

Delivering *effective* messages

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<http://2.bp.blogspot.com>

Why is it so challenging? What can you do? 10 tips



<http://www.abc.net.au>

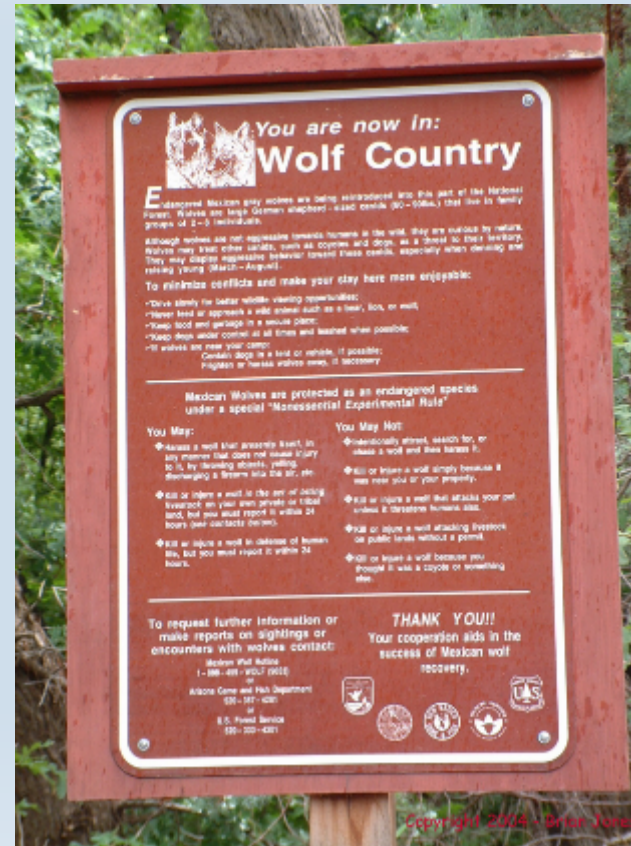
Why is it so hard to get your message across?

- Failure to capture attention



Why is it so hard to get the message across?

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Why is it so hard to get the message across?

- Failure to hold attention



Why is it so hard to get the message across?

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NOXIOUS WEEDS IN THE FRANK CHURCH - RIVER OF NO RETURN WILDERNESS

What is a "Noxious Weed" and why should you be concerned?

- Noxious weeds are plants that are designated as "noxious" by the state or federal government because of their ability to adversely affect the economy, the environment, or both.
- Primarily they are plants from another area, often another country, that are successfully out-competing the native or desirable plants for resources.
- Noxious weeds may affect ecosystems within the Wilderness by displacing native plant species throughout large areas. They reduce plant and wildlife diversity and reduce wildlife forage components. Noxious weeds increase erosion rates and disrupt nutrient cycling. Wilderness characteristics and recreational opportunities are also diminished by the spread of noxious weeds.
- Infestations of noxious weeds typically become much worse if left unmanaged. Vast areas within the wilderness are vulnerable to future weed invasion.

What is being done to combat noxious weeds in the Frank Church-River of No Return Wilderness?

- An Integrated Weed Management program is being implemented throughout the Wilderness. This strategy combines the use of hand pulling, herbicides and biological control (the release of the weeds' natural predatory insects), with public education, weed prevention, detection and monitoring.
- A Cooperative Weed Management Area has been formed, creating a partnership among interested parties.
- The Cooperative Weed Management Area participants strive for ways to help each other control invasive weeds in the Wilderness.
- Partnerships have been forged with private individuals and groups who contribute their personal time and resources in the fight against noxious weeds in the Wilderness.
- Only certified weed seed free hay and straw is permitted within National Forest lands in Idaho, including the FC-RONRW.

Steps you can take to help prevent the spread of noxious weeds in the Frank Church-River of No Return Wilderness

Learn to identify noxious weeds in your area – around your home and work and in areas where you and your family recreate. Learn how you can do more to help control weeds in the Wilderness by contacting the local Forest Service office.

Don't unintentionally bring weeds or weed seed into the area or transport them to un-infested areas.




Avoid camping or traveling through in weed-infested areas.

