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July 13, 2001

**FINAL REPORT**  
**Forest Service Grant No. NA-98-0188**

Period covered by this report: August 14, 1998 through June 30 2001

**Issued to:** Eagle Eye Institute

**Address:** 14 Chapel Street, Somerville, MA 02144

**Congressional District Number: 8**

**Project Name:** Public Service Announcement "Trees Are My Friends"

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**Date of Award:** August 14, 1998

**Grant Modifications:** Mod. 1: No cost time extension from June 30, 2000 to June 30, 2001

**Date of Expiration:** June 30, 2001

**Funding: Federal Share:** \$98,000 plus **Grantee Share:** \$500,514 =  
**Total Project:** \$598,514

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## Project abstract

Millions of people of color were introduced to urban forestry this spring by Trees Are My Friends, a campaign produced by Eagle Eye Institute and funded by the USDA Forest Service. Twenty-two urban forestry organizations participated in the national 2001 campaign. These partners used the Trees Are My Friends campaign theme song, poster, video and other materials to supplement their ordinary local outreach efforts, in order to reinvigorate the national community forestry movement with fresh faces from diverse backgrounds.

The centerpiece of the campaign was a series of four public service announcements for television, featuring the song "Trees Are My Friends" written by EEI Director Anthony Sanchez, that depict people of color planting and enjoying trees. The PSAs were broadcast in Atlanta, Boston, Chicago, Los Angeles, New York, Philadelphia and Washington D.C., reaching up to 20 million viewers.

The PSA directed viewers to a hotline and website, which contained information on trees, tree care and special events and volunteer opportunities sponsored by tree-care organizations around the country. The website alone has received over 100,000 hits, with around 10,000 visits by 6,000 individuals. Though the 2001 campaign is officially over, the website remains up, and contains useful tree-identification information, links, games & activities, plus photos and tree poetry: Visit it at [www.treesaremyfriends.org](http://www.treesaremyfriends.org).

## Project objectives

- Educate people of color and other urban people about the importance of urban street trees, and increase their participation in volunteer tree planting and care activities
- Increase awareness within the community forestry movement of the need to recruit more urban people of color into urban environmental stewardship activity, and empower community forestry organizations to improve their outreach to those populations

## Objectives met successfully

Campaign activity in 2000:

- The PSA was produced and released in March 2000 with pro *Bono* help from Heater Advertising of Boston. It aired throughout Massachusetts during the month of April by over 20 television stations throughout Massachusetts, played over 300 times reaching a viewing audience of over 500,000. (Some stations continued to air the PSA through the summer)
- The PSA was also aired at the Boston Earth Day 2000 event (attended by 30,000) and at least 20 other Earth Day/Arbor Day community events throughout Massachusetts; eg. Massachusetts Community Forestry Council annual event, Worcester's Ecotarium, Greater Boston YMCA Earth Service Corps, and Concord Earth Day.

- The PSA was aired at schools, health centers, and community centers. EEI staff made 13 educational presentations using the PSA in schools around the Greater Boston area reaching over 550 youth as well as presentations to 3 adult groups reaching 60 adults. Some of the other locations that aired the PSA were the Boston Schoolyard Initiative, Greater Boston Urban Resources Partnership, The Codman Square Health Center, Pathways Within of Roxbury, and Winter Hill Community School of Somerville.
- The campaign website [www.treesaremyfriends.org](http://www.treesaremyfriends.org) was developed and launched in March 2000. The website was visited by over 1000 people in the spring of 2000 with 30% of the visitors coming back a second time. The average visit was 8 to 10 minutes. The website was linked to the Earth Day 2000 searchable database, where organizations and posted event information. Over 500 organizations and over 50 statewide events were posted.
- A toll-free hotline and voice message system was set up for use from March through May 2000. It was underutilized, with only approximately 30 calls.
- Trees Are My Friends posters were designed and printed for distribution in March 2000. More than 300 posters were displayed in libraries, schools, community youth organizations, businesses and at Earth Day / Arbor Day events.
- Teak Media Communications ran the public relations campaign in 2000.
- Anthony Sanchez made a presentation at the ACT annual meeting and at The Grassroots Summit in Nebraska in September 2000 to announce the campaign and its Massachusetts pilot results and enroll partners in the national release for 2001.

