



Idaho Forest Products Commission 2010 Activities

The Idaho Forest Products Commission was established by the Idaho Legislature in 1992 to provide information about Idaho's forest lands and forest products industry. Since that time, the Commission has invested in communication and forest education programs with a long term strategic focus to meet our mission. Programs are developed with the guidance of ongoing public opinion research, audience feedback and a collaboration of ideas to help us "hit the target" and continually improve our efforts. Our toolbox includes communication tools such as television, radio, billboards, a website, and publications coupled with educator training, student programs, forest tours and special events. Activities of the Commission are funded primarily by annual assessments on forest product businesses.

Idaho's forest businesses have been especially hard hit by the current economic conditions and decreased demand for wood products, yet forests continue to be one of Idaho's greatest financial assets and future opportunities are unlimited. The Commission is committed to staying the course with programs that encourage public understanding, acceptance and support of responsible forest stewardship and recognition of the economic significance of Idaho's forest products industry.

PROGRAM AREAS:

The standard for all IFPC programs and activities is to be credible, accurate, high-quality, timely and statewide in application. Each project focuses on reaching a specific audience and achieving a specific goal. All activities fall within one of seven program areas: education, industry information, research, contingency, mass media, public information and administration.

IFPC has built a strong foundation of communication and education programs that are effective and cost-efficient. The Commission is a leader in developing innovative programs that help targeted audiences better understand forest issues. Ongoing polling confirms that IFPC's work has a positive impact and increases support for forest management and the forest products industry. IFPC has become the primary communications tool for the state's forest sector. In 2010, we stayed on track with strategic plans that strive to make the most efficient and effective use of limited resources.

EDUCATION

The Commission's role in education is to serve as a clearinghouse for information, coordinate and market programs, improve existing materials and fill voids by providing support materials and developing new programs. IFPC is committed to providing a long-term statewide education program aimed at reaching Idaho teachers and students. A major component is "**Project Learning Tree**," an award-winning program for educators based on the principle of teaching children how to think, not what to think, and preparing students to make wise decisions about resource use and conservation. IFPC enhances PLT workshops with Idaho-specific materials, kits and information. Since IFPC's involvement with this program, over 6,000 teachers have taken PLT workshops. The 380 workshop participants in 2010 will reach around **24,000 students each year!** All PLT lessons are correlated to Idaho Content Standards, which teachers can access in a handy online format. Each year we survey educators to learn how to best reach and attract them to our programs.

From experience we've learned the importance of keeping forest education opportunities in front of Idaho educators through ongoing communications. **The IFPC Log**, a biannual update of education opportunities and information, was sent to over 9,000 recipients including schools, libraries, administrators and educators. The *Log* is also available online along with other **educational materials and resources** including a media lending library and educational lending kits.

2010 highlights included expanding **Project Learning Tree workshops** including *Early Childhood*, *Walk in the Forest*, *Treetops to Aquifers*, *Wildfire and Weeds* and *Forests of the World*; coordinating the **Sustainable Forestry Tour for educators** which is an intensive tour of Idaho's forest products industry; providing **grants to educators for forest-related projects**; sponsoring a student **essay contest** celebrating Forest Products Week; promoting **From Lumberjacks to Lasersaws**, a reader for 4th grade students to supplement their studies of Idaho history; providing information and resources through our well-used website, idahoforests.org; and engaging electronic marketing and networking including an Idaho PLT Facebook page.

In 2011, we are looking forward to strategic planning to help us prioritize education programs and plan for the future as well as a much anticipated update to PLT's "Focus on Forests" high school module which will fit well with current forest issues in Idaho.

The Idaho Forest Products Commission's mission is to provide programs that result in an informed public that understands and supports balanced, responsible management of Idaho's economically vital public and private forests.

INDUSTRY INFORMATION, RESEARCH AND CONTINGENCY



Industry Information funds keep supporters informed of the Commission's work. The Commission conducts ongoing **Research** to track our progress, identify changes in public attitudes, perceptions and concerns and to help develop future programs and messages. Statewide research in 2010 indicates strong support for forest management and Idaho's forest industry. Idahoans value the industry for its jobs and products and a overwhelming number believe the forest industry is important to the state's economy. Most Idahoans see the forest industry as progressive and high tech and there is strong support for harvesting trees to provide wood products. Based on respondents that saw or heard forest advertising, there is widespread evidence that IFPC advertising has a strong impact on public opinion. Our programs are working and now, more than ever, it is critical to keep the forest products industry and forest issues relevant to the public. **Contingency** funds provide a reserve in the case of a special opportunity or critical situation.

MASS MEDIA

The 2010 media year included schedules of broadcast radio, National Public Radio sponsorships and a billboard campaign all incorporating the *Look to the Forest* theme. A coordinated message in a variety of media provides the best and most cost-effective way to reach the greatest number of people as budgets tighten. When most folks are out of doors in spring, summer and fall, we aired **radio advertisements** with positive messages about Idaho's forest products industry. The ads urged the public to *Look to the Forest* as a renewable and sustainable resource that provides good jobs and contributes to our economy and our environment. In April, a **billboard campaign** ran throughout the state with a *Look to the Forest* message about jobs, products, energy and environmental benefits. The billboards ran concurrent with Arbor Day promotions including a **public service announcement** featuring Governor Otter that once again echoed the *Look to the Forest* message. IFPC also sponsored key **public radio** programs through the year in all areas of the state. All advertising encourages viewers to visit our website where they'll find more in-depth information. Despite budget reductions, IFPC's media program continues to perform at a high level with **nearly 27 million gross impressions in Idaho!** We also earned \$68,000 in bonus and matching advertisements through effective planning and ad placements.

PUBLIC INFORMATION & ADMINISTRATION

Our **Web Site, idahoforests.org**, is a tremendous source of information. The comprehensive site attracted over **20,000 visitors per month in 2010 with over 8.2 million total hits!** The web site continues to grow in size and usage as we work to develop it as a creative, educational source of information and resources about Idaho's forests. The site touted a new layout in 2010 and more updates are planned for 2011. In September, a group of decision-makers participated in the two-day "Miracle at Work" **Opinion Leaders Forest Tour** held in north Idaho. Over 300 community and state leaders have participated in this special forest tour since 1995.

IFPC's award-winning Arbor Day project uses a long honored tree planting holiday to focus on the benefits and opportunities of Idaho's forests. The 2010 statewide project use the *Look to the Forest* theme in an effective billboard, print and radio campaign and gave away 28,000 seedlings at Home Depot, Fed Ex Kinko's and community events. Radio stations in all corners of the state aired public service announcements with Governor Otter. Events in northern Idaho expanded Arbor Day to broader audiences. A special Arbor Day T-shirt and brochure were developed for the event and a tree-planting ceremony was held at the state Capitol led by State Controller Donna Jones honoring the state Arbor Day Poster Contest winner, Post Falls 5th grader Kerrington Jones. **Summer Fairs** provided an excellent opportunity to distribute forest information to the public.

Administration provides the necessary items to keep our doors open and Information flowing, including personnel, office expenses, printing and distribution. Commission members are not paid for their service.

You can show your support of Idaho's forests with a forest license plate. Funds from the plate are used for forest education and reforestation projects in Idaho.



Your input, suggestions and participation are always welcome. Call us at 208/334-3292 or 800-ID-WOODS for more details about the Commission. You may also write to IFPC at P.O. Box 855, Boise, Idaho, 83701 or contact us through e-mail at ifpc@idahoforests.org. Be sure to visit our web site at www.idahoforests.org.