

Montana Rangeland Appreciation Month

June 1 - June 30, 2024



A Media Toolkit for Agencies, Organizations, and Stakeholder Groups to Aid in the Promotion and Outreach of Montana Rangeland Appreciation Month (MRAM)

Prepared by:

Rangeland Resource Program,
Montana Department of Natural Resources Conservation Service

HISTORY OF MONTANA RANGELAND APPRECIATION MONTH (MRAM):

During the 68th Legislative Session in 2023, Senator Mike Lang (Malta, MT) drafted legislation to officially appoint the month of June as Montana Rangeland Appreciation Month. This bill became a joint resolution that successfully passed both houses officially declaring in perpetuity the month of June as Rangeland Appreciation Month in Montana.

Rangelands in Montana are incredibly important; seventy percent of the state (68,000,000 acres) is rangeland which provides habitat for wildlife, forage for livestock, and a host of ecosystem goods and services for the state. Rangelands in Montana provide watershed services worth \$14/acre including water collection, groundwater filtration and aquifer recharge to name a few. The Rangeland Resource Program within the Montana Department of Natural Resource Conservation Service is working to promote MRAM to showcase the importance of the ecosystem goods and services that rangelands provide to the economy and ecosystems of Montana through this comprehensive toolkit. This toolkit was designed for use by agencies, organizations, and stakeholders to showcase and promote the importance of rangelands by using a multi-media approach to target and educate the public at large.

HOW TO USE:

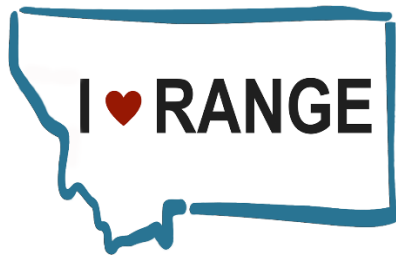
The goal of this informational toolkit is to provide resources, links, infographics and additional outreach materials to agencies, organizations, and stakeholders so that they may pick and choose to use, promote, and distribute items as they see fit. By having the ability to select items for use, entities can showcase a tailored outreach message for the month while maintaining cohesive and unified messaging themes as a part of the larger whole. The goal of this month is to create an amalgamated front in both promotion and celebration of Montana's Rangeland Appreciation Month.

• Social Media Contacts:

- MT DNRC Facebook- Contact: Moira Davin, moira.davin@mt.gov
- MISC Facebook- Contact: Liz Lodman, liz.lodman@mt.gov
- MDA Facebook- Contact: Jasmine Chaffee, JChaffee@mt.gov
- Stockgrowers- Contact: Keni Reese, keni@mtbeef.org
- GLCI- Contact: Dean Wang, deanw@bankofbaker.com
- Winnett Aces- Contact: Jennifer Solf, Jennifer Solf jennifer@winnettaces.org
- Western Sustainability Exchange Holly Stoltz Holly Stoltz hstoltz@wsestaff.org
- Ranchers Stewardship Alliance Haylie Shipp info@ranchstewards.org
- Montana Farm Bureau Federation Rebecca Colnar rebeccac@mfbf.org

• Logos (2):

- Rangeland Resource Program (I Heart Range)
- MT DNRC



• Hashtags being promoted:

- #IHeartMTRangelands
- #MTRangelandMonth
- #MTRangeMonth
- #IHeartRange

Finally, help promote Montana Rangeland Awareness Month (MRAM) however you can. Ideas for promotion include posting the information above on your websites and social media pages, or contacting your local media outlets to reserve time to discuss the importance of rangelands and the ecosystem services they provide. Other ideas: publish an educational article in a local newspaper, an interview with a local rancher discussing the importance of rangelands, information booth at a local small business, or hosting an educational event or talk in your area. There are many, many ways to educate Montanans about the importance of rangelands and we are relying heavily on you to help increase public awareness regarding the benefits, ecosystem services and economic benefits that are provided by Montana's rangelands. When the month is over, please let Stacey or Shantell know what types of outreach you provided during the month and how it went for you. If you have any suggestions on what we can do better to assist you, please let us know!

