



Working with the media on
stewardship issues

[Why is media & press important?]

- Sharing success stories
- Gaining support from the public and decision-makers

[Types of media]

- Guest viewpoints
- Press releases
- Earned media stories
- Blogs & social media
- TV and radio

[How do you get your story told?]

- Tie it to a current issue
- Sell it as human interest
- Tie it to controversy
- Use alternative voices
- Develop relationships with reporters

Working on media with a coalition

- Agree on message, timing, and media outlets
- Have all parties review the release beforehand
- Get approval for all quotations and contacts

[Key messages for stewardship]

- Think about your intended audience
 - Do they need to know specifics about the stewardship authority or contracts?
 - Or do they need to know about the restoration work being done on the ground employing local people?
- Stick to and repeat your message – don't get off-topic.

[Key messages for stewardship]

- Diverse interests working together
- Restoring fish and wildlife habitat
- Restoring streams and water quality
- Whole watershed focus – both public and private lands
- Local economic benefit
- What is “stewardship”

Examples of messages used:

Controversy to collaboration; Results & benefits

- “One of the most successful stewardship programs is in the Siuslaw National Forest. There, **common ground and trust have been built among a diverse group of stakeholders that historically butted heads** — including Forest Service staff, conservation groups, timber contractors, local landowners and watershed councils. The group has **worked collaboratively to develop a common vision for restoration that will improve fish and wildlife habitat and the rural economy**. With buy-in and agreement from the public on restoration principles, management agencies can successfully plan and implement **projects that supply contractors with work, mills with logs and wildlife with improved habitat without the controversy of the past**.

...in the Siuslaw stewardship contracts have to date **resulted in** thinning 2,000 acres, yielding 25 million board feet of plantation trees to local mills. In addition, the funds retained from the timber harvest have led to more than \$1.7 million spent on **additional restoration projects on both public and private lands** — projects that restore endangered fish and wildlife habitat, improve water quality and build relationships between rural landowners and the managers of neighboring public land.” – *2008 Eugene Weekly Guest Viewpoint by Chandra LeGue*

Examples of messages used:

What is “stewardship”?

- “...thinning generates income through timber sales, and if done using a “stewardship contract”, the money can be **reinvested** to do projects like stream and fish habitat enhancement in the National Forest, as well as on private land where such projects **benefit the natural resources** (like fish and wildlife and water quality) on our public lands.” – *May 2008 Oregon Wild blog post on ASG planning process*
- The process of developing a stewardship contract is **collaborative and community-driven by those who have a common vision** or resource interest. The Alsea Stewardship Group is a collaboration of local organizations, private landowners, local residents, timber industry representatives, environmental groups, the United States Forest Service, Bureau of Land Management and other interested parties. Alsea Stewardship Group is working with the Siuslaw National Forest, to develop **stewardship contracts, a collaborative approach seeking to restore watershed ecosystems and provide jobs for local communities.**

Stewardship contracting is intended to achieve key land-management goals that improve, maintain, or restore forest or rangeland health; restore or maintain water quality; improve fish and wildlife habitat; reestablish native plant species; reduce hazardous fuels in regards to fire risk to communities and ecosystems - and work with local communities to achieve these goals. - *May 2007 Newport News-Times*

Examples of messages used:

Controversy to collaboration

- “They are **unlikely partners**. Timber companies, foresters, loggers, tribes, watershed councils and private landowners are just some of the players that have come together to make it happen.

Twenty years ago, the thought of saving a northern spotted owl could be met with derision in some circles. **Now all parties are working for a common cause**: restoration of forest and streams.” – *Siuslaw News, August 2011*

- “**You might expect these rural landowners, U.S. Forest Service employees, timber industry representatives, and environmentalists to be on opposite sides** of a courtroom or forest protest. The stereotypes developed during the timber wars say that what’s good for the environment hurts the economy: Logging is an enemy of forest health. Loggers and tree-huggers are supposed to hate each other. Environmental conflict is supposed to flourish in timber country. But the Siuslaw Stewardship Group is **doing something revolutionary**. They’re agreeing — agreeing that healthy communities need healthy forests, agreeing on the inflexibility of some environmental laws, and agreeing on the need to restore the habitat for endangered species.” – *Flux Magazine (UO), June 2007*

Examples of messages:

Controversy to collaboration; what is stewardship

- “Twenty years ago, the Siuslaw National Forest was home to some of the most **bitter battles** over old-growth logging in the Pacific Northwest. Today, **thanks to the collaborative work** of dozens of nonprofit organizations, timber companies, watershed councils, private landowners and other partners, the Siuslaw is a **model for forest management** in the entire region.

Stewardship contracting began as a pilot project for new federal authorities in the Siuslaw watershed in 2001. **A collaborative group was formed to implement these authorities, bringing diverse stakeholders together to design projects from the ground up based on commonly held goals of ecological restoration for the whole watershed and providing local jobs and economic benefits.**

The new stewardship law also **allowed for dollars generated through stewardship timber sales to “stay on the forest” and be reallocated towards various forest and watershed restoration work.** Under this system, the money that timber companies pay for trees harvested from the forest is plowed back into enhancing forest health throughout the Siuslaw.” – *Guest Viewpoint in RG August 2011 from Liz and Johnny*

[Media resources]

- For current local media list and contacts: Joni Quarnstrom, Siuslaw National Forest Public Affairs
 - [541.750.7075](tel:541.750.7075)
 - jquarnstrom@fs.fed.us
- Consult partners who have gotten good stories published or otherwise worked with media outlets.