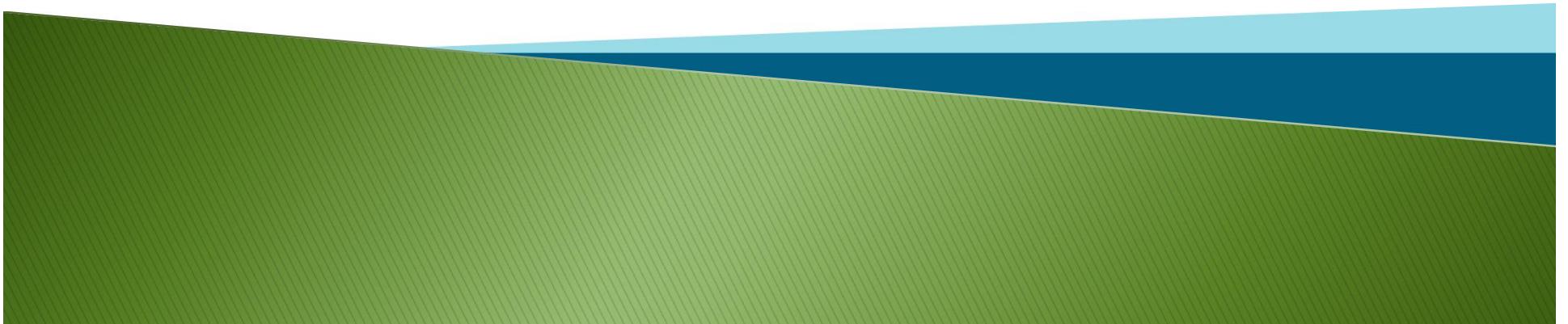




Oregon Forest
Resources Institute

What are We Hearing?

Oregon Society of American Foresters
Annual Meeting . April 26, 2012



Carry on the mission

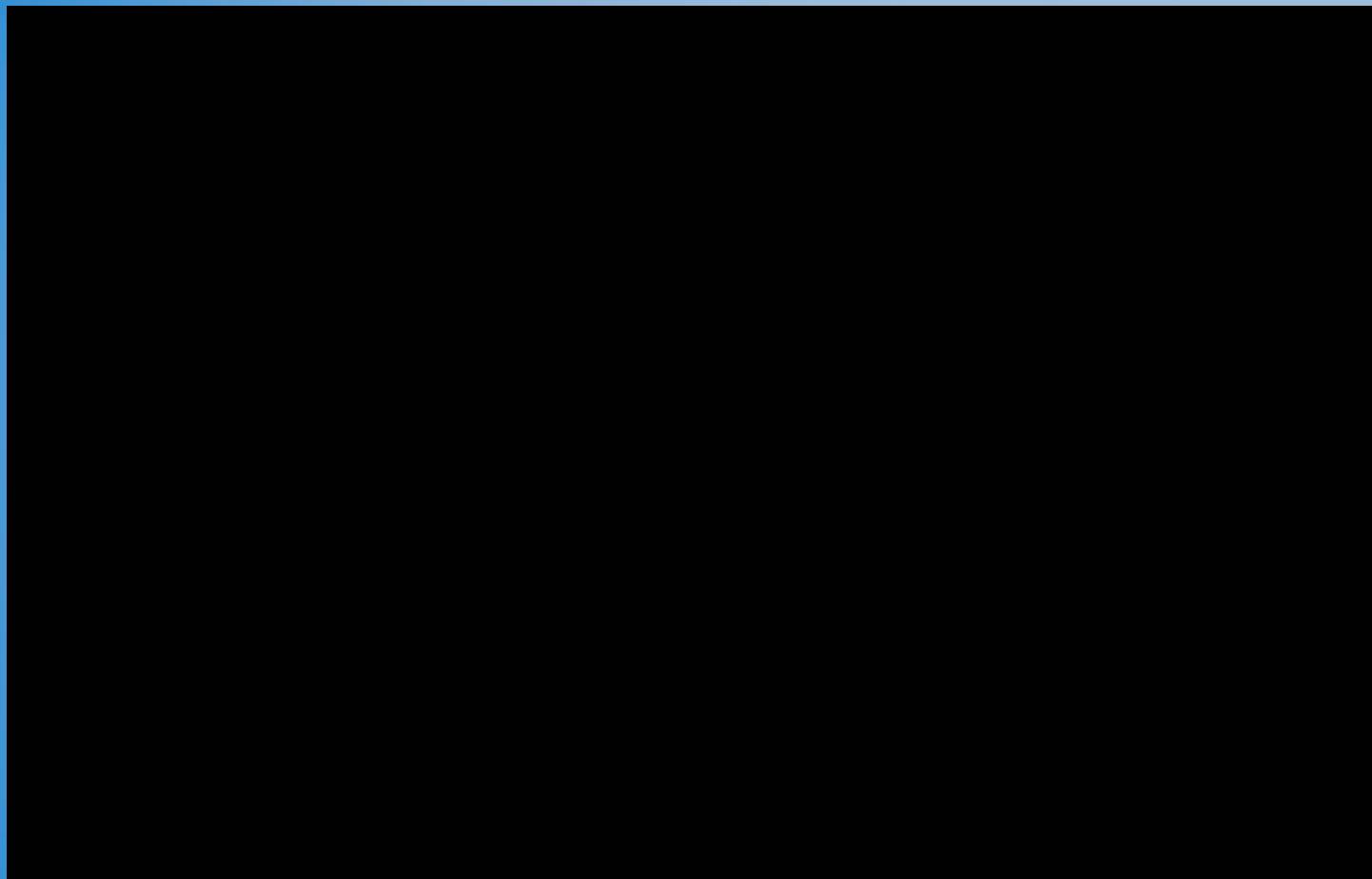
*The Oregon Forest Resources Institute is dedicated
to public understanding of forest stewardship
to meet the social, environmental and economic
needs of present and future generations.*