#### Campaign activity in 2001:

- New staff was hired to work on the campaign in 2001: Brent Ranalli as full-time campaign coordinator; and Widmine Remy as part-time administrative assistant.
- Seven key metropolitan areas were chosen for PSA release in 2001: Atlanta, Boston, Chicago, Los Angeles, New York, Philadelphia and Washington D.C. Release of the PSA in Boston was handled by Eagle Eye with help from Teak Media Communications. In Washington D.C., Rosie Dempsey and the DC Urban Forest Council got the PSA on the air. In other key metropolitan areas, release of the PSA was handled by the Plowshare Group of Stamford, Connecticut. The PSAs aired from March through May, with many television stations continuing to play them into the summer. In key cities, between March and May the PSA aired an estimated 6341 times on 108 stations, reaching up to 20 million viewers. Plowshare expects some stations to continue airing the PSA through early fall.
- Partners were recruited for the campaign, including Trees Atlanta, Chicago Openlands Project, L.A. TreePeople, Trees New York, Philadelphia Green and the D.C. Urban Forest Council in the key cities. Other partners who joined the campaign

and made TAMF part of their local outreach included the Cambridge Tree Project (Massachusetts), California ReLeaf, Delaware Center for Horticulture, Friends of Trees (Portland, Oregon), Gateway Streetscape Foundation (Martinsville, Virginia), Indiana DNR Community & Urban Forestry Division, New Jersey Tree Foundation, Oakland ReLeaf (California), Southern University Urban Forestry Department, Boston GreenSpace Alliance, and the Massachusetts Community Forestry Council. National partners included the Alliance for Community Trees, National Tree Trust, Tree Musketeers, National Arbor Day Foundation and TreeLink.org . Alliance for Community Trees played a pivotal role in preliminary recruitment of partners.

- "Partner packets" of TAMF campaign materials were sent to partners, including the PSAs in VHS format, posters, buttons and sheet music. Partners used these materials in a variety of ways to supplement their own outreach to local communities and to connect local events with the broader national campaign. Some of those ways were:
  - Displaying TAMF posters and video, distributing buttons, and publicizing the web address. Some highlights:
    - New Jersey Tree Foundation talked up TAMF at four Tree Planning Event Training Sessions in March, with 105 attendees representing 70 volunteer groups, 15% of which included people of color
    - TreesAtlanta represented TAMF at festivals and fairs every weekend in April, reaching 3000 people, about 20% people of color
    - Delaware Center for Horticulture represented TAMF at Earth Day and Arbor Day events
    - Indiana DNR shared materials with Indiana Urban Forestry Council members and Tree City USA towns, handed them out as prizes at Earth Day and Arbor Day functions, and incorporated them into an IDNR Earth Day/Arbor Day display. IDNR also publicized the campaign through their Tree Steward program. IDNR distributed buttons to graduated Teen Tree Stewards, volunteers and dignitaries, including the Governor's wife, at the dedication of a Millenium Grove in Fort Harrison State Park.
    - Philadelphia Green shared TAMF with 50 educators who participated in a special Tree Tenders teacher training, also assisted more than 34 Tree Tender groups, schools and neighborhood groups run Arbor Day programs
    - Eagle Eye celebrated Earth Day by collecting "tree pledges" at Boston's EarthFest: more than a hundred individuals of all ages and backgrounds pledged to do something good for a tree, and those pledges were written on green paper, collected and pasted as "leaves" on a cardboard tree trunk. Approximately 10% of participants were people of color.
    - National Arbor Day Foundation is using the video at the Peter Kiewit Foundation's Summer Fun program for economically deprived children located at the Arbor Day Farm

