

Prospects for a Shared Media Campaign for Conservation and Forest Management

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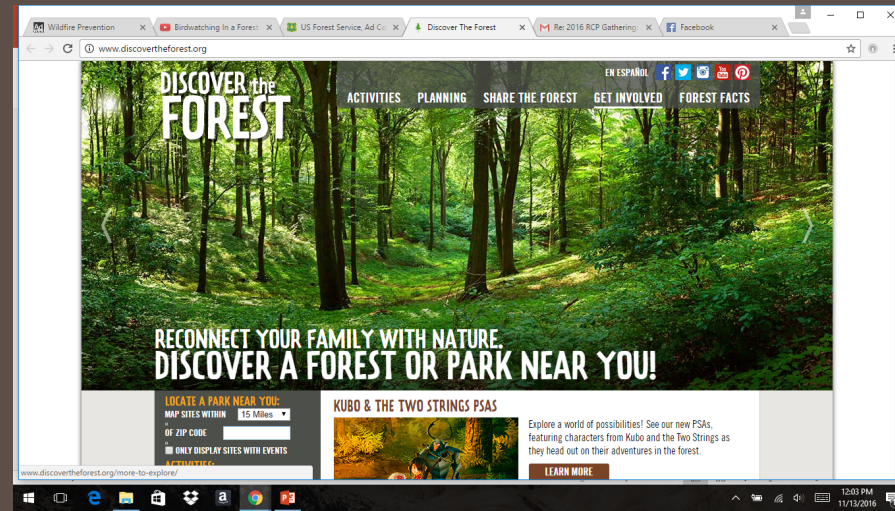


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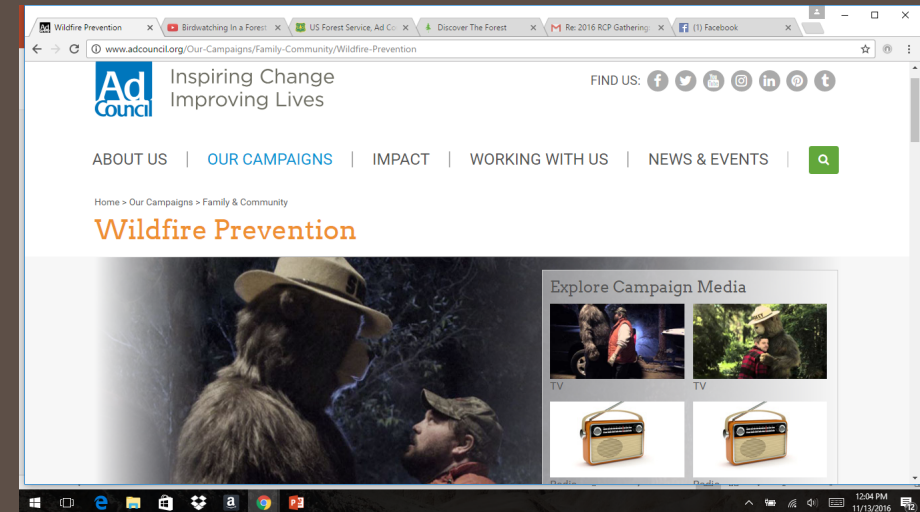
What's Worked for Conservation Campaigns?



USFS Launches “Discover the Forest” to sync with The Lorax Movie Release in 2011:



USFS Continues the 70-Year Tradition of Smokey Bear:



How Do You Build Campaigns Like These?

- Baseline data
- Goals
- Audience Analysis
- SWOT (Strengths, Weaknesses, Opportunities, Threats)
- Messaging
- Channels
- Timeline & Budget
- Execution and Call to Action
- Measurement & Revision

What Were the Successful Elements of These Campaigns?

“...the *Discover the Forest* campaign aims to encourage children and their families to get outside and experience the many benefits of nature. **The goal of the campaign is to instill a life-long love for nature in children.**”

“More than 245 million Americans live within 100 miles from a national forest or grassland. However, **children in the U.S. spend fifty percent less time outdoors than they did twenty years ago**, according to the Institute for Social Research at the University of Michigan.”

All of the PSAs **encourage children and their parents to visit www.DiscoverTheForest.org (or www.DescubreElBosque.org)** where they can find ideas for outdoor activities, an interactive map tool — powered by Google and Nature Find™ — that enables users to search for nearby forests and parks, as well as **downloadable activities for them to print and take with them** when they visit.

“The Ad Council and the Forest Service will promote the new PSAs through a **multifaceted social media effort** on Facebook, YouTube and Twitter. Visit the campaign’s online communities at facebook.com/DiscoverTheForest, YouTube.com/DiscoverTheForest and twitter.com/cheecker.”

“...distributed to **approximately 33,000 media outlets nationwide**. Per the Ad Council’s model, all of the ads will air and run in advertising time and space donated by the media. Since the campaign’s inception, media outlets have **donated more than \$48.6 million in time and space for the campaign.**”

What Would
this Look Like
for the RCP
Network?



Considerations & Discussions

- Encompass goals of all RCPs in the Network or a sub-section for a pilot-type project?
- *What might be the goals for such a campaign?*
- *Who are we trying to reach?*
- *What do we want them to do?*
- What if we are successful - can our RCPs and our partners handle the success?
- Possible resources and funding
- Process & the people to make it happen

Thank you!

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