[SOCIAL MEDIA POSTS:](#)

Week 1: Overview/History Of Mram

- **Monday, June 3:** Introduction & History of MRAM
- **Friday, June 7:** What is Rangeland?

Monday, JUNE 3, 2024 (Overview/History Of MRAM):

Social Media Content:

(Description of campaign (100 words or less))

Join us in celebrating Montana Rangeland Appreciation Month (MRAM)! The 68th Montana Legislature dedicated the month of June to rangelands with the goal of raising public awareness about the importance of rangelands, the ecosystem services they provide, and actions we can all take to preserve and protect these lands that encompass 70% or 68 million acres of Montana! Stay tuned in June to learn about how rangelands positively impact water, wildlife, pollinators, livestock, the economy and more!

Video/YouTube Links:

- Sieben Live Stock Ranch video:
[Stewardship with Vision, Episode 9: Sieben Live Stock Company - YouTube](#)
- 2020 Montana Environmental Stewardship Award | TG Ranch & Voldseth Livestock
 - https://www.youtube.com/watch?v=ItvZuSFekcg&list=PL3Z9vbmoW0KCyL_cDg3pklm7Zm4VUCG8Y

Friday, June 7, 2024 (What Is Rangeland?):

Social Media Content:

(Description of campaign (100 words or less))

Rangeland is all the wide-open spaces not covered by water, trees, crops, cities or pavement. Rangeland or grasslands are meadows and prairies that constitute many of the ecosystem types in Montana, such as xx.

Video/YouTube Links:

- What is Rangeland? video:
 - <https://www.youtube.com/watch?v=N5QRf1dIxLM>
- What are rangelands? video:
 - <https://www.youtube.com/watch?v=xWznUuUcMTc&t=6s>
- Montana Ranching: Raising Family and Beef (Part One) video:
 - https://www.youtube.com/watch?v=px5H_q6r7cU
- BLM: Why rangelands are important video:
 - <https://www.youtube.com/watch?v=C7FQ0emmTGo>

Week 1 Additional Materials and Links:

- Good Grazing Makes Cents\$
 - <https://goodgrazing.org/>

Week 2: Rangeland & Water

- **Monday, June 10:** Rangelands & Water
- **Wednesday, June 12:** Rangelands & Water Filtration

- **Friday, June 14:** Rangeland Services for Watersheds

Monday, June 10, 2024 (Rangelands & Water)

Email Content: (to go out primarily in Listserv/Bulletins)

Rangelands in Montana provide watershed services worth \$14/acre including water collection, groundwater filtration, and aquifer recharge. If Montana is 70% rangeland or 68 million acres, that's \$953 million worth of watershed services!

The roots of native grasses and shrubs that grow on rangelands can trap, slow, and filter rainwater and runoff. This filtration improves water quality in nearby streams and rivers for downstream drinking water, irrigation, and recreation.

The ecosystem services such as filtration of rainwater and runoff that rangelands provide help to protect human property from flooding and improves wildlife habitat, leading to potentially better hunting, fishing, and aesthetics.

To learn more about the role that rangelands play in water management, checkout the videos below!

Social Media Content:

(Description of campaign (100 words or less))

Rangelands in Montana provide watershed services worth \$14/acre including water collection, groundwater filtration, and aquifer recharge. The roots of native grasses and shrubs that grow on rangelands can trap, slow, and filter rainwater and runoff. This filtration improves water quality in nearby streams and rivers for downstream drinking water, irrigation, and recreation.