- Sharing materials with urban schools
  - Four schools in New Jersey, reaching approximately 70 students, 75% of whom are of color
  - Eleven schools in Greater Boston, reaching over 1400 students
  - Six schools in Philadelphia, reaching an estimated 1000 students
  - Six schools in Martinsville, VA, including 50 youth of color
  - Three child-development partners of TreesAtlanta used the materials (Outdoor Activity Center, the Oakhurst Community Garden Project, and the Downtown Children's Development Center), reaching 60 youth of color
- Linking their websites with the TAMF campaign website (including a banner ad on TreeLink.org beginning in May 2001), and listing volunteer opportunities and special events there
- Contributing photographs and poetry to the TAMF site
- Featuring and promoting TAMF in publications and local media (detailed below)
- Calling television stations to encourage them to play the PSA distributed by Plowshare to major metropolitan markets (Trees New York, New Jersey Tree Foundation, Philadelphia Green, Trees Atlanta, TreePeople, Chicago Openlands Project, Indiana DNR), and getting additional local airtime (Eagle Eye Institute, DC Urban Forest Council, Friends of Trees).
- Other special events and projects tied in with the campaign:
  - Cambridge Tree Project held its annual poetry contest, and prize-winning poems will be posted on the TAMF site
  - Eagle Eye celebrated Trees Are My Friends by collaborating with National Tree Trust and local partners (Greater Boston YMCA, Arnold Arboretum, Boston Partners in Education) to bring master storyteller to Boston for the first week of April. Womick gave a dozen performances at schools and community venues, inspiring more than 1400 young people to think about their relationship with trees and get involved with local stewardship through Trees Are My Friends. A tree was planted at Agassiz School in Jamaica Plain by Tim Womick and students, with help from EarthWorks.
  - With encouragement from TAMF partner Indiana DNR, the City of Anderson, Indiana ordered TAMF posters, buttons and videos of their own to celebrate Arbor Day
  - The National Tree Trust has been including TAMF posters and buttons in packets sent to other organizations who participate in Trail of Trees and host Tim Womick this spring.
  - Footage of the TAMF kick-off celebration in Boston is featured in the 2001 educational video "Trees! Who needs 'em?" by Tim Womick, National Tree Trust, Hoosier ReLeaf and Indiana PBS
  - Eagle Eye and Trees Are My Friends joined Tree Musketeers as a National Resource Partner for the Count on Kids campaign

- The campaign website [www.treesaremyfriends.org](http://www.treesaremyfriends.org) was revised and expanded. It contains contact information for and links to campaign partners and other urban forestry resources, links to databases of tree-related and other environmental special events and volunteer opportunities around the country, campaign materials such as PSAs, song and poster in viewable & downloadable form, tree-related games and activities and related links for youth, space for the sharing of photographs and tree-related poetry, and information about trees and tree-identification. Between April of 2000 and May of 2001, the website received a total of over 100,000 hits, with around 10,000 visits by 6,000 individuals. The average visitor spent six minutes touring the site. (See enclosed graph.)
- With the help of TreeLink.org, Eagle Eye formed a partnership with [VolunteerMatch.org](http://VolunteerMatch.org) to allow visitors to the campaign website to access VolunteerMatch's database of environmental volunteer opportunities. Eagle Eye formed a similar partnership with EarthDay.net, enabling visitors to access information about local special events around the country through the TAMF site.
- The hotline was activated from March through May 2001, again with messaging service donated by Quincy Telemessaging. The hotline gave callers contact information for campaign partners in key cities, and directed them to the website for further information. The hotline was again underutilized, with only 36 calls.
- Eagle Eye shared the Trees Are My Friends campaign schedule with community leaders and politicians, and received endorsements from Somerville Mayor Dorothy Kelly-Gay, Massachusetts State Representative Patricia Jehlen, Massachusetts State Senator Charles E. Shannon, and U.S. Senator John Kerry. Senator Kerry said, on the occasion of the campaign kick-off in Somerville on April 2, "I am proud to join Mayor Dorothy Kelly Day, the staff and volunteers of the Eagle Eye Institute, Tim Womick of the National Tree Trust, and students of the Cummings School in celebrating today's kick-off of the 2001 "Trees Are My Friends" campaign. Today is the first step in bringing the success of last year's program to the entire country, and I look forward to working with everyone gathered today to ensure the program's success. The Eagle Eye Institute is building an urban environmental ethic which will translate into active minds, environmental leaders, and exceptional citizens. I commend the great work of the Institute for its outstanding work in connecting our children with nature."

*Objective one: Educate people of color and other urban people about the importance of urban street trees, and increase their participation in volunteer tree planting and care activities*

The PSA reached up to 20 million viewers in metropolitan areas. Six thousand of those visited the website at least once, one-third of those multiple times. Many thousands more received the TAMF message through local outreach by TAMF partners in their own communities. While there is no clear way to measure the impact a campaign like TAMF

has on the lives of individuals, especially when that influence may only reveal itself years later in a career choice or voter decision or a charitable donation or participation in volunteer activity, there is no doubt that TAMF touched the lives of many urban residents. We did receive a number of unsolicited comments from the public. All were positive; most were from individuals who visited the website.