Tell the story

- ▶ Educational advertising
 - 54.5 million impressions projected for 2011-12
- ▶ Publications and videos
 - Forest Facts & Figures
 - Special reports
- ▶ Speakers Bureau
- ▶ Media information
- ▶ Landowner signage





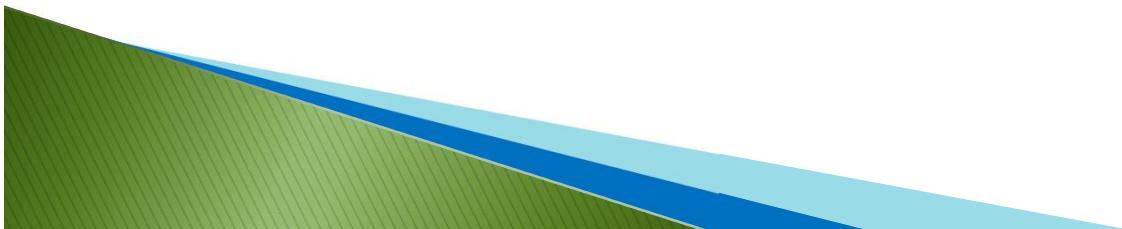
Educational Advertising >>

% Rs+

Reshape the website

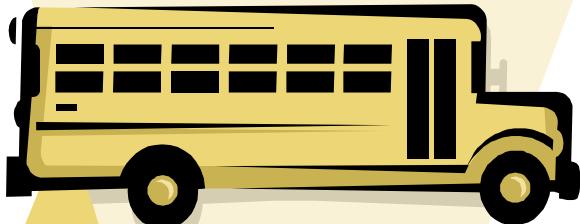


- ▶ Create a new architecture for Oregonforests.org to make it more accessible, relevant, easier to navigate
- ▶ Develop a comprehensive marketing plan to drive new viewers to the website