Video/YouTube Links:

- Values of Rangelands
 - <https://www.youtube.com/watch?v=u9ACE3SJqu0>
- Owyhee County ranchers create wetlands for wildlife, livestock
 - <https://www.youtube.com/watch?v=IYYcbup88KA&t=15sn>
- SS Cattle Company
 - <https://www.youtube.com/watch?v=jXUd43QdMR4&t=15s>
- Practical grazing management strategies to maintain or restore riparian function on rangelands
 - <https://www.youtube.com/watch?v=ZcuhJclT1SM>
- Watersheds Mgmt on Rangeland
 - <https://www.youtube.com/watch?v=ndyh5bGTJDC>

Friday, June 14, 2024 (Rangeland Ecosystem Services For Watersheds):

Social Media Content:

(Description of campaign (100 words or less))

The ecosystem services such as filtration of rainwater and runoff that rangelands provide help to protect human property from flooding and improves wildlife habitat, leading to potentially better hunting, fishing, and aesthetics.

Video/YouTube Links:

- Impacts to and opportunities for providing rangeland ecosystem services
 - <https://www.youtube.com/watch?v=YRWQwdXnWes>

Week 2 Additional Materials and Links:

- Montana Watershed Coordination Council
 - <https://www.mtwatersheds.org/>
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Week 3: Rangeland & Pollinators

- **Monday, June 17:** Rangelands & Pollinators
- **Wednesday, June 19:** Rangelands & Pollinator Habitat
- **Friday, June 21:** Rangelands & Flooding

Monday, June 17, 2024 (Rangelands, Pollinators & Native Plants):

Email Content: (to go out primarily in Listserv/Bulletins)

Rangelands are a vast, connected habitat for native pollinators and insects. The diversity of wildflowers and flowering shrubs found on rangelands provide valuable pollen and nectar.

Native bees, many species of which are solitary, use small patches of bare ground or hollow- or pithy-stemmed wildflowers and grasses for nesting sites commonly found on rangelands.

Diverse plant communities on rangelands also supply breeding and overwintering habitat for butterflies, moths, beetles, flies, and other beneficial pollinators. To learn more about the role that rangelands play in helping conserve and sustain pollinator populations, check out the video links below!

Social Media Content:

(Description of campaign (100 words or less))

Rangelands are a vast, connected habitat for native pollinators and insects. The diversity of wildflowers and flowering shrubs found on rangelands provide valuable pollen and nectar. Checkout the video link below about how pollinators interact with native plants on the Great Plains and Western US.

Video/YouTube Links:

- Supporting Pollinators on Rangelands in the Great Plains and Western US

- <https://www.youtube.com/watch?v=5GbJGA8OsOY>

Wednesday, June 19, 2024 (Rangelands & Pollinator Habitat):

Social Media Content:

(Description of campaign (100 words or less))

Rangelands provide nesting places for native bees, many species of which are solitary and use small patches of bare ground or hollow- or pithy-stemmed wildflowers and grasses for nesting sites.

Video/YouTube Links:

- Saving Great Plains Grasslands: Rangeland Management for Pollinators and Plant Diversity
 - <https://www.youtube.com/watch?v=VL9wZ1-fDPo>

Friday, June 21, 2024 (Rangeland & Pollinators):

Social Media Content:

(Description of campaign (100 words or less))

Diverse plant communities on rangelands supply breeding and overwintering habitat for butterflies, moths, beetles, flies, and wasps which can serve as pest control.

Video/YouTube Links:

- [Xerces Classroom: The Natural History of North American Pollinators](#)
 - <https://www.youtube.com/watch?v=kZOeioJ7b7g>
- The Power of Pollinators
 - <https://www.youtube.com/watch?v=eDxZojp9yNg>

Week 3 Additional Materials and Links:

- Montana Department of Agriculture
 - <https://agr.mt.gov/>
 - US Fish & Wildlife Service
 - <https://fws.gov/>
 - [Xerces Society](#)
 - <https://xerces.org/pollinator-resource-center>
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Week 4: Rangeland & Livestock/People/Recreation

- **Monday, June 24:** Rangelands & Livestock
- **Wednesday, June 26:** Rangelands & Carbon Sequestration
- **Friday, June 28:** Rangelands & Grazing

Monday, June 24, 2024 (Rangelands & Livestock):

Email Content: (to go out primarily in Listserv/Bulletins)

Rangeland provides forage to support Montana's \$1.5 billion livestock industry. Western rangelands evolved with grazing animals, which makes livestock an important management tool to maintain these landscapes.