Clean seeds, "stickers" or other plant material from camp gear, pets, livestock and clothing before and after visiting an area.

Report noxious weed infestations to the appropriate Forest Service office in your area.


Know about the noxious weeds that are threatening the Frank Church – River of No Return Wilderness. Noxious weeds of concern include leely spurge, yellow starthistle, almatian toadflax, purple locoweed, orange and meadow hawkweed, sulfur cinquefoil, Scotch thistle and Canada thistle.

Noxious Weeds threatening the Frank Church-River of No Return Wilderness

	 Spotted Knapweed <i>Centaurea biebersteinii</i> <ul style="list-style-type: none">•Perennial, up to 4 ft tall•Purple flowers with spots on the bracts below petals•Looks like "bachelor buttons"•Basal rosettes when young•Blooms mid summer to fall•Each plant can produce 1,000 seeds each year•Seeds "hitch hike" in the fur of animals and in people's clothing•Tap root, plant can be effectively hand-pulled	 Rush skeletonweed <i>Chondrilla juncea</i> <ul style="list-style-type: none">•Perennial, up to 4 ft tall•Appears leafless•Small yellow flowers•Blooms mid to late summer•Stem and leaves produce milky latex juice•Base of stems have coarse, downward-pointing hairs•Seeds disperse by wind•Basal rosettes when young look like dandelion leaves•Aggressive re-sprouter, pulling is not effective control
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For more information: Contact your local USDA Forest Service office
Tom Cronet, Salmon-Challis National Forest, 208- 879-4116

Developed by: Frank Church – River of No Return Wilderness Cooperative Weed Management Area in conjunction with the USDA, Forest Service and partners, 2004



Why is it so hard to get the message across?

- Failure to convince



[Tripadvisor.com](https://www.tripadvisor.com)



<http://intrawebnet.com>

Why is it so hard to get the message across?

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<https://www.express.co.uk>



<https://storiesinthestreet.com>

What will increase your success?

1. Deliver at the right place & time



RENT A BEARIKADE

BE BEAR AWARE
FOOD STORAGE REQUIRED

The best wilderness food storage system. When you need it.

WANT TO DEMO OR ONLY WILDERNESS CAMP OCCASIONALLY? WE'VE SUPPLIED THE NATIONAL PARK SERVICE RANGERS, WILDFIRE FIGHTERS, SEARCH & RESCUE, THE U.S. STATE DEPARTMENT, BOY SCOUTS OF AMERICA, ALASKAN HUNTING GUIDES AND OTHERS.

RENTAL PROGRAM DETAILS: [LEARN MORE](#)



<https://www.wild-ideas.net/>

Nps.gov

2. Capitalize on novelty



Capitalize on novelty (carefully)



3. Make messages vivid



carola bARTz



thoughtco

4. Be specific



Is Your Food* Stored Properly Right Now?

IMMEDIATELY STORE ALL FOOD*

*FOOD includes food, trash, recyclables, toiletries, candles, first-aid kits, window cleaner, pet food, dirty dishes, baby wipes, scented tissue, air freshener, bottled and canned beverages, canned food, coolers (full and empty), mosquito repellent, lipstick, tobacco products, and ANY OTHER ITEMS WITH A SCENT.