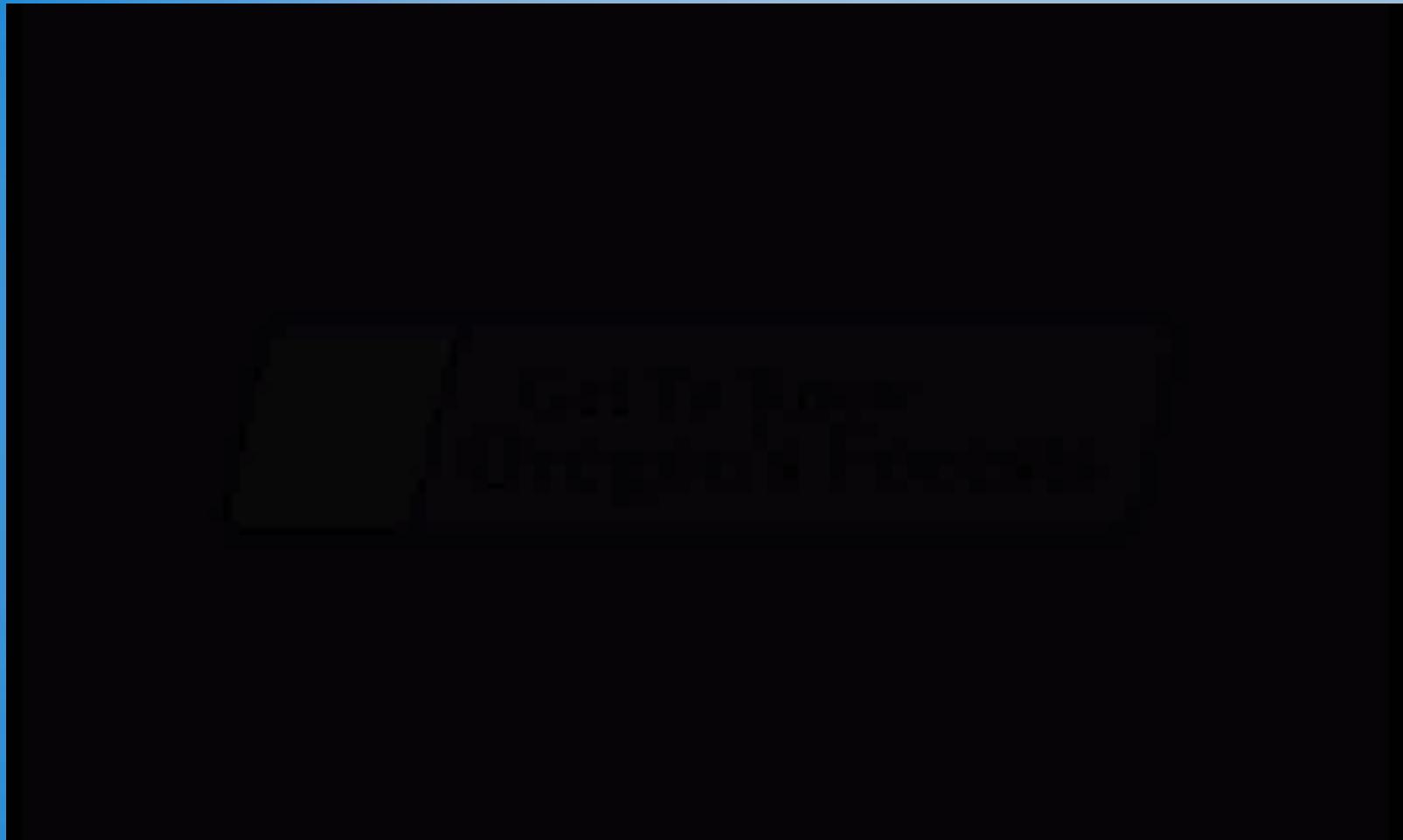
Reach teachers and students

- ▶ Teacher professional development
 - 1,450 teachers participated in workshops
- ▶ %Talk About Trees+in-class program
 - 136,000 students reached with in-class forestry programs
- ▶ Bus reimbursement for forestry field trips