Carbon sequestration is the process of capturing, securing, and storing carbon dioxide from the atmosphere. The idea is to stabilize carbon in solid and dissolved forms so that it doesn't cause the atmosphere to warm. Did you know that rangeland sequesters more than 20% of the world's terrestrial carbon and provides erosion control and nutrient cycling services valued at \$106/acre? Check out the videos in the links below to learn more about carbon sequestration, grazing management decisions, rangeland analysis, and adaptive grazing strategies!

Social Media Content:

(Description of campaign (100 words or less))

Rangeland provides forage to support Montana's \$1.5 billion livestock industry. . Western rangelands evolved with grazing animals, which makes livestock an important management tool to maintain these landscapes.

Video/YouTube Links:

- Rancher's Stewardship Alliance: Fencing Projects for Ranching and Wildlife
 - <https://www.youtube.com/watch?v=XOmsZf1J7dU>
- US Forest Service: Grass and Cattle
 - <https://www.youtube.com/watch?v=I8khY214i80>

Wednesday, June 26, 2024 (Rangelands & Carbon Sequestration):

Social Media Content:

(Description of campaign (100 words or less))

Did you know that rangeland sequesters more than 20% of the world's terrestrial carbon and provides erosion control and nutrient cycling services valued at \$106/acre?

Video/YouTube Links:

- Carbon Sequestration in Rangelands - An Introduction
 - <https://www.youtube.com/watch?v=7AArJmgtSU0>
- CSU Soil Scientists Test Rangeland Carbon Tracking Tool
 - <https://www.youtube.com/watch?v=if0xrUCb3ow>
- Rancher's Stewardship Alliance: Peter Donovan - Soil Carbon: What's the Buzz?

- <https://www.youtube.com/watch?v=gWkYYpH9Gww>

Week 4 Additional Materials and Links:

- Good Grazing Makes Cents\$
 - <https://goodgrazing.org/>
- The Rancher's Stewardship Alliance
 - <https://ranchstewards.org/>
- Montana Stockgrowers Association
 - <https://mtbeef.org/>
- [Grazing Lands Conservation Initiative-Montana](#)
 - <https://www.nrcs.usda.gov/programs-initiatives/glici-grazing-lands-conservation-initiative/montana/grazing-lands-conservation>
- Western Landowners Alliance
 - <https://westernlandowners.org/>
- Montana Association of State Grazing Districts
 - <https://mtbeef.org/about/montana-association-of-state-grazing-districts/>
- Natural Resource Conservation Service (NRCS)
 - <https://www.nrcs.usda.gov/conservation-basics/conservation-by-state/montana>
- Montana Association of Conservation Districts
 - <https://macdnet.org/>
- Winnett ACES
 - <https://www.winnettaces.org/>
- Madison Valley Ranchlands
 - <https://www.madisonranchlands.org/>
- Western Sustainability Exchange
 - <https://westernsustainabilityexchange.org/>
- Montana Public Lands Council
 - <https://mtbeef.org/montana-public-lands-council/>

Friday, June 28, 2024 (Rangelands & Grazing):

Social Media Content:

(Description of campaign (100 words or less))

Thanks for celebrating the importance of rangelands in Montana for Rangeland Awareness Month. DNRC's Rangeland Resource Program provides opportunities to bring together people who care to learn from one another and collaborate on common goals. The program serves as a credible source of information; unbiased, trusted, honest and non-political as well as welcoming anyone who cares about rangeland. The program focuses on building relationships among diverse groups and sharing perspectives and ideas that foster healthy, sustainable rangelands.

