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Subject: Open Forest 2019 Pilot - Communication Plan
Date: Tuesday, September 17, 2019 12:37:00 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[2019 Christmas Tree Communication Plan.pdf](#)
[Open_Forest_Christmas_Tree_permits2.png](#)

Hello,

Please review the communication plan in preparation for the November 2019 launch of the second-season Open Forest pilot. The Public Affairs staff and main points of contact at each pilot forest in Region 1, Region 2, and Region 6 are included in this message.

If you haven't received a demonstration of the Open Forest site, please let me know and I will be happy to schedule one with you!

This communication plan offers some insight to commonly asked questions, provides leaders' intent, explains how the pilot supports USDA strategic goals, and it offers some templates for communication that forest PAOs can choose to use. The intent for this communication plan is to provide information to pilot forests, and serve as a guide for those forest PAOs to respond to public inquiry and inform their local forest visitors about the opportunity available to them this season to purchase Christmas tree permit online.

Please contact me if you have any questions about the information provided in the communication plan.

Thank you,



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Open Forest Product Owner

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