

BECOMING CALIFORNIA

Produced and Directed by Emmy Award winning filmmaker Kit Tyler
A two-hour program in three acts: *Assembling California, Reinventing California and Reconciling California*

Becoming California is the epic story of environmental change on America's western edge. Narrated by academy award winning actress Jane Fonda, with music by legendary musician Pat Metheny, *Becoming California* takes a fresh approach to our modern environmental dilemma; it shows how the needs of nature can be reconciled with the demands of civilization.

For questions or inquiries, please contact: Jim Baxter (jbaxter@calegacy.org) or Jessica Weiss (jweiss@calegacy.org)

Here are some posts you can share on your social media accounts to help promote *Becoming California* on your station. Feel free to include the trailer, promos, photos, facts about California's environmental history, and/or links to our website and reviews of the program.



*NOTE: Hash tags can help organize conversations on **Twitter** as well as help you gain new audiences who may be interested in a topic. Use the following hash tags to help increase your reach:*

#CALegacyProject
#BecomingCA

Suggested Twitter Posts:

- Join us NEXT WEEK for an epic story of environmental change on America's western edge. #BecomingCA <http://bit.ly/BecomCA>
- Can nature and civilization coexist? Find out TOMORROW at [AIR TIME] on [LOCAL STATION]. #BecomingCA <http://bit.ly/BecomCA>
- TONIGHT at [AIR TIME] learn how Californians are changing every aspect of the golden state on [LOCAL STATION]. #BecomingCA <http://bit.ly/BecomCA>
- Did you know that we can reconcile the needs of nature with the demands of civilization? #CALegacyProject #BecomingCA <http://bit.ly/BecomCA>
- Did you know we can create new environments where nature *and* civilization can thrive? #CALegacyProject #BecomingCA <http://bit.ly/BecomCA>
- Did you know living roofs aid the environment *and* improve the bottom line? #CALegacyProject #BecomingCA <http://bit.ly/BecomCA>

- Did you know Lassen Peak is one of the largest volcanoes to erupt in California in the past 300K years? #BecomingCA <http://bit.ly/BecomCA>
- Did you know about a third of California's precipitation is stored naturally as ice and snow? #BecomingCA <http://bit.ly/BecomCA>
- Did you know that 5 million years ago California's Anza-Borrego Desert was actually an ocean? #BecomingCA <http://bit.ly/BecomCA>
- Did you know that California is considered a biological "hot spot"? #BecomingCA <http://bit.ly/BecomCA>
- Did you know that California is home to a threatened population of Big Horn Sheep? #BecomingCA <http://bit.ly/BecomCA>
- Did you know that the golden hills of California is not really Californian at all? #BecomingCA <http://bit.ly/BecomCA>
- Did you know that California produces more than half of the nation's fruit and vegetables? #BecomingCA <http://bit.ly/BecomCA>
- Did you know that California used to be the largest producer and exporter of petroleum in the world? #BecomingCA <http://bit.ly/BecomCA>

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

To increase your reach on Facebook, tag relevant pages within your posts as well as posting on the walls of groups in your area that may be interested in the topic you are posting about.

Suggested Facebook Posts:

- NEXT WEEK: Join us for the epic story of environmental change on America's western edge. Watch "Becoming California" at [AIR TIME] on [LOCAL STATION] <http://bit.ly/BecomCA>
- TOMORROW: Can nature and civilization coexist? To find out, watch "Becoming California" at [AIR TIME] on [LOCAL STATION]. <http://bit.ly/BecomCA>
- TONIGHT: Learn how Californians are building a new culture of stewardship and changing every aspect of the golden state. Watch "Becoming California" at [AIR TIME] on [LOCAL STATION] <http://bit.ly/BecomCA>
- Did you know that millions of years of environmental change in California offer clues to its sustainable future? Find out more in "Becoming California." <http://bit.ly/BecomCA>

- Did you know that Californians today are creating a new story – one in which we reconcile the needs of nature with the demands of civilization? Find out more in "Becoming California." <http://bit.ly/BecomCA>
- Did you know that California's colliding landforms interact with the ocean and atmosphere to create one of the most beautiful, diverse and biologically rich places on earth? Find out more in "Becoming California." <http://bit.ly/BecomCA>
- Did you know that early California was forged by plate tectonics and catastrophic volcanic upheaval? Find out more in "Becoming California." <http://bit.ly/BecomCA>
- Did you know the granite that makes up California's Sierra Nevada Mountains is bigger than the states of Massachusetts, Vermont, Connecticut, and New Jersey combined? Find out more in "Becoming California." <http://bit.ly/BecomCA>
- Did you know that California's land, water and oil are all products of the San Andreas Fault? Find out more in "Becoming California." <http://bit.ly/BecomCA>
- Did you know California has more variation in temperature and precipitation than any other place in North America? Find out more in "Becoming California." <http://bit.ly/BecomCA>
- Did you know that Californians are creating brand new environments where nature and civilization can both thrive? Find out more in "Becoming California." <http://bit.ly/BecomCA>
- Did you know that the Los Angeles River is being restored to create a 51 mile greenway from the mountains to the ocean? Find out more in "Becoming California." <http://bit.ly/BecomCA>
- Did you know that farmers in California are forging new partnerships with nature that support profitable farms and healthy ecosystems? Find out more in "Becoming California." <http://bit.ly/BecomCA>
- Did you know that in San Diego County the environmental community and real estate industry came together to preserve nature while also protecting development interests? Find out more in "Becoming California." <http://bit.ly/BecomCA>

Related Posts

- Did you know that a day camp at an organic farm near Sacramento is helping kids connect with nature? Learn more: <http://bit.ly/soilborn>
- Did you know that rice fields in California's Central Valley can also function as productive salmon habitat? Learn more: <http://bit.ly/movforw>
- Did you know that we can ensure healthy functioning ecosystems by creating new habitats for species and reconnecting ourselves to nature? Learn more: <http://bit.ly/peopltoo>

- Did you know that Californians are working to create new landscapes that integrate both ecological and human needs? Learn more: <http://bit.ly/rethinkrole>



Take advantage of online video content for *Becoming California* (trailer, clips) to promote the documentary. This content is located on the California Environmental Legacy Project YouTube channel (<http://www.youtube.com/user/TheCALegacyProject>). Post video online through any/all social media channels and encourage follower commentary on the videos.

Useful links:

Website: <http://www.calegacy.org/becoming-california>

Facebook: <http://www.facebook.com/calegacy>

Twitter: <http://twitter.com/CaLegacyTeam>

YouTube: <http://www.youtube.com/user/TheCALegacyProject>

Pinterest: <http://www.pinterest.com/kqed/becoming-california>

Becoming California Pressroom: <http://www.calegacy.org/press/>

KQED Pressroom: <http://blogs.kqed.org/pressroom/becoming-california>