



Exercise 2.3

Advertising Interface Services



This exercise builds on the material in **Fact Sheet 2.1: Who Are Interface Landowners?** by asking participants to design a brochure that advertises their services to interface landowners. It is appropriate for natural resource professionals who work with both public and private audiences. It can also be used with information and exercises in **Module 4** (particularly **Exercise 4.6: Critiquing Brochures** and **Fact Sheet 4.3: The Language of Conservation**) about effective communication.

Objective: Participants will be able to discuss the implications of the changing needs, motivations, and concerns of different interface landowners to their work.

Materials:

Fact Sheet 2.1: Who Are Interface Landowners?

Presentation 2.1

Worksheet 1: Scoping the Brochure

Pen or pencil for the participants

Flip chart or chalkboard

Time: 30 minutes (5 minutes to review fact sheets, 25 minutes for group discussion)

1. Divide the participants into small groups of three or four and distribute *Worksheet 1* to each person. Ask each group to discuss and answer the questions as they consider the design of a brochure for interface landowners.
2. Distribute **Fact Sheet 2.1: Who Are Interface Landowners?** to each group member to use as a reference. You can also use **Presentation 2.1** to provide the background for this exercise.
3. Reassemble the group and ask for each group to contribute its most interesting comments or realizations. Alternatively you can moderate a discussion with the whole group using flip charts or chalkboards. Write one question on a flip chart and ask the group for responses. Record responses and ask for elaboration and explanation.

If participants are not sure how to distribute brochures or what might attract an interface landowner, use information from **Fact Sheet 4.5: Tools for Understanding Audiences** to help them think about strategies for determining this.

Summary

How resource professionals portray their agencies and the types of programs and services they promote should be related to what the target audiences need and want. As they better understand the interface landowners, the type and range of services and programs may change.



Worksheet 1: Scoping the Brochure

Your task is to suggest ideas for a promotional brochure to initiate a relationship with interface forest landowners and describe forest management opportunities. Defend your suggestions with information from **Fact Sheet 2.1: Who Are Interface Landowners?**

What services should be listed and promoted by an interface brochure? What will residents be interested in?

What image should professionals present on the cover of an interface brochure? What should it communicate?

What words and jargon should be used and what should be avoided?

How should fees for services or products be calculated?

How and where should the brochure be distributed? How will you get it in the hands of people who need this information?
