


**NC DIVISION OF FOREST RESOURCES
OUTREACH**

**ALTON PERRY
OUTREACH COORDINATOR**


**Natural Resources Communication
Teleconference**

March 9, 2011



NC Division Of Forest Resources
Outreach

- Statewide Outreach Strategies
- County Level Outreach Strategies
 - Public Outreach
 - Forest Landowner Outreach



Statewide Strategies

Media Campaigns:

Fire Prevention / Debris Burning




- Fall and Spring Fire Season 2010
- Radio and TV(English/Spanish)

“One Message, Many Voices”

- To promote Prescribed Fire and it’s benefits

Additional Strategies

- Billboards, Radio, TV Magazines
- National & Statewide
 - Minority Landowner
 - Tobacco Farm Quarterly

Information and Education Branch

Billboards:



Wildfire Prevention: Fire Prevention Education Teams

Information and Education Branch

Billboards:





Wildfire Prevention: Fire Prevention Education Teams


Statewide Strategies

Brian Haines – Public Information Officer

News Media

- Press Releases
- Prescribed Fire, High Fire Danger,
- TV, Radio, Print
- TV Interviews on Wildfires
- Daily Updates with local TV and papers

NCDNR Annual Report-Chris Carlson
I&E Program Head



Statewide Strategies

DFR Website

Public Access to:

- County Rangers
- NCDFR Programs
- Seedlings Catalog
- Burning Permits
- Consulting Foresters
- Publications
- Hot Topics



Statewide Strategies

Summits

- Forestry Summits-2006
 - Western, Central, Coastal North Carolina
- NCFA Workshop Series
 - 2010 Forest Landowner Workshop Series(Working Forest Easements)
 - Introduce NCDFR Forest Assessment



County Outreach Strategies

Public Outreach

- Provide Rangers and Foresters tools for outreach
 - Exhibits with updated information
 - Exhibits or posters specific to the county
 - Participate in non-forestry/Ag events
 - reach new citizens of the state
 - promote environmental benefits of forests and natural resources
 - forests benefit local and state economy
 - forest management promotes forest diversity
 - Opportunity to dispel facts over fiction



County Outreach Strategies

Public Outreach-Dare County

- Poster specific to Dare
- PowerPoint Placed on Public Access TV



County Outreach Strategies

LANDOWNER OUTREACH

- Strengthening Traditional Partnerships
 - Local Natural Resources Agencies
 - Farm Financial Institutions
 - Forest Industry
- Landowner workshops and Tours
 - Keeping the Farm-Wake Co.
 - Making Your Land Work for You-Pender Co.



County Outreach Strategies

Developing New Partnerships

- Local Community Based Organizations
 - Provide Forestry and Agriculture Information to Minority landowners
- Forest Landowner Associations
- Faith Based Organizations



County Outreach Strategies

Tools for County Outreach

- Identify Key Contacts in the County
- Forest Assessment
 - Identifies change in landownership
 - Identifies benefits of forests
 - Identifies threats to our forest
- Participate in Local Events
 - town festivals
 - local cultural events



County Outreach Strategies

Tools for County Outreach

- Training
 - Changing Roles-A guide developed to assist natural resource professionals to enhance their work in the wildland urban interface.
 - Tools for Engaging Landowners Effectively (TELE)
 - Landowner Categories
 - <http://www.engaginglandowners.org/>



THANK YOU

QUESTIONS????

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