



Roundtable on Sustainable Forests

A Partnership for the Future

WORKING DRAFT – IN REVIEW

04 April 2011

RSF Sustainable Forests Action Strategy

Companion Report to 2010 National Report on Sustainable Forests

Rollout Strategy Action Plan

[***Bold** suggested individual/organization to take lead responsibility]

Action Item	Due Date – Draft	Due Date - Final	Status	Responsible Person(s)/Organization*
I. General Materials (Available for Use and Distribution by all RSF Participants)				
A. Final 2010 National Report Available <ul style="list-style-type: none"> • Document Printed and CD Version • Hard Copies of Executive Summary and Brochure/Booklet 	09 June 2011		In progress	USDA Forest Service
	TBD		In progress	USDA Forest Service
B. Key Messages <ul style="list-style-type: none"> • From the 2010 National Report - develop and agree on a set of key messages to be used through the entire rollout process. Should be a comprehensive set of messages that creates a menu of key messages to pick from, depending on where and who you present to. 	15 March 2011	22 March 2011	Draft complete	USDA Forest Service

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C. Sustainable Forests Action Strategy – The Companion to 2010 Report highlighting how the RSF plans to move the sustainable forests agenda forward	Done	Done	Done	COWG, Meridian
D. Key Messages <ul style="list-style-type: none"> From SFAS - develop and agree on a set of key messages to be used through the entire rollout process. Should be a comprehensive set of messages that creates a menu of key messages to pick from, depending on where and who you present to. 	15 March 2011	22 March 2011	In progress	COWG , Core Group, Meridian
E. Press Releases [Integrate approval process to timing] – FS <ul style="list-style-type: none"> Draft Press Release and format on RSF Letterhead 	15 March 2011	22 March 2011	Draft done	Guy Robertson
F. Press Releases [Integrate approval process to timing] – SFAS and RSF <ul style="list-style-type: none"> Draft Press Release and format on RSF Letterhead 	15 March 2011	22 March 2011	Draft done by GC	COWG , Core Group
G. Press Releases [Integrate approval process to timing] – RSF Rollout Meeting <ul style="list-style-type: none"> Draft Press Release and format on RSF Letterhead 	TBD			COWG , Core Group
<ul style="list-style-type: none"> Blank Letterhead release for RSF Participants to use and distribution on their own letterhead 	15 April 2011	22 April 2011	In progress, coordination call Monday, March 7, 2011	COWG , Core Group, Meridian
<ul style="list-style-type: none"> Set of quotes to use in press releases – Quotes should come from a mix of USFS, RSF Leadership, and key partners 	15 April 2011	22 April 2011	In progress, coordination call Monday, March 7, 2011	COWG , Core Group, Meridian
<ul style="list-style-type: none"> Set of key messages to use in press releases, including FS messages about the findings of the 2010 National Report, and RSF messages from the SFAS 	15 March 2011	22 March 2011 22 March 2011	As above – drafts done, need to be updated based on SFAS	COWG , Core Group, Meridian
<ul style="list-style-type: none"> Background materials on the RSF and the Montreal Process [organize press package: frequently asked questions, RSF participant groups; background C&I; key contacts, etc.] 	15 March 2011	22 April 2011	In progress, coordination call Monday, March 7, 2011	COWG , USDA Forest Service, Meridian

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H. One-Page email formatted announcement <ul style="list-style-type: none"> For use when announcing briefings, hearing and meetings. Can be used online and hardcopy 	15 March 2011	15 April 2011	In progress	COWG , Core Group, Meridian
I. Key Contacts List <ul style="list-style-type: none"> Existing expanded RSF database of key contacts for media alerts and outreach. Includes, traditional media outlets, the Roundtable Network (SWRR & SRR), tribal entities, NGOs, RSF Partners and Participants, Timber and Wood Products industries, online newsletters, blogs and websites, print publications, federal, state and local governments Strategic outreach partners who can use their existing mechanisms for outreach to engaged their audiences more broadly (WGA, NASF, NNFP, Dovetail, etc.) 	Done	Done	Done	Meridian
J. Collate the List of Key Signatories for Letters, Letter to Editor and Media Releases: <ul style="list-style-type: none"> Past lists included NASF, AF&PA, SAF, AFF, Pinchot Institute, National Woodlands Owners Association, The Wilderness Society, NatureServe, The Nature Conservancy, Defenders of Wildlife, World Wildlife Fund, American Forests, National Audubon Society, Sustainable Forest Partnership 	?	?	?	?
K. Frequently Asked Questions (FAQs) <ul style="list-style-type: none"> Develop FAQs about the Report and how to use it, Montreal Process and RSF. 	15 March 2011	22 March 2011	Not started	USDA Forest Service
L. Letters to the Editor <ul style="list-style-type: none"> Write letters to the Editor, signed by multiple RSF Partners that can be used (pushed) to multiple news outlets across the country. 	Specific opportunities: Multiple, to be defined after research (which ones, when)	Specific opportunities: Multiple, to be defined after research (which ones, when)	No started	TBD