Some examples:

- A sixteen year old girl stumbles on TAMF site while doing research on twig identification for class: she asks for help, and says she loves the website.
- The greening coordinator of a diverse neighborhood group in South Philadelphia asks for advice and suggestions for planning an Earth Day tree-planting.
- A conversation with Jewish leader in Somerville leads to Trees Are My Friends presentation at local synagogue, and incorporation of Tu B'Shvat ("New Year of the Trees") material into TAMF website.
- A Cambridge public school teacher requests the song to use with her students.
- Half a dozen fifth-grade students from Derry, New Hampshire write letters asking about Eagle Eye Institute's mission and origin, and what they can do to help trees.
- Two separate NYC individuals write to ask what activities are planned in their neighborhoods.
- A representative of Genzyme corporation seeks information about tree-plantings / corporate community service opportunities in the Boston area, and also asks for advice on how to convince a neighbor not to cut down a beautiful old maple tree.
- TreeLink refers to TAMF an inquirer who asks, "Is there anyone out there who may have some information concerning African American influence in forestry."
- A Philadelphia man asks what he can do to save dying Sycamore trees in his neighborhood.
- A community gardener and kindergarten teacher in East Harlem writes hoping to get her class ("underfinanced and underserved") connected to a larger program of urban environmental stewardship.
- A Pennsylvania man writes to ask for help diagnosing and rescuing sick street trees, sixty-year-old sycamores.
- An elementary education major writes from Salisbury State to inquire about the campaign.
- Testimony from an urban county extension agent in Alabama: "When I saw pictures of black kids I couldn't believe it at first! But as I got off into your website I saw that my eyes weren't deceiving me. There is someone other than me interested in involving and exposing urban youth to trees and natural resources." Begins dialogue with EEI about the possibility of starting a "Learn About Forests" program for Montgomery youth.
- The Captain of the NY State Forest Rangers called Eagle Eye to discuss the lack of diversity among his staff of 135 and in his profession, and to get guidance on organizing a diversity conference
- Testimony from a Dallas City Arborist: "After browsing through the TreeLinks site and seeing your link, I became enthused about your program. I, for one, think it's a fabulous initiative and would love to be involved in some sort toward bringing a program like this into the City of Dallas, in particular, the districts of my city where I am greatly involved.

I believe your program is the kind of initiative that could propel urban forest education throughout the city... I would love to see minority children today take a passion to the city forest and study to become city foresters in greater and greater numbers. Something we do not see in this region today. I for one came through a southern forestry college where there were few, if any, minorities coming through our ranks. Our arborist staff, I feel, would be greatly enhanced by the presence of an arborist of color, something that just hasn't presented itself due to the lack of candidates qualified for such work. I feel educating youth of today would open doors to greater opportunities in the field of forestry."

*Objective Two: Increase awareness within the community forestry movement of the need to recruit more urban people of color into urban environmental stewardship activity, and empower community forestry organizations to improve their outreach to those populations.*

Trees Are My Friends has answered a demand for increasing diversity within the urban forestry movement, even as it contributed toward raising further awareness of that need.

The last three contacts and testimonies above, by individual urban foresters, are evidence that within the urban forestry movement there is awareness of and concern about the movement's lack of diversity. As Trees Are My Friends is the first nation-wide initiative meant to address this issue, for many individuals it has been a catalyst, an opportunity to share and act upon a concern that previously had been held only privately.

Among urban forestry organizations, all those Eagle Eye Institute solicited to join the campaign were supportive of the campaign's goals, and most of them (twenty-one) joined as active partners. They ranged from city and neighborhood groups in Martinsville County, Virginia and Oakland, California to the Alliance for Community Trees and National Tree Trust; from those with no paid staff (Cambridge Tree Project) to those with fifty (TreePeople) or eighty (National Arbor Day Foundation). Two partner organizations beside Eagle Eye are headed by people of color: the Southern University Urban Forestry Department and Oakland ReLeaf. About one-third of partner organizations already consider themselves successful in reaching out into and representing the diversity of the communities they serve. Most others identify it as an organizational priority, and consider themselves either to be making progress or in need of help; a few say it has not been a priority but they would like to make it so. The campaign was an occasion for all to renew their commitment to diversity. Nearly all partner organizations concurred that there is great potential for expanding their membership and volunteer base among local communities of color.