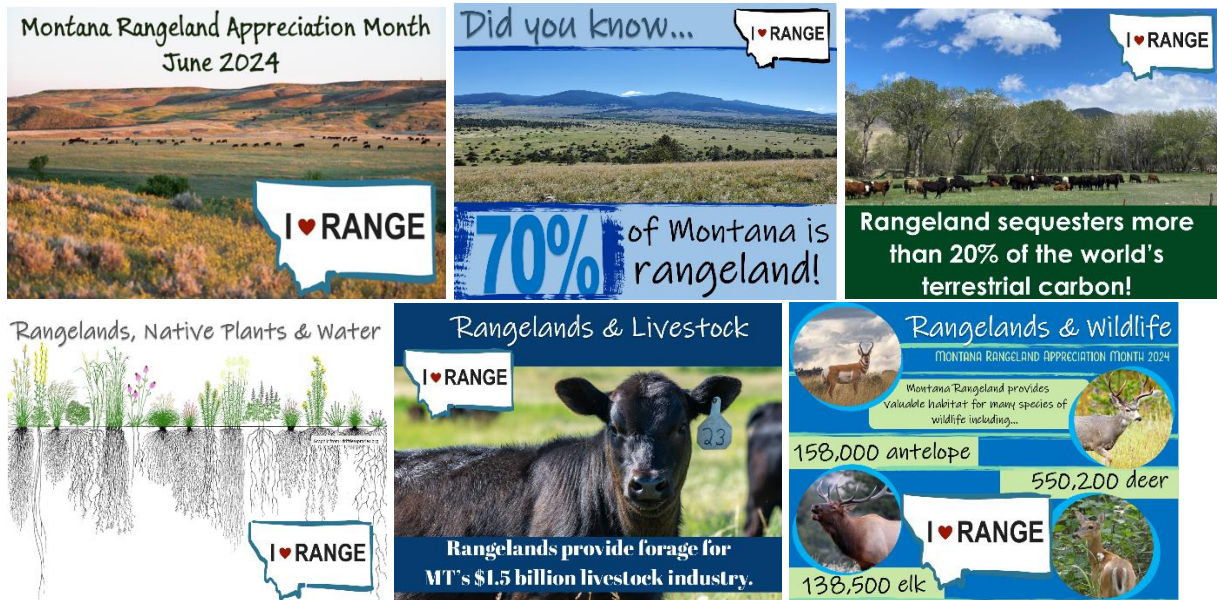
Video/YouTube Links:

- Rangeland Analysis Platform (RAP) Offers Ranchers Decision Support
 - <https://www.youtube.com/watch?v=zsdPq83BPjU>
- Rancher's Stewardship Alliance: Session 4: Rick Caquelin, "Picture This"
 - <https://www.youtube.com/watch?v=3LQmtTLIhbU>
- Rancher's Stewardship Alliance: Event Recording - Graizers' Gathering: Adaptive, intensive grazing with Casey Coulter
 - https://www.youtube.com/watch?v=x1qrXZp_zFs

INFOGRAPHICS:

You can access the infographics below here: [MRAM Infographics](#)

If unable to access at the link above, feel free to copy/paste/save the .pngs below for use.





I ♥ RANGE

Rangelands in Montana provide watershed services worth \$14/acre!

Rangelands & Grazing

Rangelands evolved with grazing animals; livestock are an important management tool on these landscapes.



I ♥ RANGE

Rangeland & Watersheds



I ♥ RANGE

Rangelands filter rainwater which helps prevent flood events.


Rangeland & Pollinators



Rangelands provide habitat for butterflies, moths, beetles, flies, and wasps.

I ♥ RANGE

What are Rangelands?



I ♥ RANGE

70% Rangeland is all the wide-open space not covered by water, trees, crops, cities or pavement.

Seventy percent of Montana is rangeland!

Rangelands Are Buzzing!



Rangelands provide nesting places for native bees!

I ♥ RANGE