A FED BEAR IS A DEAD BEAR

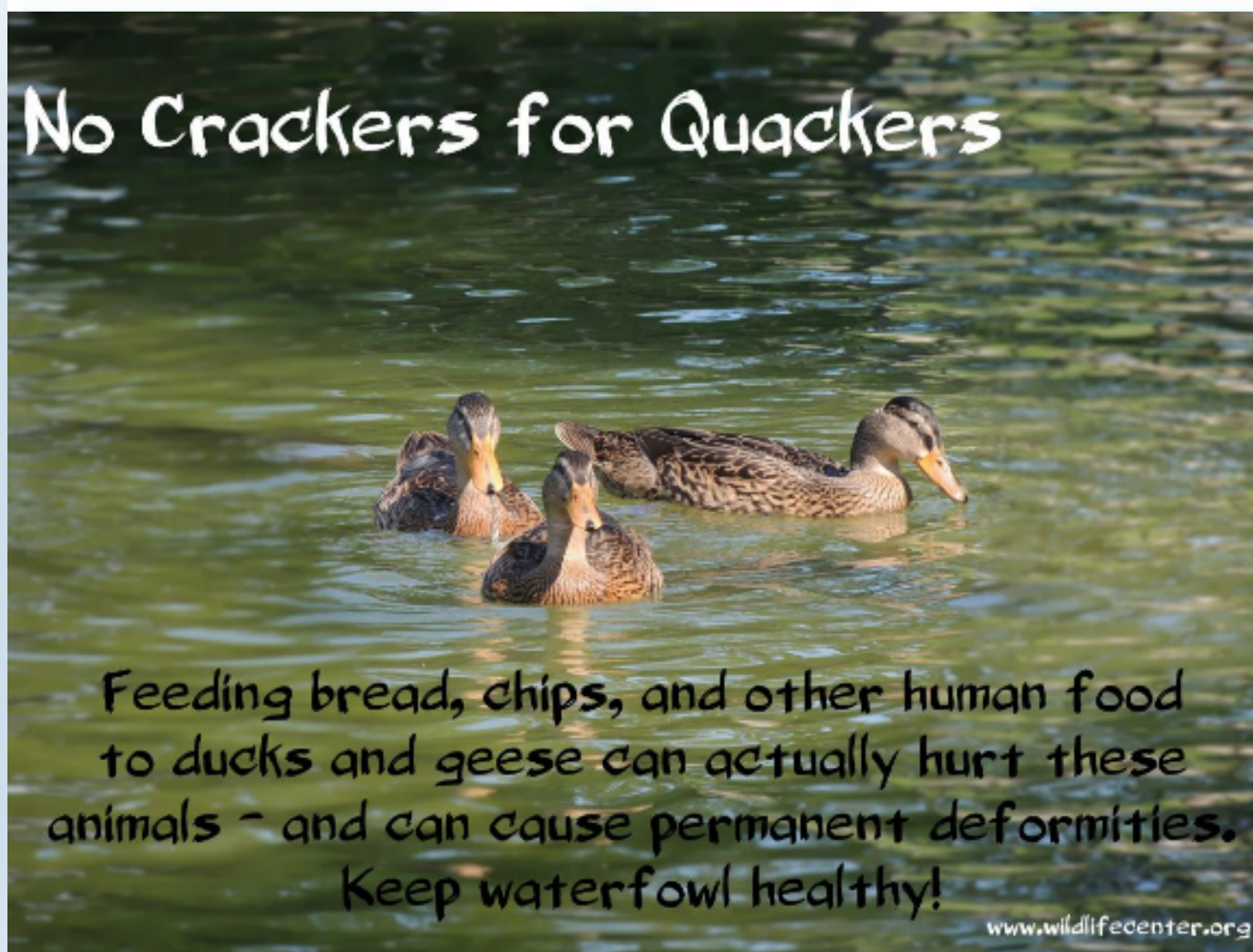
Bears that get human food often become so bold, destructive, and potentially dangerous that they must be destroyed. Don't be responsible for a dead bear!

- After choosing a site, place **all food*** in a storage locker *..then* have fun.
- Put empty coolers outside with top off.
- Do not hang trash or recyclables from trees. Put them in bear resistant dumpsters and bins.
- Leave baby seats outside the car. When leaving, replace them securely.