21,000 students
participated in
field forestry
programs





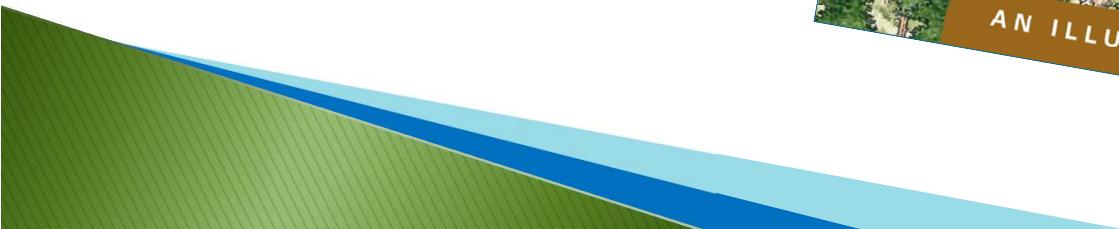
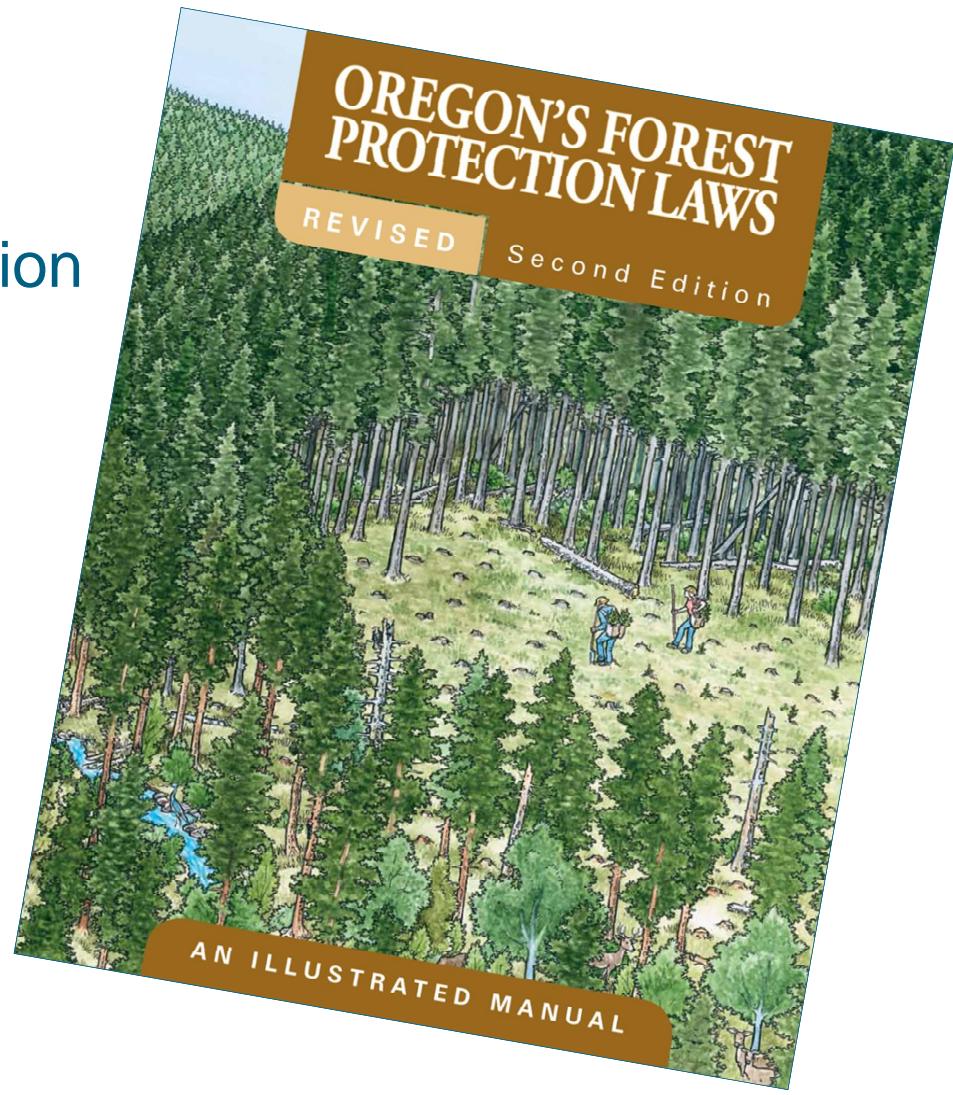
Forest Fact Breaks >>

Replanting



Assist private forest landowners

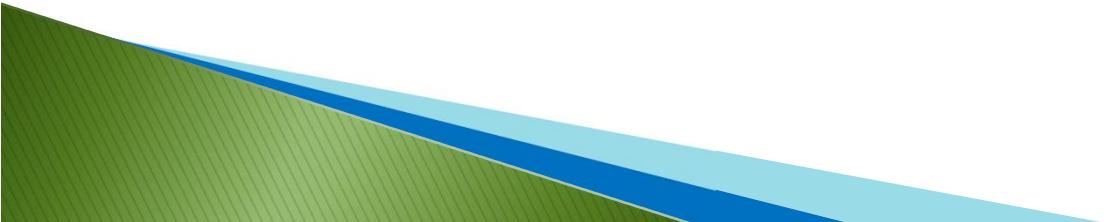
- ▶ Partnership for Forestry Education
- ▶ OSU Forestry Extension
- ▶ Master Woodland Manager/WOW Net
- ▶ Hopkins Educational Consortium
- ▶ Landowner pubs
- ▶ OSWA workshops



Who are we listening to?



