

2017 ACTIVITIES



Show your support of Idaho's forests with a timber license plate! Funds 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 and follow us on Facebook.



**IDAHO FOREST
PRODUCTS
COMMISSION**



**IDAHO FOREST
PRODUCTS
COMMISSION**

THE IDAHO FOREST PRODUCTS COMMISSION WAS ESTABLISHED BY THE IDAHO LEGISLATURE IN 1992 TO PROVIDE INFORMATION ABOUT IDAHO'S FORESTS AND FOREST PRODUCTS INDUSTRY.

IFPC's programs are developed with the guidance of ongoing public opinion research, audience feedback and a collaboration of ideas. This model helps us identify key messages and audiences and continually improve, refine and renew our efforts. We use television, radio, billboards, a website, social media, publications, educator training, student programs, forest tours, partnerships and special events as tools to reach, inform and educate the public.

Working forests are recognized as one of Idaho's greatest assets with economic, environmental and social benefits for the state. As America's economy recovers, Idaho's forest products industry is well positioned to provide high quality wood and paper products to the nation and beyond. The Commission is committed to providing programs that increase public understanding, acceptance and support of responsible forestry and recognition of the economic, environmental and social benefits of Idaho's forest products industry.

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.

PROGRAM AREAS

The Commission invests in communication and education programs with a long term strategic focus to meet our mission. 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. Commission activities are funded primarily by annual assessments on forest product businesses. Commission members are not paid for their service.

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. IFPC has become the primary communications tool for the state's forest sector. Ongoing polling confirms that IFPC's work has a positive impact and increases support for forest management and the forest products industry.

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.

"Project Learning Tree" is a major component of the Commission's education program. PLT is an award-winning program for educators based on the principle of teaching children how to think, not what to think. IFPC enhances PLT **educator workshops** with Idaho-specific materials, kits and information. All PLT lessons are correlated to Idaho content standards, which can be accessed online. Since IFPC's involvement, nearly 9,300 teachers have taken PLT professional development workshops. The 360+ educators who attended workshops in 2017 can reach an estimated **24,500 students every year!** We survey educators annually to stay aware of issues and measure progress.



2017 education highlights included hosting the **Sustainable Forestry Tour for teachers and counselors** – an intensive tour of Idaho's forest products industry and on-the-ground forestry; providing **forest education grants** to bring forest related projects into the classroom; celebrating Arbor Day with a student **Look to the Forest photo contest**; sponsoring a student **essay contest** to honor Forest Products Week; producing **"The Forest is Calling"** informational brochure; and sponsoring the NW Natural Resource Institute's **Model Forest Program** and professional development workshops. We also kicked off a **STEM outreach pilot program** in 2017 that reached over 1,500 youth.



To keep opportunities and information in front of Idaho educators, we provide ongoing communications about forest education and continue to expand our **social media outreach** through Facebook and Twitter. **The Log** is a bi-annual update of current programs sent to **9,000 recipients** including schools, libraries, administrators and teachers throughout the state. The newsletter is also available online, along with numerous **education materials and resources** that



IFPC distributes such as the **How Trees Work and Look to the Forest posters**; a forest history supplement **From Lumberjacks to Lasersaws, Educational in Nature materials**, bookmarks, **Forest Fast Breaks** animated videos and a **lending library** of DVDs and tree **"cookie," papermaking and forester tool kits**. **"Critical Choices"** is a new IFPC publication about the current condition of national forests in Idaho.



MASS MEDIA

IFPC uses mass media to reach large public audiences. Positive, impactful **television advertisements** were placed in news, selective programming, and a special "Tribute to Loggers" in 2017 to reach large statewide audiences. IFPC's 30-second **Balance** ad "shows" the forest products industry balanced with images of things the public values about Idaho forests. Coordinated messages in **National Public Radio** and **Idaho Public Television** sponsorships, a **billboard campaign** and **social media program** provided a cost-effective way to reach large numbers of people with a common



message. Radio and television **Public Service Announcements** addressing key forest issues and events featured the Governor, Lt. Governor and Idaho's State Forester aired statewide each month. In April, a **billboard campaign** focused on renewability with a simple design



touting **1 Harvested 7 Growing**. The fall campaign messaged: **More Wildlife Less Wildfire – Choose Forest Management**.



"Thin the Threat" radio PSAs and **bumper stickers** were featured during the summer when wildfires are in the news. All advertising encourages viewers to visit our website where they'll find more in-depth information. IFPC's media program continues to perform at a high level with nearly **49.5 million gross impressions in Idaho!** We also earned **\$137,000 in bonus and matching advertisements** through effective planning and ad placements.

PUBLIC OUTREACH

Our website, idahoforests.org, is a tremendous source of information. The comprehensive site attracted over **6.6 millions total hits and near 46,000 visitors per month in 2017!** The website is the "go-to" place for in-depth information. The Commission uses **Facebook** as a social media tool to reach over 1750 opinion leaders, decision makers and forest enthusiasts with information. In 2017 IFPC introduced forest enthusiast, **"Tim Burr"** to reach younger audiences for forest information.



IFPC's award-winning **Arbor Day project** builds on the time honored tree planting holiday. It's a perfect opportunity for messages about renewability and sustainability. The 2017 statewide program incorporated the fun **YAY! TREES!** logo into brochures, shirts and messages. The U of I nursery grew **26,500 seedlings** for IFPC that were given away throughout Idaho at Home Depot stores and community events. Television and radio stations in all corners of the state **aired public service announcements** featuring Governor Otter. A special tree-planting ceremony was held at the state Capitol led by the State Controller. Since 1994, IFPC has distributed over **520,000 seedlings to promote forest education**.



In September, a group of decision makers attended the "Miracle at Work" **Opinion Leaders Forest Tour** held in north Idaho. Over 450 community and state leaders have participated in this special forest tour since 1995. **National Forest Products**



Week provided an excellent opportunity to focus on forest jobs and wood products and to introduce the new **"Yay! Loggers!"** sticker. IFPC partnered with the **American Institute of Architects Idaho Chapter** and the University of Idaho to provide design awards



recognizing the **Best Use of Idaho Wood** for both professional architects and students. Architect students visited a sawmill, working forest, and nursery as part of their materials study.



INDUSTRY INFORMATION, RESEARCH

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. In 2016, **statewide research** revealed strong support for harvesting and active forest management and Idaho's forest industry is believed to be important to the state's current and future economy. There was also significant evidence of the **effectiveness of IFPC advertising**.

CONTINGENCY AND ADMINISTRATION

Contingency funds provide a reserve in the case of a special opportunity or critical situation. **Administration** provides the necessities to keep our doors open and information flowing, including personnel, office expenses, printing and distribution. After 25 years, IFPC created a fresh new logo in 2017.