How *Searching for Sustainability* Impacts:
Households, Teachers, Students, Communities, Orgs & Agencies

1. **1-hour Documentary**
   - Searching for Sustainability
   - Wisconsin Public Television

2. **Produce 1-hour Documentary**
   - Searching for Sustainability

3. **Broadcast Network & Reach**
   - 22 TV Stations
   - 7 Midwest States
   - 7 Million Potential Households
   - 2 airings/year x 3 years
   - 50% Adults

4. **Edit to Half-hour Educational TV Show**

5. **Create & Distribute College Level Discussion Guides & Lesson Activities**
   - that Companion Film

6. **Partner Distribution & Promotion**
   - Open Source to all Partners
   - Legislators - Community Leaders
   - Film Festivals
   - Public/Private Screenings
   - Fund-raising
   - Membership Drives
   - Over 100 Conservation Orgs.

7. **National Network of Educational Partners**
   - Promote & Distribute School Systems

8. **Create & Distribute 4 New Sections on ITO.org**

9. **Into the Outdoors.org**

10. **Emmy-Winning E/I TV & Classroom Education Network**