The general public, media and policymakers



Oregonians value their forests

- ▶ Our forests make Oregon %Oregon+
- ▶ Replanting and stream buffers are key concerns
- ▶ We value old growth forests
- ▶ Clearcutting remains a divisive issue
- ▶ Signage is good
- ▶ Things Oregonians support:
 - An approach that balances social, environmental and economic
 - Removing dead/diseased trees and underbrush, thinning
 - %Woody biomass+as a renewable energy source



Pundits favor active management

- ▶ Oregon timber counties cannot prosper without more activity on federal forests.

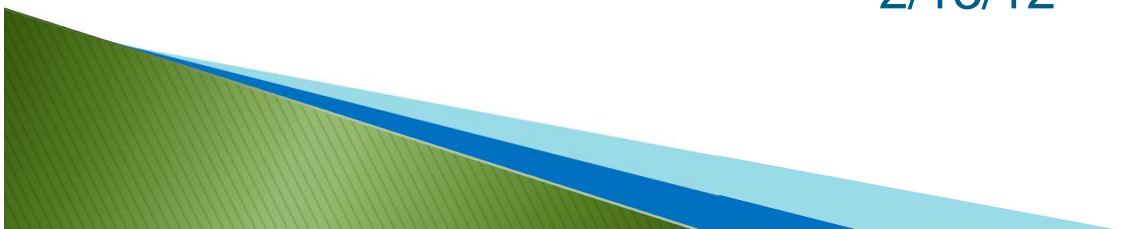
The Oregonian
1/23/12

- ▶ Oregon's federal forests need help. So do rural Oregon residents.

Herald and News
2/8/12

- ▶ Timber counties are running out of money and time.

The Oregonian
2/13/12



Pundits not happy with some

- ▶ õ the environmental movement stopped compromising a long time ago.

Mail Tribune

2/5/12

- ▶ Conservation groups want Oregon's timber counties to pull themselves up by their bootstraps. But first, they want to take away our boots.

The World

2/6/12

- ▶ It's disappointing that some environmental groups prefer higher taxes to increased logging on federal land in Western Oregon.

Statesman Journal

2/8/12



Pundits decry more state harvest

- ▶ The state forest bill is the latest bid to turn the Tillamook and Clatsop state forests into industrial lands, running roughshod over all their other public values.

The Oregonian

2/16/12

- ▶ Once again, Oregon lawmakers are considering legislation that would abandon the state's centrist, sustainable management of its timberlands.

The Register-Guard

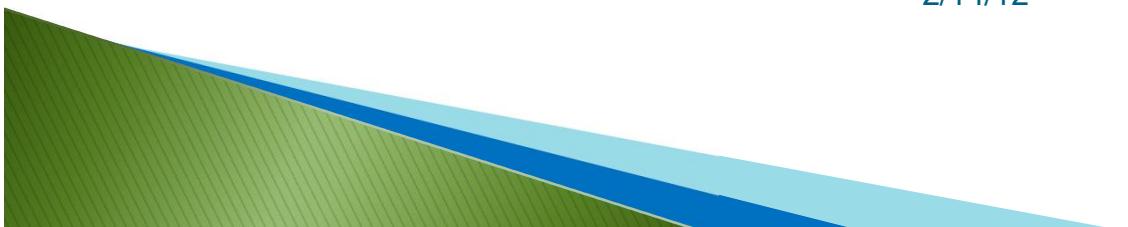
2/16/12



Governor for balance, management

- ▶ %Management of Oregon's public forests is seriously out of balance. While our state forests account for 3 percent of Oregon's forest lands, they produce 10 percent of the timber volume in the state. Conversely, federal forests make up 59 percent of the forest lands in Oregon, but produce only 12 percent of the timber volume.
- %On federal lands, the pendulum has swung too far in the direction of management by paralysis.
- %The solution is to push pathways that take us out of this social and legal conflict and into a future of increased management that restores forest health, a healthier economy, and healthier communities.+

Gov. John Kitzhaber testimony to the
House Agriculture and Natural Resources Committee
2/14/12



Legislators for balance, management

- ▶ The health of Oregon's forests is declining. Active management on federal lands has declined to levels that put the health of Oregon's public forests, economy, and communities at risk. The lack of management has left national forests throughout Oregon overcrowded, unhealthy and at risk of severe fire, insect outbreaks and disease. Efforts to address this situation have been unsuccessful.+
 - Sen. Peter Courtney, Sen. Joanne Verger, Rep. Bruce Hanna, Rep. Arnie Roblan



Fed delegation for balance, management

- Oregon's rural communities cannot afford another 20 years of gridlock in our federal forests. Without a new path forward, mills will continue to disappear, forest jobs will be outsourced, counties will be pushed off the budgetary cliff, and forest health will continue to decline.+

U.S. Representatives Defazio, Schrader and Walden

OpEd

12/17/11



Rep. Defazio for management

- ▶ We can sustainably and responsibly log in younger stands on federal lands to create jobs, provide reduced but certain levels of payments to counties and improve forest health.+

Rep. Peter Defazio
OpEd published in The Oregonian
3/4/12



Pundits for balance, management

- ▶ Defazio, Schrader and Walden will face a huge struggle— but they should keep moving forward. The future of rural Oregon hangs in the balance.