The time frame of the campaign (three months) was too short for any partner organizations to identify demographic changes in their volunteer/membership base as a result of the campaign. However, we expect that as organizations reaffirm their commitment to the ideals of Trees Are My Friends year after year, and develop stronger ties with local schools, churches and businesses in communities of color, they will draw in a larger and increasingly representative membership.



The time appears to be ripe for this kind of strategic thinking on the part of the urban forestry community. Eagle Eye has encountered great enthusiasm for the campaign among individuals and organizations in the field, and many campaign partners have expressed interest in repeating the campaign next year. (A sampling of suggestions from partners for continuing and improving the campaign is listed below). One campaign partner, Friends of Trees, has charged an intern with developing a strategy for improving outreach to diverse communities, and Friends of the Urban Forest in San Francisco, not a campaign partner, has hired a consultant to do the same. Both turned to Eagle Eye Institute for counsel, and we were glad to share from our experience.

This spirit of concern and enthusiasm for diversity with the urban forestry movement was not created by Trees Are My Friends, but the campaign did tap into it and catalyze that energy into a national dialogue, one that is bound to blossom and continue bearing fruit as community forestry organizations learn from and support each other in the quest to best serve and represent their local communities.

#### **Objectives not met**

All objectives have been met.

#### **List the major research or policy findings of your project**

The campaign was not research-oriented.

If not apparent in the above, or if your project did not involve research, how did the project increase the knowledge we have about urban forestry?

- The project increased awareness throughout the urban community, and especially among communities of color, of the value of trees and proper tree care
- The project made community forestry organizations and leaders increasingly aware of the need for, and value of, enhanced outreach to low-income communities and communities of color
- The project demonstrated how such outreach can be done effectively, e.g. the importance of using images of people of color involved with urban trees, and of building relationships in the local community and the urban forestry community

How did the public benefit?

- Multi-ethnic urban populations educated about the value of street trees
- Multi-ethnic urban populations more aware of and engaged in community activities
- Increased public exposure for community-tree organizations across the country

What recommendations might you make for community foresters or others who might benefit from your project?

We would recommend that community foresters consider the demographics of the area they work in, and if their volunteer corps is not representative of the community, ask:

how can we attract more representative local people to be part of our work? Answers may include:

- Forming partnerships with local cultural institutions, schools, churches *etc.* that serve the community
- Forming partnerships with other community foresters and organizations engaged in similar diversity outreach work
- Using TAMF materials (video, posters and buttons are still available at cost while supplies last) or designing one's own, to create the awareness among local people that community forestry exists, is accessible to them, and needs their input

**Attach copies of reports, publication, or videos. If your work has been published (journals, popular press, etc.), provide where they have been published or reported and how copies can be obtained.**

- In 2000, nine articles on TAMF ran in Massachusetts papers: Boston Globe City Weekly (4/2 and 4/23), Chelsea Record (4/21), Dorchester Community News (4/21), Hartford News (4/26), Revere Journal (4/19), Salem Evening News (3/31), Somerville News (4/2000), The Attleboro Sun Chronicle (4/2), reaching an estimated combined 200,000 readers. EEI Director Anthony Sanchez promoted the campaign in three radio interviews, on WBUR 90.9FM, WAAF 107.3FM and WZLX 100.7FM, with a listening audience of over 50,000.
- In 2001 the campaign was publicized in a number of forums, including email bulletins such as ACT's Urban Forestry Community News No.1, (2/28), the Cambridge Tree Bulletin (5/9), the April 2001 Grassroots Newsletter (4/6), NOSTI (3/26) and TreeLink's listserve; also on the Earth Day Network's online Pressroom (4/25) and in print publications like "Growing Ideas" (Jan 2001), National Tree Trust News (Winter 2000/2001), Tree Musketeers TrunkLine (spring 2001) and California Trees (spring 2001, online at [http://www.tpl.org/content\\_documents/caltrees\\_2001\\_2\\_spring.pdf](http://www.tpl.org/content_documents/caltrees_2001_2_spring.pdf)), and the Somerville Journal (4/5 and 4/12)

**How were (will be) the results be disseminated to the public?**

A fact sheet on the campaign is available on the website itself A brief summary of the campaign was posted on the Earth Day Network's pressroom in late April. Full results will be posted in other forums as well, including (we anticipate) the newsletters of EEI, ACT, NTT, Tree Musketeers, California ReLeaf and other partners, as well as on TreeLink. Partners will also be encouraged to disseminate information on the campaign through local media.

