

Project Year-End Summary Report 2020

Title of Project: Pecos Sunflower Storytelling Project

Begin your answers in the box right beside each question and the space will expand to accommodate. Limit your report to two pages if possible. More detailed presentations, articles or posters are welcome separately.*

1. Organization or Individual who Received the Grant: Christina Selby

2. Amount of Grant: \$ 1500

3. Was additional outside funding obtained? (check box that applies) Yes No

Source(s) if you checked "yes." Livingry Foundation, Santa Fe Garden Club

4. Briefly, how was the grant money from the Carter Conservation Fund used? To finish and release the film "Saving Beauty: Learning to live with the rare ones among us", to create and publish the story map "Las Cienegas: The Southwest's Most Endangered Ecosystem," as well as other storytelling efforts for this project.

5. Write an abstract or summary of the activities performed and the progress that was made this year on your project. Save any conclusions, lessons learned, and benefits achieved for the final section 6. After spending 2019 & early 2020 in film production, we were able to release our deliverables this fall to share the Pecos Sunflower Story Project and the story of the efforts to save the endangered Pecos sunflower (*Helianthus paradoxus*) and its disappearing wetland habitat in Santa Rosa, New Mexico as an example of successful plant and habitat conservation and partnership between agencies, scientists, and communities. This included an educational website, film, story map, article in New Mexico Magazine, and accompanying discussion guides and other resources for middle and high school teachers.

Accomplishments:

June 2020: we renamed the project and launched the Saving Beauty Project website to promote the film, story map, and provide resources for action to landowners, educators, and the public. www.savingbeautyfilm.com

August 2020: Published article in New Mexico Magazine about the Pecos sunflower project. <https://www.newmexico.org/nmmagazine/articles/post/pecos-sunflowers-santa-rosa/>

September & October: We published an online story map called Las Ciénegas: The Southwest's Most Endangered Ecosystem, one chapter a week for six weeks. Through an immersive experience using text, video, and imagery, the story map describes the ciénega habitat and its importance to the Pecos sunflower and to the American Southwest in general. The map has had 3,500 viewers. Visit the story map: <https://arcg.is/GjLai>

Film Screenings:

November 5th: The film premiered at the Quivira Conference's Regenerate Conference with a virtual screening followed by a panel of speakers including: Daniela Roth (State Botanist), Bob Sivinski (Wetlands expert), Laura McCarthy (State Forester), and Estela Thompson (Teacher and Rancher, Santa Rosa).

November 10: I presented on the Pecos Sunflower project at the NM Wetlands Roundtable Conference. On the November 24 & December 10 we shared the film with this audience.

As of December 30, 2020, the film has been viewed 700 times.

To reach an even bigger audience, we entered the film into film festivals. To date it has been selected for the following premieres in 2021: Santa Fe Film Festival, Nature without Borders International Film Festival, Wildlife Conservation Film Festival.

6. State any conclusions. Include any lessons learned that would assist others. What benefit to you, the community or the environment has resulted or do you hope will result from your use of our funding? It is most important to us that this film encourages additional stewardship actions in the Santa Rosa community both on the Blue Hole Ciénega Nature Preserve and on city and private properties where ciénegas and the Pecos sunflower exist. COVID and turn over in the City government staffing ended up canceling our plans for a community film screening and event and making further collaboration difficult, but we hope to make progress in this area in 2021. We will be working with the Quivira Coalition as part of their Wetlands Action Plan for the area to share the film to landowners in Santa Rosa this coming year. Thanks to our partnership with NGOs, agencies, Santa Rosa school teachers, and other individuals, the project is educating locals and decision makers about the rare and endangered arid-land wetlands and the plants and wildlife that live there. I believe the Santa Rosa community is recognizing the benefits it receives from working together with scientists and agency managers to protect this endangered plant and are interested in continuing to support these efforts. I have also had several requests from groups in other community and states that are interested in viewing and sharing the film and story map to learn about this example of native plant and wetland conservation.

Please send your completed form as an email attachment to cartergrantapps@gmail.com.

* To remain in good standing for any future funding from the Native Plant Society of New Mexico, plan to write an article (600-1000 words) for our quarterly newsletter, **or** create and present a poster at our annual statewide conference, **or** send us a copy of a published article connected with the past year's work, **or** work with a local chapter of NPSNM to make an illustrated, educational presentation.

Our next state conference is scheduled for August 20-22 in Alamogordo. Contact our Otero chapter for additional information. Find information about our regional chapters on our website www.npsnm.org. Write to cartergrantapps@gmail.com at any time with questions.