The Register-Guard
2/17/12

- ▶ The ultimate solution has to include getting more logs, more jobs and more revenues out of the public forests that cover Western Oregon. We urge Oregonians to keep an open mind about the Defazio bill, to consider all the region could gain from carefully balanced legislation protecting old forests while providing a future for rural counties.

The Oregonian
2/21/12



Pundits understand situation is dire

- ▶ In a number of Oregon's rural counties, the situation is dire, with local leaders talking about closing up and mailing the keys to the county to Salem.

The Oregonian

3/10/12

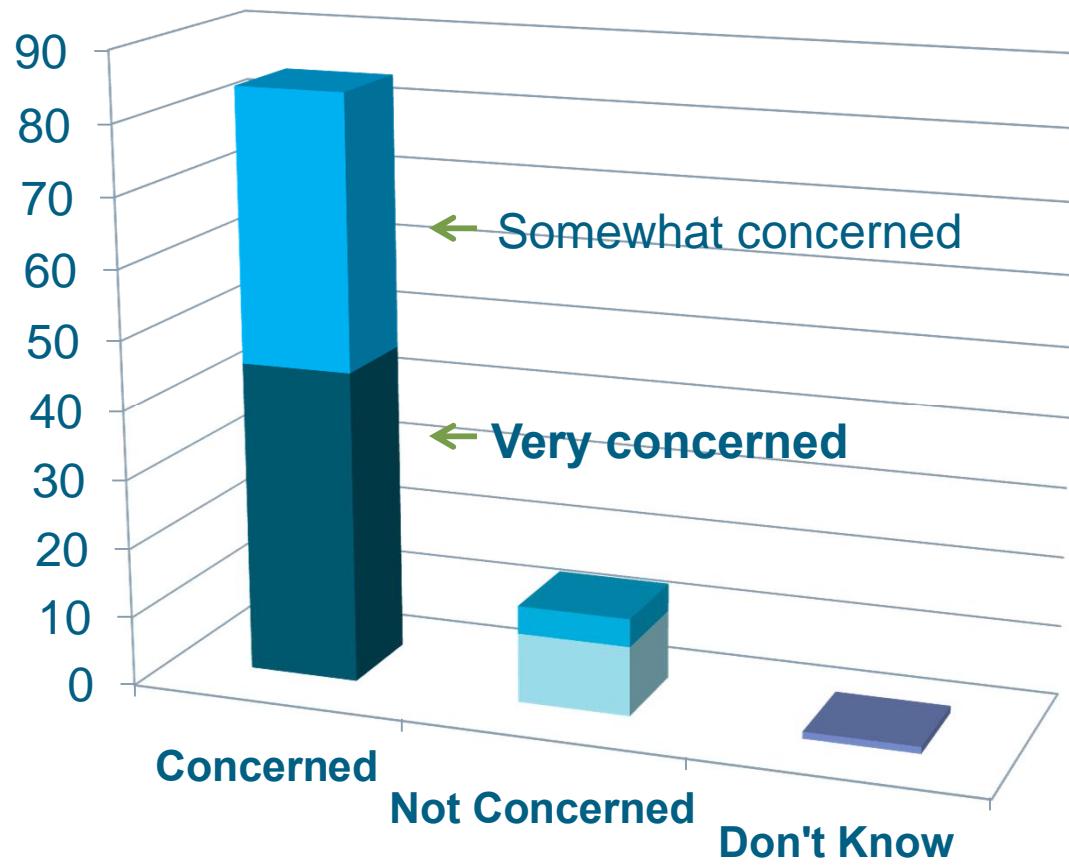
- ▶ Oregon's congressional delegation must double down on its efforts to extend county payments. Oregon's timber counties have suffered too many setbacks. It's time for some successes.

