survived.

New Laws, New Uses, New Identity for BLM-Administered Public Lands

A variety of environmental laws were passed in the late 1960s and early 1970s that greatly influence how the BLM operates. They include the National Environmental Policy Act, the Clean Water Act, the Clean Air Act, the Wilderness Act, the Endangered Species Act and the Wild Free-roaming Horses and Burros Act.

Ranchers had been the primary users of the public lands and livestock grazing was the primary use from 1930 to 1960. Grazing Service and BLM management programs focused on livestock numbers and seasons of use, but public use began to change in the 1960s.

Off-highway Vehicles (OHVs) and other new recreation equipment were developed. Rural and remote public lands under BLM administration became the outdoor recreation playgrounds for many people who lived in the urban areas of the West. The lands and outdoor activities eventually attracted users from the rest of the states and from around the world.

The agency's **OHV Travel Management Plans** took much longer to complete due to complexity of issues, increased public input, and the additional staffing needed to ensure the plans met the requirements of various laws.



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Archeological sites and antiquities that had been protected for centuries by their remote and inaccessible locations were now being explored and often damaged by the public.

The public domain was not included in the **Wilderness Act of 1964**. The Act did not apply to the public domain until FLPMA was passed in 1976.

The **National Environmental Policy Act of 1969** greatly extended the time it took to make land management decisions. Decisions that were formerly made by BLM district managers and staff became lengthy public processes often involving voluminous Environmental Impact Statements and Records of Decision. Eventually, decisions were elevated to state directors or the BLM Director, and the planning process was frequently extended by special-interest objections filed with the Interior



Board of Land Appeals and lawsuits filed with the court system.

The **Wild Free-roaming Horses and Burros Act of 1971** changed the *invasive and nuisance* animals of the Grazing Service era into the *living symbols of the old West*. Congress determined that wild horses and burros should be protected animals, and gave responsibility for the program to the Department of the Interior, which assigned the BLM to manage the new program.

The **Endangered Species Act of 1973** required major changes in traditional timber harvests and oil and gas development activities on BLM-administered public lands. Threatened and endangered species programs greatly curtailed or shut down natural resource extractions entirely in some areas.

2008 ~ On December 16, the Department of the Interior designated the public lands administered by the BLM as the **National System of Public Lands**.



What does the future hold for public domain lands that remain?

In 2014, approximately 245 million acres of the original public domain lands remain in the National System of Public Lands administered by the Bureau of Land Management. These lands are owned by, used by, and are important to the nation's public, not just state and local residents. The federal government funds the majority of the cost of managing public use and protecting the resources on these federal lands. The BLM's budget for FY 2014 was \$1.052 billion.

The value of the public lands is indisputable as a legacy for future generations and as a contributor to present-day economics and quality of life. Public lands managed by the BLM contributed \$107 billion to the U.S. economy while supporting nearly 450,000 jobs in FY 2013.

The economic output generated by activities on the public lands fuel local economies. Energy related development and production—including oil and gas, coal, non-energy minerals, and geothermal, wind and solar energy—on BLM-managed public lands contributed just over \$99 billion in FY 2013. Within that total, oil and gas generated \$69 billion; coal \$16 billion; non-energy minerals such as sand and gravel \$12.4 billion; and geothermal, wind and solar energy leases \$2.3 billion.

Other significant economic activity was supported by: recreation use (\$5.5 billion); livestock production, or the introduction of feed, fiber, and livestock into the market (\$1.5 billion); and timber harvesting (\$658 million). Royalties and other revenues are also collected on this economic activity, resulting in substantial funds being contributed back to the U.S. Treasury, as well as to state and local governments.

States and local governments (counties and boroughs) share in much of the revenue generated on public lands. Fifty percent of the royalties from hard rock and fluid (oil and gas) mineral development and leasing go to the affected state. Each year, either 50 percent of grazing fees or \$10 million, whichever is greater, is allocated back to the BLM state office or field office where the money was collected, and used for range improvements. Fifty percent of receipts from timber sales on the Oregon and California lands are allocated to the 18 counties where harvest occurs.



