


# **Communications and Outreach Work Group**

Roundtable on  
Sustainable Forests  
May 13, 2008



# COWG efforts to date

- Recruited participants
- Prepared a work plan
- Roundtable Orientation
- Developed the RSF display and brochure
- Participated in the “Sharing Indigenous Wisdom” Conference
- Made changes to the RSF website
- Hosted Simon Bridge, Canada, to discuss web 2.0

# COWG efforts to date

- At Madison RSF meeting: phone interviews for feature story in NACD Forestry Notes
- At Baltimore RSF meeting:
  - Presentation about web 2.0 and small group discussion
  - Media coverage for the event
  - COWG meeting
- At Knoxville RSF meeting: news release & COWG meeting
- At Manhattan RSF meeting: news release & COWG meeting
- Numerous conference calls

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**What's next ??!!**

**What is the role of the  
COWG?**

# Unfinished work plan efforts

- What did we learn about the 2003 report from the consultancy report?
- What are the landowner messages that will resonate? Review the National Woodland Owners Survey
- Connect with local, state and regional government organizations
- Implement the “Outreach Partners” project
- Update the website with news 1-2 time a month
- Generate a press release once a month
- Experiment with Web 2.0 tools

# Ideas from today

- Facilitate/assist with the public comment period for the draft report
- 2009 World Forestry Congress
- 2010 IUFRO World Forestry Congress
- 2011 International Year of the Forest
- And more!

# We could think about our work in terms of time periods

- May 13 – Release of the DRAFT 2003 Report (May – December)
- The public review and comment period (December – February)
- The post-public review time period (February - ??)
- Before and after the release of the 2010 National Report
- Now until forever – “beating the drum” for sustainable forests

# Build-up to the release of the draft report

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# Release of the Draft and the public review and comment period

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# The post-public comment timeframe

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# Before and after the release of the 2010 National Report

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# Keeping the “buzz” (“drum beat” going about sustainable forests (all the time)

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