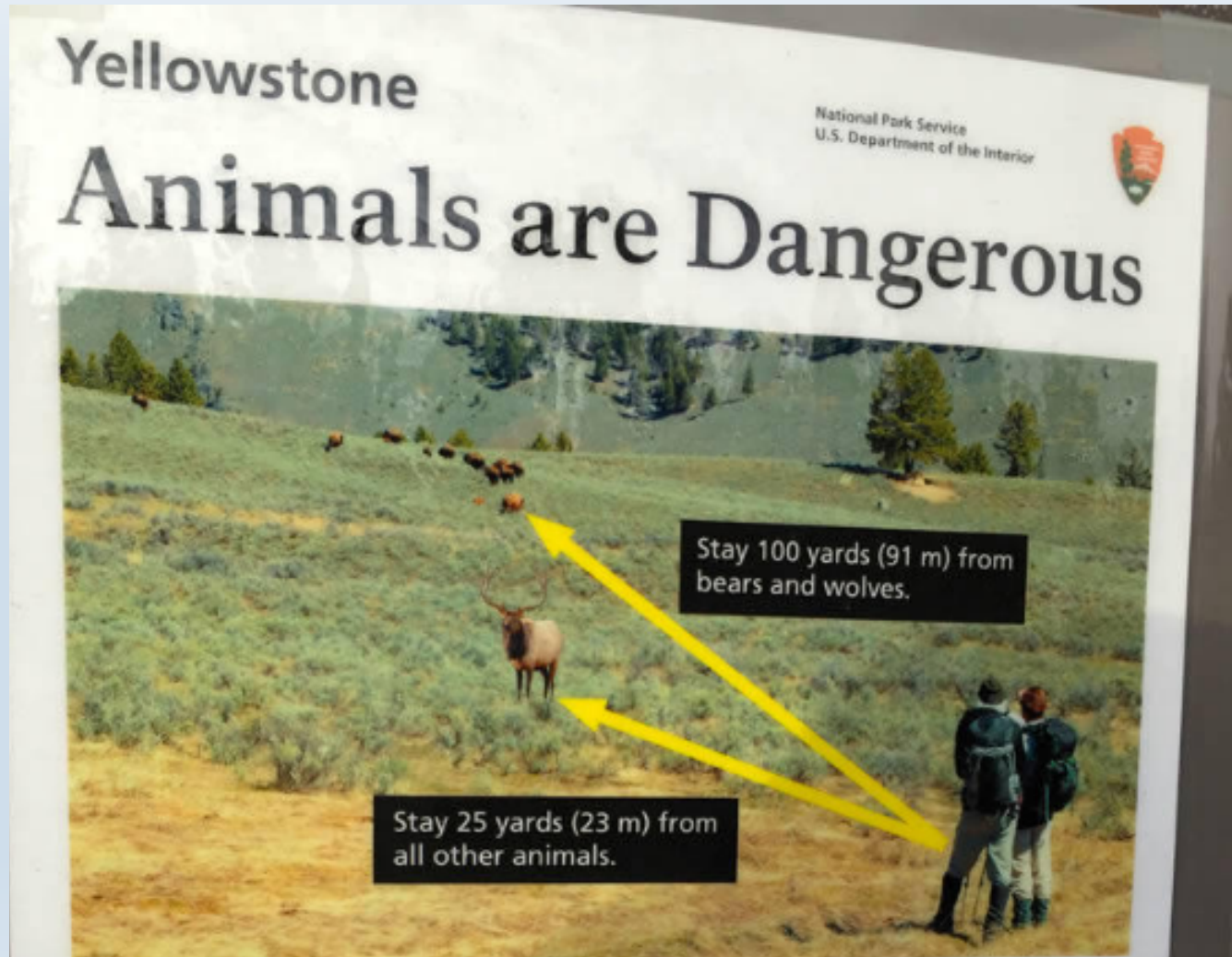
BEARS ARE ACTIVE DAY AND NIGHT

Federal law 36 CFR requires proper food storage and prohibits the feeding of park animals.

5. Be brief



6. Say it visually



7. Connect to your audience's values



<https://www.dailynews.com>

<https://oaklandcountyblog.com>

7. Connect to your audience's values



8. Find a compelling argument



<https://brownhillsbob.com>



9. Use emotion carefully



Weheartit.com

CAUTION BOATERS...

DON'T MOVE MUSSEL!

- DRAIN - DRY - DISPOSE

Manitoba.ca/StopAIS **Manitoba** 

Manitoba.ca

9. Use emotion carefully



10. Monitor and evaluate



<http://www.historiccitypark.com>

Summary



<http://thevenatic.com>

Summary

- Identify *key* messages
- Analyze audience and setting
- Use design, visuals, and text to capture attention
- Use compelling arguments
- Assess how well you've done & adapt

Thank you!

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<https://www.huffingtonpost.com>