**List the active partners (key individuals or organizations) involved in the project to date:**

Urban & Community Forestry Partners: Trees Atlanta, Chicago Openlands Project, L.A. TreePeople, Trees New York, Philadelphia Green, D.C. Urban Forest Council, Cambridge Tree Project (Massachusetts), California ReLeaf, Delaware Center for Horticulture, Friends of Trees (Portland, Oregon), Gateway Streetscape Foundation (Martinsville, Virginia), Indiana DNR Community & Urban Forestry Division, New Jersey Tree Foundation, Oakland ReLeaf (California), Southern University Urban Forestry Department, Boston GreenSpace Alliance, Massachusetts Community Forestry Council, Alliance for Community Trees, National Tree Trust, Tree Musketeers, National Arbor Day Foundation and [TreeLink.org](http://TreeLink.org)

The PSA was produced *pro bono* by Bradly Bifulco and Heater Advertising. It was created with the talent of David Porter and Sound Techniques; Dan Kurtz, Jamie Shields, and Darren Shearer and The New Deal/Sound and Light; and Neal Duffy, Jeremy Sawyer, Don Packer, Derrick DeLuties and Finish Edit, Boston.

The Trees Are My Friends campaign website was designed and implemented *pro bono* by Chris Proulx, Christine Barnes, Rachel McGuire and The Open Road with assistance from Alisa Hill and West End Entertainment Design and Todd Glacy and RX Productions. It is maintained *pro bono* by Molly Ruggles.

The TAMF poster was designed at a discount by Frankie Washington and layed out *pro bono* by Bill Seeger. Jesse Kamien and Graphic Printers donated their time and equipment for the printing.

The hotline telemessaging system was provided *pro bono* by Sue Reardon and Quincy Telemessaging.

Media outreach was provided by Jackie Herskovitz, Andrea D'Iorio and Teak Media Communications in Massachusetts. The Plowshare Group packaged and distributed the PSA nationally. Rosie Dempsey of the D.C. Urban Forest Council also provided valuable PR support.

TV stations that donated airtime to the PSA in 2000:

Adelphia Cable - Gloucester  
Amherst Community Television  
Cablevision Boston  
Cablevision Hudson  
Cablevision of Framingham, Inc.  
ELCAT - E. Longmeadow  
Greater Media Cable — Worcester  
Haverhill Community TV  
Media One Arlington  
Media One Beverly  
Media One Cambridge

Media One Chelmsford  
Media One E. Weymouth  
Media One Marion  
Media One Middleboro  
Media One Milford  
Media One Newburyport  
Media One Northampton  
Media One Orleans — Lower Cape TV  
Media One Revere  
Media One Sherborn  
Media One Springfield  
Media One Watertown  
Neighborhood Network News  
PACT TV  
Pittsfield CH. 9  
Quadrangle TV  
SCAT  
Time Warner Cable Fairhaven  
Time Warner Cable Foxboro  
Time Warner Cable Malden  
WCCA CH. 13 (Worcester)  
WRPS TV (Rockland)  
WMUR CH. 9 (Manchester)  
WPX CH. 68, 21, 58  
WCVB CH. 5  
WGGB CH. 40 (Springfield)  
WHDH CH. 7  
WLVI CH. 56  
WMFP CH. 62  
WMDS CH. 50

TV stations that donated airtime to the PSA in 2001:

AT& Broadband Boston  
AT&T Broadband Framingham  
AT&T Broadband Arlington  
AT&T Broadband Revere  
AT&T Broadband Malden  
District Cablevision/Comsat: network of 30 stations in Washington, D.C.  
Greater Media Cable WGMC-TV 3 (Worcester)  
KCAL (L.A.)  
KCOP (L.A.)  
KPXN (L.A.)  
KTTV (L.A.)  
Neighborhood Network News (Boston)  
SCAT TV (Somerville)  
WCAU (Philadelphia)

