

2018 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 website at www.idahoforests.org and follow us on Facebook.



**IDAHO FOREST
PRODUCTS
COMMISSION**



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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 10,000 teachers have taken PLT professional development workshops. The 380 educators who attended workshops in 2018 can reach an estimated **24,500 students every year!** We survey educators annually to stay aware of issues and measure progress.



2018 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 **22 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. Also, our **STEM (Science, Technology, Engineering and Math) outreach program** reached over 2,400 youth.



We have ongoing communications with Idaho educators to keep them aware of forest education opportunities. **The Log** our bi-annual education newsletter, is sent to **7,000 recipients** including schools, libraries, administrators and teachers throughout the state. We make numerous **education materials and resources** available online 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 Issue Briefs** explaining current forest topics, **Forest Fast Breaks** animated videos and we provide a **lending library** of DVDs as well as **tree "cookie," papermaking and forester tool kits**.



MASS MEDIA



IFPC uses mass media to reach large public audiences. The Commission placed tv ads during the Winter Olympics and captured the wave of high viewership. Two new positive and impactful 30-second **television advertisements** were produced in 2018 and were aired in the fall during news and selective programming to reach large statewide audiences. Coordinated messages were updated in year-round **National Public Radio** and **Idaho Public Television** sponsorships.



Social media and online ads provided a cost-effective way to reach large numbers of people with ongoing messages. In April and August, a **billboard campaign** delivered a simple reforestation message of the ongoing harvest-plant cycle of



forestry. **"Thin the Threat"** radio PSAs and **bumper stickers** were featured during the summer when



wildfires were in the news. In the fall during National Forest Products Week, IFPC aired radio ads touting the contributions of Idaho's forest industry. Year-round radio and television **Public Service Announcements** addressing key forest issues and events featuring the Governor, Lt. Governor and Idaho's State Forester aired statewide each month. All advertising encourages viewers to visit our updated website where they'll find more in-depth information. IFPC's 2018 media program performed well, achieving over **47.5 million impressions**. Through effective planning and placements, we earned over **\$196,000 in bonus and matching advertisements** in 2018!

PUBLIC OUTREACH

Our website, idahoforests.org, was updated in 2018 and is the "go-to" place for in-depth information. The Commission uses **Facebook** as a social media tool to keep in direct contact with 2,050 opinion leaders, decision makers and forest enthusiasts. In 2018 IFPC featured forest enthusiast, "Tim Burr" in online ads and digital posts to reach younger audiences with 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 2018 statewide program used the theme: *There's Nothing Like Idaho Forests* and incorporated the handsome new IFPC logo into brochures, shirts, and messages. The U of I nursery grew **19,200 seedlings** for IFPC that were given away throughout Idaho at Home Depot stores, Mountain West Banks and at numerous 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 nearly **540,000 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 475 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 promote our **"Yay! Loggers!"** sticker. The Commission provided a special award at the AIA Idaho Honor Awards for the **"Best Use of Idaho Wood"** in Architectural Design. IFPC partnered with the **University of Idaho College of**



Engineering and launched a new **Engineering With Wood Design Competition**



for students. The program included touring a sawmill and working forest.

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. Past **statewide research** reveals 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**. New polling is slated for 2019.

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.