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M. Letter to the RSF from USFS Chief Tom Tidwell <ul style="list-style-type: none"> “This is a great document. USFS appreciates the RSF continued evangelism. Here is how to use it. Go forward and spread its use.” 		09 June 2011	Unknown	USDA Forest Service
N. One-Page information/fact sheet <ul style="list-style-type: none"> Document could be the USFS document or a specific fact sheet developed by the RSF (one on 2010 National Report, one on SFAS). FS fact sheet - guys Importance of Sustainable Forests – Appendix I 	15 March 2011	22 March 2011	Draft on FS completed by Guy Robertson SFAS in progress	USDA Forest Service, COWG
O. One-Page briefing papers on how the C&I is being used at multiple scales across the country. We developed these in 2008-2009 and they will need to be updated. <ul style="list-style-type: none"> Each paper needs to be reviewed by key contact for accuracy 	15 March 2011	15 April 2011	In progress	USDA Forest Service, COWG
P. One – two page stories highlighting and personalizing some of the issues identified in the SFAS and National Report	TBD	TBD	Not started	TBD
Q. SFAS and RSF - Press Package to hand out to each in-person participant at meetings, briefings, presentations – e.g. folder with inserts.				COWG, Core Group, Meridian
R. National Report – Press Package to hand out to each in-person participant at meetings, briefings, presentations – e.g. folder with inserts.	15 March 2011	22 March 2011	Not started	USDA Forest Service
II. Targeted Materials				
A. Write Articles for Print publications: <ul style="list-style-type: none"> Journal of Forestry 	? Needs research for dates and requirements	?	Not started	USDA Forest Service, COWG
<ul style="list-style-type: none"> National Woodlands (500-700 Words on Importance of Forests to People) 	05 May 2011	01 June 2010	Not started	USDA Forest Service, COWG

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<ul style="list-style-type: none"> Evergreen 	? Needs research for dates and requirements	?	Not started	USDA Forest Service, COWG
<ul style="list-style-type: none"> The Forestry Source 	? Needs research for dates and requirements	?	Not started	USDA Forest Service, COWG
B. Request Letter to RSF Partners <ul style="list-style-type: none"> Write Letter to RSF Partners saying: “Here it is. Here are the materials. Here is how to use it. Now go forward and help us spread the word.” 	15 April 2011	22 April 2011	Not Started	COWG
III. In-Person Meetings / Briefings / Presentations				
A. Develop a RSF Poster and/or exhibit board specifically for 2010 National Report Rollout activities	15 March 2011	28 March 2011	Done	COWG, Meridian
B. RSF event table at NASF/AFF IYOF March 30, 2011	15 March 2011	22 March 2011	In progress	COWG, Meridian
C. Hold National RSF Meeting focusing on the rollout of the 2010 National Report on Sustainable Forests	N/A	June 29 & 30 2011	In progress	The Meeting planning group and Meridian
D. Hold Target meetings with Key Federal Partners DOI, BLM, EPA, USGS, CEQ, Old MOU Signatories, etc.	?	?	Not started	USDA Forest Service
E. Hold Target meetings for Key state and local government associations NACO, etc. Prefer to do this once the National Report is available	Multiple, to be defined after research (which ones, when)	After Release 2011	Not started	TBD
F. Hold Target Meetings with Key non-federal partners NASF, SAF, NFFP, Heinz folks, Academic Institutions (SFP), AF&PA, etc.	Multiple, to be defined after research (which ones, when)	After Release 2011	Not started	TBD

