

What Hosting an Exhibit Entails, Four Options

Group A. More Involved: Exhibit with a public “opening”

Minimum number of exhibit locations: 5

General tasks:

1. Recruitment and conversation with a site venue host: present 1 pager
2. Develop/procure exhibit content to compliment pre-designed material
3. Plan, print, and hang materials per site specs
4. Organize opening with host (date, speaker if any,
5. Advertisement (local paper/social media) + opener (food? Provided v open bar/speaker/rancher/tbd: key things to cover-this is part of a research exhibit; primarily for evaluation)
6. Day-of evaluation: participant observation, paper surveys available + QR coded option
7. Follow up with host to evaluate event

Group B. Medium Involvement: Locally designed exhibit with no “opening”

Minimum number of exhibit locations: 5-10+

1. Recruitment and conversation with a site venue host: present 1 pager
2. Develop/procure exhibit content to compliment pre-designed material
3. Plan, print, and hang materials per site specs
4. QR code and paper surveys available for passive evaluation
5. Follow up with host to evaluate showing

Option C. Less Involvement: Passive exhibit content posted from available media kit (pre-designed material)

Minimum number of exhibit locations: no minimum or maximum

1. Recruitment and conversation with a site venue host: present 1 pager
2. Arrange for exhibit kit printing
3. Hang materials per site specs
4. QR code and paper surveys available for passive evaluation

Option D. Least Involvement: predesigned project poster materials

Minimum number of exhibit locations: no minimum or maximum

1. Identify any suitable site for public viewing of project posters
2. Arrange printing (on plotter or local print shop) of poster files (pre-designed material)
3. Hang posters
4. QR code with optional paper survey for passive evaluation

“Exhibit content” defined:

When we say “art”, we mainly mean photography, visual art, poetry, expressive video/reels, and arts in rangeland education.

Content could include a set of photographs or paintings, a poem set against an image, or a link to a reel or podcast story set against an image.

We believe captioning will be important for any exhibit to help drive home messages.