State	Purpose										Total
	Common school	Other school	Other institutions	Railroads	Wayne Potts	Grants and trusts	Miscellaneous (not specified)	Swamp reclamation	Other purposes	Armed	
Alabama	111,637	Armed	Armed	Armed	Armed	Armed	Armed	Armed	Armed	Armed	Armed
Alaska	103,264	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Arizona	8,468,154	848,154	848,154	848,154	848,154	848,154	848,154	848,154	848,154	848,154	848,154
Arkansas	123,771	123,771	123,771	123,771	123,771	123,771	123,771	123,771	123,771	123,771	123,771
California	5,324,289	532,429	532,429	532,429	532,429	532,429	532,429	532,429	532,429	532,429	532,429
Colorado	1,865,411	186,541	186,541	186,541	186,541	186,541	186,541	186,541	186,541	186,541	186,541
Connecticut	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Delaware	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Florida	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Georgia	1,264,809	126,481	126,481	126,481	126,481	126,481	126,481	126,481	126,481	126,481	126,481
Idaho	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Illinois	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Indiana	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Iowa	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Kansas	1,001,630	100,163	100,163	100,163	100,163	100,163	100,163	100,163	100,163	100,163	100,163
Kentucky	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Louisiana	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Maine	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Massachusetts	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Michigan	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Minnesota	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Mississippi	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Montana	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Nebraska	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Nevada	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
New Hampshire	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
New Jersey	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
New York	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
North Carolina	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
North Dakota	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Ohio	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Oklahoma	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Oregon	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Pennsylvania	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Rhode Island	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
South Carolina	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
South Dakota	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Tennessee	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Texas	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Utah	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Vermont	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Virginia	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Washington	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
West Virginia	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Wisconsin	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Wyoming	1,011,987	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199	101,199
Total	77,428,222	7,742,822	7,742,822	7,742,822	7,742,822	7,742,822	7,742,822	7,742,822	7,742,822	7,742,822	7,742,822

Attachment 2: Grants to the States, 1808 to 1978.
(Taken from *Public Land Statistics, US Department of the Interior*)



Acquisition	Area			Percent of total U.S. land	Cost ^a
	Land	Water	Total		
	Acres	Acres	Acres		
State cessions (1781-1802)	224,414,680	3,459,920	228,874,600	10.2	\$98,200,000
Louisiana Purchase (1803)	501,454,480	4,455,280	505,909,760	22.9	\$2,313,848
Red River Basin (1781-1817)	20,266,880	515,040	20,781,920	1.2	
Cession from Spain (1819)	43,262,720	2,801,800	46,064,520	2.0	6,874,057
Oregon Compromise (1846)	185,644,480	2,741,760	188,386,240	7.9	
Mexican Cession (1848)	324,478,360	4,291,680	328,770,040	14.6	16,285,149
Purchase from Texas (1850)	18,242,880	80,840	18,323,720	0.4	15,488,448
Gadsden Purchase (1853)	18,581,120	70,880	18,652,000	0.8	10,000,000
Alaska Purchase (1867)	365,225,120	12,360,440	377,585,560	16.3	7,200,000
Total public domain	1,267,333,440	20,176,680	1,287,510,120	79.4	\$6,079,222

^aCost data for all except "State Cessions" obtained from Geological Survey, Boundaries, Area, Geographic Centers (Washington, U.S. Government Printing Office, 1925). Averages herein are based on findings adopted February 9, 1912, by the Secretary of the Interior.

^bGeorge Cession, 1802 (55,680,000 acres). See Donnellan, Thomas, *The Public Domain, its History, with Statistics* (Washington, U.S. Government Printing Office, 1886), p. 15.

^cIncludes areas alienated by treaty of 1819 with Spain.

Note.—Alaska has been adjusted for the reclamation of the areas of the United States that was made for the 1980 decennial census.