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G. Develop List of Key Speaking Opportunities; confirm speaker and materials for presentations; confirm engagements <ul style="list-style-type: none"> Develop a set/list of Key Speaking Opportunities, including presentations at regionally based key meetings. We need to be opportunistic about this. Think NASF, SAF, RSF Partners, etc. Develop a comprehensive list of forest, forestry, forest products, and timber meetings during the last half of 2011. 	Materials: 15 April 2011 Specific opportunities: Multiple, to be defined after research (which ones, when)	Materials: 22 April 2011 Specific opportunities: Multiple, to be defined after research (which ones, when)	Not started	TBD
H. Contact Tribal Entities for presentation opportunities; perhaps at InterTribal Timber Council Meeting			Not started	TBD
I. Hold National RSF Meeting in Western US exploring integration of the Montreal Process C&I in support of the State Forest Resource Assessment Strategies	N/A	Fall 2011	Not started	RSF Meeting Planning Team and Meridian
IV. Technology Applications (Video and Audio Communications) – Longer term Web 2.0 considerations				
A. Series of Webinar presentations - on 2010 Report <ul style="list-style-type: none"> Develop (update) 30 minute power point presentation which includes brief introduction of the Montreal Process, RSF, and meat of the 2010 Report Identify and prepare speaker 	Materials: TBD Specific opportunities: Multiple, to be defined after research (which ones, when)	Materials: TBD Specific opportunities: Multiple, to be defined after research (which ones, when)	In progress – will be informed by Monday Mar 7 call on key messages	COWG, USDA Forest Service
B. Series of Webinar presentations - on SFAS <ul style="list-style-type: none"> Develop (update) 30 minute power point presentation which includes brief introduction of the Montreal Process, RSF, and meat of the SFAS Identify and prepare speaker 				COWG, SFAS Authors, Meridian

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<ul style="list-style-type: none"> Setup and advertise each Webinar 	Materials: 15 April 2011 Specific opportunities: Multiple, to be defined after research (which ones, when)	Materials: 22 April 2011 Specific opportunities: Multiple, to be defined after research (which ones, when)	Not started	USDA NIFA, Meridian, speaker
<ul style="list-style-type: none"> Identify webinar host – technical hosting of webinar 	Materials: 15 April 2011 Specific opportunities: Multiple, to be defined after research (which ones, when)	Materials: 22 April 2011 Specific opportunities: Multiple, to be defined after research (which ones, when)	Not started	USDA NIFA, Meridian, speaker
C. Sequential Series of Email Alerts from RSF <ul style="list-style-type: none"> Sequential Email Alerts from RSF about; release of report, upcoming webinars, national rollout meeting, Capitol Hill briefing, availability of additional materials, key contacts, link for more information... Alerts are sent to all RSF participants, participating organizations, news outlets, appropriate organizations and media outlets, and web editors 	Needs a strategy – expanded list of RSF participants, and concerted effort to work through Core Group participants to access and utilize their networks Start with mailings by Mid March		Not started	COWG, Meridian
D. Prepare Wikipedia materials, post on Wiki pages	01 May 2011	01 June 2011	Not started	TBD
E. Prepare short “YouTube” Videos <ul style="list-style-type: none"> Coordinate concepts and implementation through Colin Donohue Consider Presentations or Introduction by RSF ELT 	May 2011	June 2011	Not started	COWG, Meridian

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F. RSF Facebook Materials – Linked (Friended) to RSF Participants	Starting 15 March 2011 and periodically going forward. At a minimum, sequenced with RSF e-mail blasts			COWG, Meridian
G. Twitter or Tweet Opportunities (?)	Starting 15 April 2011	22 April 2011		COWG, Meridian
V. Capitol Hill Activities – [Needs a strategy; dependant on progress with the National budget and appropriate coordination with FS and other RSF partners active on the Hill]				
A. Personal Briefings for Key Senate, House and Committee Staff <ul style="list-style-type: none"> Organize briefing teams and schedule briefings w/ key staff. Make appointments, set out briefing schedule, pull information packages together, arrange for RSF members to make the visits/presentations 	Needs a strategy			USDA Forest Service, COWG
B. NASF/AFF IYOF Hill event	15 March 2011	March 30, 2011	In progress	USDA Forest Service, COWG
C. Hold Formal Capitol Hill Briefing <ul style="list-style-type: none"> Contact House and Senate Committees to organize a briefing – set date and location. Develop invitation list, book a meeting room/presentation place, develop power point, information package, and proceed with an alert/invitation to members and staffers. Can be Senate and/or House side, or set up in Capital Visitor Center (CVC) to reach both. Work through committees to set this up. Need a good set of cosponsors to get the word out and develop a good audience. 	Needs a strategy ASAP			USDA Forest Service, COWG