WCVB (Boston)

WFXT (Boston)

WGTW (Philadelphia)

WI-IDH (Boston)

WJYS (Chicago)

WPPX (Philadelphia)

WPVI (Philadelphia)

WPWR (Chicago)

WRNN (NYC)

Plus approximately 66 cable stations in Atlanta, Chicago, Los Angeles, NYC and Philadelphia

Other active partners who contributed to the success of the campaign: Somerville Department of Public Works, Somerville Greenspace Coordinator Lisa Brukilacchio, YouthBuild USA, YouthBuild Boston, East Boston Ecumenical Council's youth landscaping crew, Worcester's EcoTarium Teen Science Crew, Lowell's Teen River Ambassadors, Massachusetts Department of Environmental Management and USDA Forest Service, National Parks and Conservation Association "Community Partners" program, Massachusetts Earth Day Network, Greater Boston Urban Resource Partnership, Codman Square Health Program, Pathways Within of Roxbury, Shirley Eustice House, Graphic Printers, Frankie Washington, Kira Sherwood, The Travel Collaborative, Tim Womick, Tufts University Hillel, Ionics, Sweetberry Catering, Kupel's Bakery, Catering By Andrews; performers Marun, Traveling Treasure Trunk, Rainbow Stewards, Kira Sherwood, Patrick Murray and Brent Ranalli; poets Melinda Duffy, Alexandra Webb and Anthony Sanchez; Tufts ECO, Tufts Gardening Club, Tufts Peace and Justice Studies Program, interns Marianne Chow, Meena Jagannath, Patrick Murray and Jenna Sirkin; Boston Schoolyard Initiative, Arnold Arboretum, Greater Boston YMCA, Boston Partners in Education, Earthworks, Parks Department of Andersen, Indiana, Peter Kiewit Foundation, Philadelphia Outdoor Activity Center, Oakhurst Community Garden Project, Downtown Children's Development Center, Robert Buvier and Agassiz School, Jan Thomas and Earth Day Network, Greg Baldwin and VolunteerMatch.

**Photo or Illustration: If possible, please provide a photo or illustration for our use that summarizes or presents the project. Indicate how this illustration should be credited.**

Enclosed is the Trees Are My Friends campaign poster. It was designed by Frankie Washington and Bill Seeger and printed by Graphic Printers.

**If a no cost time extension has been requested for this project, why is (was) it needed?**

Because of the challenge of getting an ad agency connected with the project, the original project completion date of June 2000 was not possible. The success of this project was time-dependent; it was designed to correspond with the Earth Day/Arbor Day season and related special events. The time extension allowed Eagle Eye to do a trial state-wide campaign in 2000, and prepare for a full national campaign in 2001.

**How would you evaluate the grant process? What changes, if any, would you recommend?**

NUCFAC may consider providing technical assistance to grantees: Access to NUCFAC's connections within the Forest Service and the urban forestry community would give a boost a national initiative like Trees Are My Friends and make it even more successful. NUCFAC may also consider facilitating collaboration among grantees, and between grantee projects and NUCFAC's own initiatives (I think specifically of TAMF and NUCFAC's own Community Trees PSA campaign).

Collaboration would strengthen ties within the forestry community, and allow NUCFAC's dollar to go further.

**Comments considered of importance but not covered above:**

Some suggestions by TAMF partners about improving and building on the campaign in future years:

- Repetition: an annual campaign develops inertia
- Getting information out earlier and at other times of year
- Incorporating a youth essay contest on "Why my school should get a tree"
- Going deeper into colored and underserved communities with recruitment
- Incorporating a "recipe" for serving the underserved (developed by Lisa Burban of USFS Northeastern Area)
- Taking the message to both traditional and non-traditional audiences through trade associations, academics, and others that have reach into communities
- Incorporating local city-tree partner's tag onto the PSA in each television market
- More emphasis on hands-on tree-plantings
- Running continually through the year
- Connecting with "Make A Difference" Day in October
- Facilitating workshops for local groups to help them diversify their audience

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**Date:** July 5, 2001

Trees Are My Friends website activity  
([www.treesaremyfriends.org](http://www.treesaremyfriends.org))