Source: U.S. Department of the Interior, Office of the Secretary, *Areas of Acquisition to the Territory of the United States* (Washington, U.S. Government Printing Office, 1925). Averages herein are based on findings adopted February 9, 1912, by the Secretary of the Interior.

Attachment 1: Acquisition of the Public Domain, 1781 to 1867.
(Taken from *Public Land Statistics, US Department of the Interior*)

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.

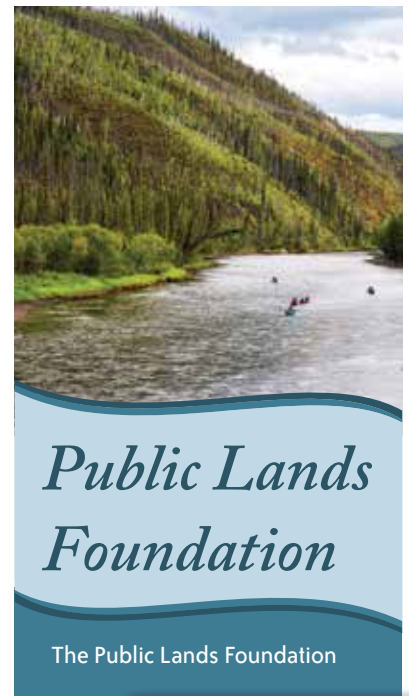


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The Public Lands Foundation

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A wealth of information is available in the 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 wilderness 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 a

ADVOCACY

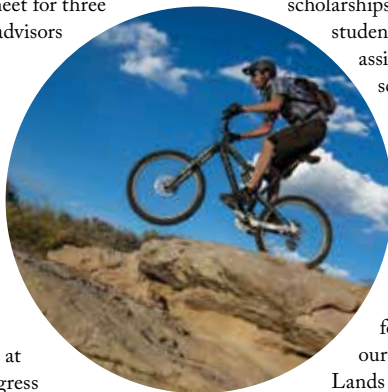
One of the major goals of the more than 700 members of the Public Lands Foundation is to educate the public about the Bureau of Land Management as an agency within the Department of the Interior, and emphasize its responsibilities for management of the National System of Public Lands. To support the 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**



PLF's district/other projects 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

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 PERCOLATES UP FROM
UNDERGROUND TO FORM A SPRING

BASEMENT ROCK
(IMPERMEABLE LAYER)

CONDENSATION (CLOUDS)

**PRECIPITATION
(RAIN)**

**POROUS SOIL
AND ROCK**

WATER TABLE

**UNDERGROUND WATER
(AQUIFER)**

WELL

NATURAL WATER LEVEL

WATER LEVEL AFTER WELL

**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.

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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,

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



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

Continued on page 5

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

Continued on page 11

What is

ON SCREEN ADVERTISING?

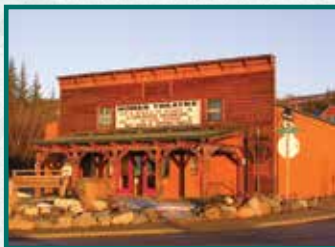
The Pre-Show advertising program is a 12-minute looped program containing Screen Ads, Theatre Policy and Promotional Ads and local and Alaska-Themed Photography.

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.



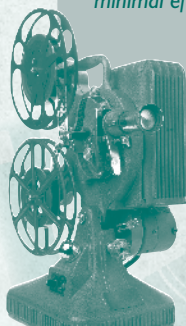
"Small businesses can benefit from reaching this captive audience of moviegoers—without taking a major bite out of their budgets."

—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



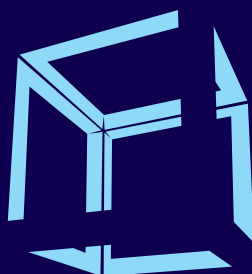
Showing First Run Movies Since 1956
Now in DIGITAL CINEMA

Onscreen ADVERTISING



Be Seen ON THE BIG SCREEN

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



scott@cgfx.us