The Register-Guard

4/2/12

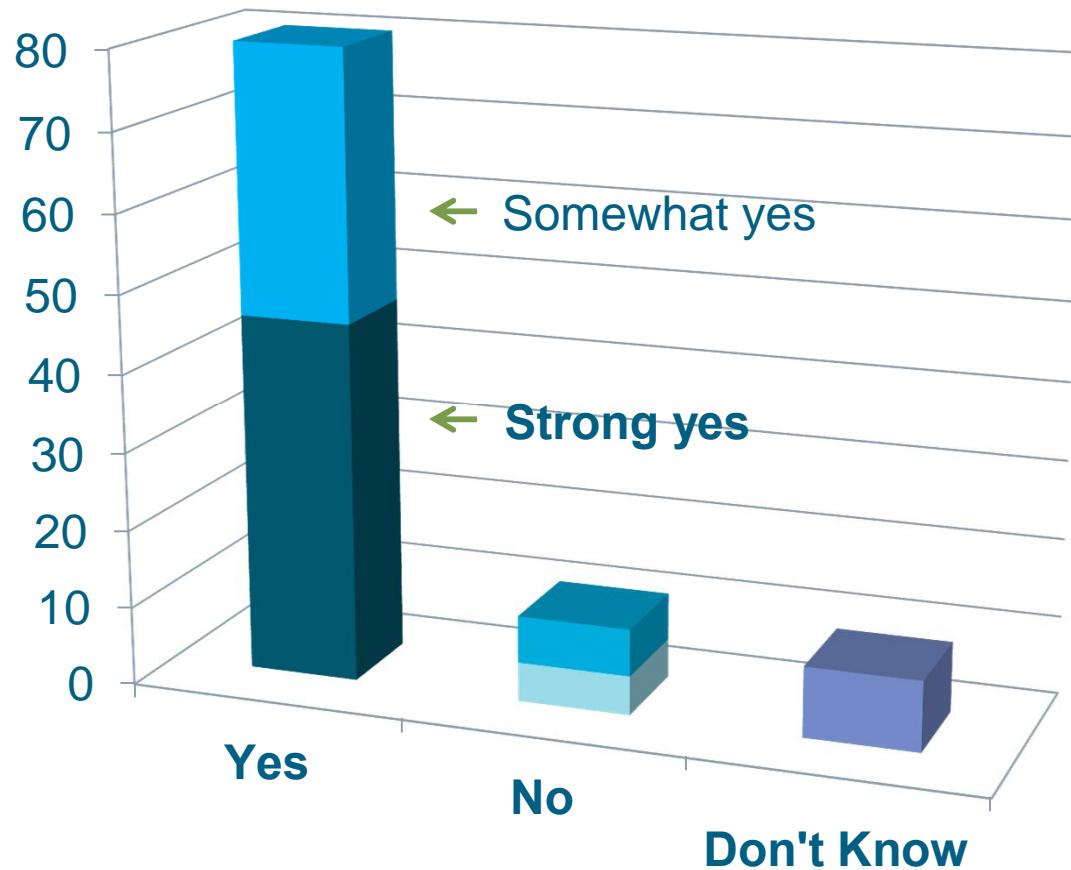


O&C Counties survey results



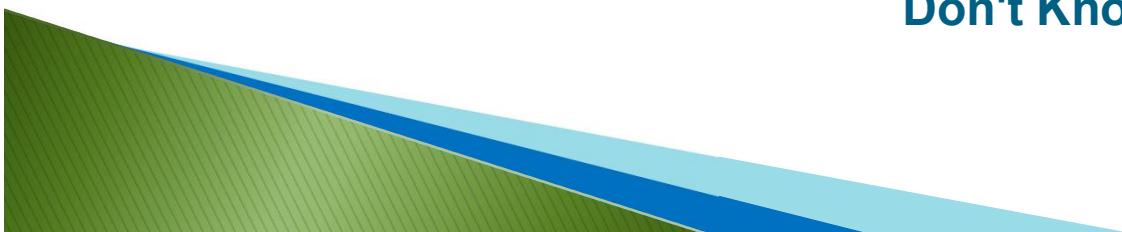
DHM Research
February 2012

O&C Counties survey results



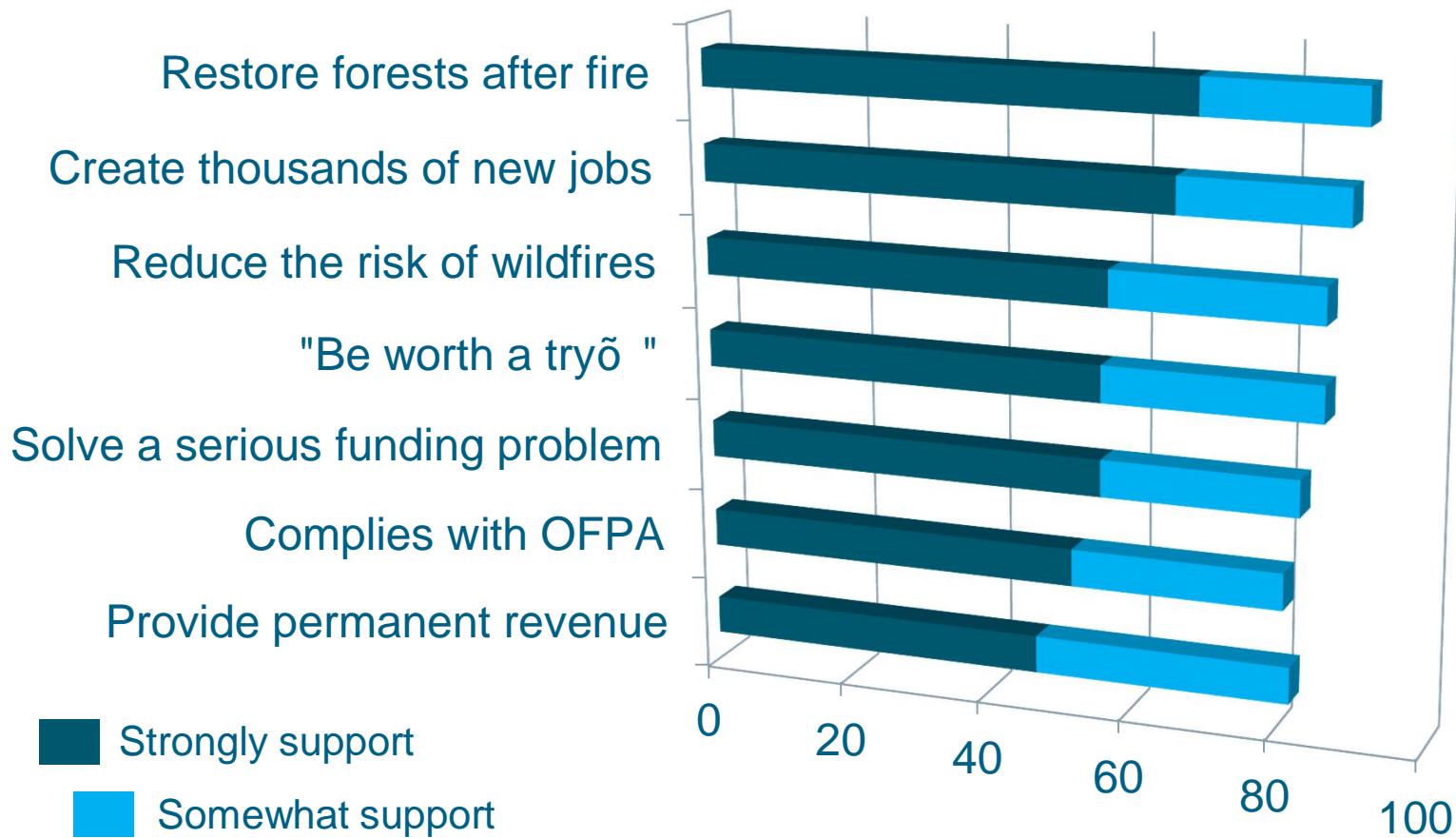
Do you want
your federal
elected officials
to support the
O&C proposal?

DHM Research
February 2012



O&C Counties survey results

Top reasons given in support of the O&C Discussion Draft



DHM Research
February 2012

Conclusion

- ▶ There is an unprecedented coming together of public opinion around active management of the federal forest estate to restore forest ecosystem health, increase fire resiliency and create economic opportunity.



Opportunity

- ▶ Continue to support Oregon congressional delegations' efforts
- ▶ Implement recommendations of the Federal Forestland Advisory Committee:
 - Hire statewide interagency coordinator for federal forest health restoration
 - Build the capacity of collaboratives to increase pace and scale of landscape level forest restoration
 - Provide economic incentives for biomass removal
- ▶ Undertake economic assessment of federal forest health restoration





Committed to telling the story of Oregon's forests.



Oregon Forest
Resources Institute