

Research: Since Ponce de Leon introduced the first cattle to Florida more than 500 years ago, ranching has been a fundamental part of Florida's economy. Famed photojournalist Carlton Ward Jr has been shooting photography for the Florida Ranches Calendar since its genesis in 2006. Through his work he has realized that most residents are unaware of the critical role these ranches play as stewards of Florida's environment. The ranches showcased in the Florida Ranches Calendar operate using best management practices for conserving and protecting water resources and important natural habitat for wildlife. Although ranchers were responsible for the first real "branding" of cattle, they have not actively participated in branding themselves and sharing their proud heritage with the general public. Rather than preach to an audience about the value of ranching, The Firefly Group, on behalf of client Family Lands Remembered, developed the calendar format to share the story of Florida's cattle ranches, the important role they play in preserving the agricultural and cultural heritage of Florida's oldest industry, and their significant environmental stewardship. To celebrate the twelfth Florida Ranches calendar, Firefly enhanced its original concept by creating a Legacy Edition. The team reviewed all past Florida Ranches calendars to curate the most relevant content from previous calendars which would still translate to today. All photographs are accompanied by short narratives describing the ranches' history, operations and conservation activities. This content was acquired by interviewing the owners, staff and ranch managers of each ranch featured in the 2017 calendar.

Objectives: to create a calendar for 2017 that is both beautiful and educational; to build on the legacy theme by incorporating elements from past calendars; to stimulate new artists by sponsoring a contest for photographers in addition to the renowned photographer Carlton J. Ward, Jr., with a goal of thirty entries and 2,000 public votes; to increase sponsorship of the calendar by 10% in order to underwrite the cost of printing and distributing the calendars; and to increase the number of Ranch Calendar Facebook likes by 40% to make better use of this social media platform to increase awareness, educate the public and sell calendars.

Implementation: Eighth generation Floridian and National Geographic explorer Carlton Ward Jr committed to acquire sponsorships to photograph selected cattle ranches as new photographic additions to the Legacy Edition Calendar. In addition, Ward's cousin, Gil Williams, was engaged to shoot four additional featured photographs. Four other images were chosen through the implementation of an online photo contest. A committee reviewed past calendars and selected Forewords that had been written by well-known Florida ranchers, environmentalists and

political leaders over the past eleven years whose messages were still timely and relevant. Past covers of the calendar were incorporated into the legacy edition, with historical facts under each cover vignette to educate the public about ranching and its cultural and environmental significance. Promoted primarily through Facebook, the contest challenged area photographers to capture the essence of Florida ranching today. There were sixty entries, double the expected participation. While three of the winners were chosen by a panel of esteemed judges, the fourth and final contest winner was selected through a public vote, promoted through Facebook, in which more than 7,000 votes were cast. The winning entries were interspersed throughout the calendar, in addition to new images by Carlton Ward Jr and Gil Williams. Williams participated in the 2016 Great Florida Cattle Drive, an event held once a decade, and his unique and stunning photos of life on the cattle drive were included. The calendar was printed on FSC Certified Paper in keeping with the ranchers' commitment to environmental sustainability. A Florida Ranches Calendar Facebook page was used to stimulate engagement and interest in the calendar while also being used as a public education tool. An outreach to the school system resulted in teachers inquiring about access to the calendars to use in their classrooms.

Evaluation: The calendar has received significant praise for its visually stunning imagery and educational content. The number of photo contest submissions was double the goal: 60 entries compared to the goal of 30. The number of votes for the public choice image exceeded 7,000, more than triple our goal of 2,000. Eager to be part of the Legacy edition, thirty (30) organizations and ranches sponsored the calendar. The 20% increase in sponsorship funds enabled the printing of two hundred additional calendars. With nearly 800 organic Facebook likes on the Florida Ranches Calendar page, an increase of more than 70%, the additional engagement led to sales of nearly 300 calendars through the Florida Ranches Calendar Facebook page, as well as positive comments and reviews. The likes and comments to engaging and educational posts on the Facebook page indicate that the calendar has moved the needle in gaining awareness for Florida ranches and what they do to protect Florida's land. After the distribution to sponsors and the sale of calendars, there were also sufficient calendars remaining to distribute free of charge at selected community events. Several schools welcomed the calendars into their classrooms for educational purposes, thus changing the perspective of a younger generation.

Budget: Photography: \$4000; Printing: \$5726; Graphic Design: \$3700; Shipping and mailing: \$2000; Staff hours: 280. Sponsorships and sales: \$30,000+.