



Idaho Forest Products Commission

2007 Activities

Established by the Idaho Legislature in 1992, the Commission's charge is to provide information about Idaho's forest lands and forest products industry. Like other businesses, the forest products industry serves at the pleasure of the public. It is critical that the average Idahoan understands the issues facing Idaho's forests and supports responsible forest management. The need for IFPC programs and factual information is also confirmed by our growing urban population, dynamic forest issues, complex forest management needs and ever-changing cadre of decision-makers and resource managers. IFPC uses communication tools such as a web site, television, radio, billboards, interpretive sites and publications coupled with educator training, student programs, forest tours and special events to meet its mandate. These activities are funded by annual assessments on forest product businesses.

Since 1992, IFPC has worked diligently to build a strong foundation of communication and education programs that are effective and cost-efficient. As a result, there are more coordinated forest education and information programs available to Idaho's public than at any other time. The Commission is a leader in developing innovative programs that help targeted audiences better understand forest issues. And, recent polling confirms that IFPC's work is having a positive impact. IFPC is poised to meet future challenges with a working infrastructure that provides credible and timely information about forest issues. We are 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.

EDUCATION



The Commission's role in education is to serve as a clearinghouse for information, coordinate and market programs, improve existing materials, fill voids by providing support materials and speakers and develop new programs if needed. 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**," 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 the PLT program with Idaho-specific materials, kits and posters. Since IFPC's involvement, nearly 5,000 teachers have taken PLT workshops with the **potential to nearly 200,000 students each year**. Idaho PLT has also made available correlations between PLT activities and the state education standards through an interactive online database.

In 2007, IFPC produced ***From Lumberjacks to Lasersaws***, a reader for 4th grade students to supplement their studies of Idaho history. Over 900 classroom sets of the readers, along with a teacher's guide, were provided to schools throughout the state. In June, the Commission led the **Sustainable Forestry Tour**, hosting 41 educators on an intense tour of Idaho's forest products industry. **Forest Products Week** was celebrated in the fall with hundreds of students participating in an essay contest and writing about how trees touch their lives. This year, 21 teachers received IFPC grants for forest-related projects.

The IFPC Log, a biannual update of education opportunities and information, was sent to over 10,000 recipients including schools, libraries, administrators and educators. The *Log* is also available online along with other educational materials and resources. We currently offer 70 titles in our video/CD lending library, paper making and forester lending kits, tree cookie kits and over 100 printed brochures, posters and booklets.



INDUSTRY INFORMATION, RESEARCH AND CONTINGENCY

Industry Information funds keep supporters informed of the Commission's work. Research is our map. To track our progress, identify changes in public attitudes, perceptions and concerns and to help develop future programs, the Commission conducted a **statewide poll in 2007**. Findings indicate strong support for the forest industry and active forest management and that IFPC advertisements are having a positive impact on public attitudes about forest issues. The Commission also kicked off a **Workforce Development Project** this year to find ways the forest products industry can better compete for quality workers that will keep the industry viable in the future. The *contingency* fund provides reserve funds in the case of a special opportunity or critical situation.

MASS MEDIA

The 2007 media year included a television, radio, internet and billboard campaign. **Television and radio advertisements** provide the best and most cost-effective way to reach the greatest number of people with our message. In the spring and fall, three television ads aired throughout the state on network and cable TV and on the internet presenting positive images of the workforce, products, manufacturing and economic contributions of Idaho's forest products industry. A reforestation **billboard campaign** ran the month of April, concurrent with Arbor Day. Four **radio advertisements** featuring credible testimonials from people within Idaho's forest industry aired throughout the summer. IFPC sponsored key **public radio** programs through the year, reaching NPR audiences with positive messages. All advertising encouraged viewers to visit our website for more in-depth information. IFPC's media program continues to perform at a high level with **over 35 million gross impressions in Idaho!** We also earned \$216,300 in bonus and matching commercials through effective planning and ad placements.

PUBLIC INFORMATION & ADMINISTRATION



IFPC's award-winning **Arbor Day project** focuses on the reforestation and benefits of trees. In addition to giving away 25,000 seedlings at Home Depot, Kinko's and other locations, highlights of the statewide project included an effective billboard, print and radio campaign. Sixty-nine radio stations participated in Arbor Day 2007 by airing public service announcements featuring Governor Otter and including tree trivia and Arbor Day promotion in their programming. All public libraries in Idaho each received a copy of *The Tree Farmer* for the celebration. Special events in northern Idaho also 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 Governor Otter honoring the state Arbor Day Poster Contest winner, Post Falls 5th grader Edna Willig.

Forest tours give participants a firsthand look at our industry and issues. In September, fifteen "decision-makers" participated in the two-day Miracle at Work **Opinion Leaders Forest Tour** held in central Idaho. Nearly 250 opinion leaders have participated in this special forest tour since 1995.

Our **Web Site, idahoforests.org**, is a tremendous source of information. The comprehensive site attracted over **38,000 visitors per month in 2007 with over 10 million total hits!** Even better, 61% more information was transferred to users compared to last year. 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.

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.

What do you think? Your input, suggestions and participation are always welcome. Whether you offer expertise for forest tours, suggest projects or volunteer to go into a local classroom, your involvement will make a big difference. Call us at 208/334-3292 or toll-free at 1-800-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. Visit our web site at www.idahoforests.org.

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.



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.

