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2008

The National Urban and Community Forestry Advisory Council
2008 Challenge Cost-Share Grant Program
Full Proposal Cover Sheet

CONTROL NO. 100-R2-C2-05 (Previously assigned to your proposal by this office)

PROJECT TITLE: Storm Recovery Video Press Release

NAME OF ORGANIZATION: The Arbor Day Foundation

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Is this project being developed to reach a minority or underserved population? ___ Yes X No

Is this project being submitted by a minority or underserved population (owned/operated/direct) business, organization, or college/university? ___ Yes X No

Pre-Proposal Request: \$ 65,000.00 + MATCHING: \$ 66,475.00 = TOTAL PROJECT: \$ 131,475.00

Full Proposal Request: \$ 65,000.00 + MATCHING: \$ 66,475.00 = TOTAL PROJECT: \$ 131,475.00

Summarize the proposed project in 100 words or less.

The proposed **Storm Recovery Video Press Release** will benefit urban forestry, and entire communities nationwide, by ensuring that the public is provided accurate and timely information about tree care and urban forest recovery in the wake of a catastrophe. One of the best ways to provide this information is through a high quality video press release formatted for television broadcast. Distributing the video press release by proactively and immediately responding to a storm can assist in educating the public to ensure proper and safe care of the community's forest.

REMINDER: Submit thirty (30) copies of your full proposal and E-mail an electronic version to nstremple@fs.fed.us

Storm Recovery Video Press Release
The Arbor Day Foundation
NUCFAC 2008 Challenge Cost-Share Grant Program

Scope and Applicability / Justification

After a major storm, a community is instantly changed. Buildings may be damaged or destroyed, power lines down, and trees broken and torn. In the wake of this loss, neighborhoods and entire cities may experience a sense of devastation they have never known before. Because trees are such a large part of a city's visual landscape, damage to them from a severe storm can be a major shock to residents. Seeing a favorite tree down or badly damaged in the front yard can be a traumatic experience, almost like losing an old friend.

But even in the wake of this shock, there are ways of coping with the loss. Among other things, people must exercise patience in dealing with the storm's consequences. The experiences of many cities whose trees have suffered severe storm damage show us that the situation may not be as bad as it first appears. Trees are amazingly resilient and many recover with proper care and time.

Educating the public is the only way to ensure proper and safe care of the community's forest resources following a storm. The Arbor Day Foundation partners with the USDA Forest Service and the International Society of Arboriculture to disseminate the *Storm Recovery – Trees Media Kit* for use by print news media outlets. The Storm Recovery Kit contains information about how communities and individuals can save damaged trees after violent storms. All articles and artwork are available for download at www.arborday.org for reprint by print media.

Since the launch of the program, Arbor Day has sent Storm Recovery Kits to media in over 9 states. Our best success was in the 2007 storm in Buffalo, N.Y. The Storm Recovery Kit was used in five articles in the *Buffalo News*, the area's top newspaper. We have also had placements with the media in Iowa, Florida, Missouri, Oklahoma, New York, Louisiana and Mississippi.

According to the 2006 Radio-Television News Directors Association's Future of News Survey, 65% of Americans get their news from their local television stations. It is the hope of the Arbor Day Foundation and our partners to expand the reach of the Storm Recovery Kit to include television media. The NUCFAC Cost-Share Grant program will allow the Arbor Day Foundation and our partners to create a high quality 3 to 4 minute video press release that can be utilized by television media to communicate what steps should be taken in the clean-up and care of trees damaged by a storm.

Literature Review

Storm tree damage information is traditionally disseminated by the media. The media traditionally goes to City/State Foresters, the International Society of Arboriculture, the Tree Care Industry Association, and county/state extensions services for information on trees, tree care, tree issues, and storm damage to trees. These sources typically have regional or state information regarding tree damage, but not national/uniform information that is applicable to any storm in any location. The Arbor Day Foundation's current Storm Recovery Kit for print media

contains information that pertinent nationwide. It is the goal of our video press release to contain this practical information that can be used in any area hit by a storm across the nation.

Organization / Methodology

As news of storms break across the county, the Arbor Day Foundation staff proactively and immediately responds by informing local media in the storm area of the availability of the Storm Recovery Kit for Print Media through a **Media Advisory**. The Media Advisory explains the resources and materials available for use on the Arbor Day Foundation website.

The process will be similar for television news media outlets. Local affiliates will receive a Media Advisory from the Arbor Day Foundation about the availability of the Storm Recovery Video on www.arborday.org. After viewing the video, television media will be able to request a copy in the network format their station uses. Arbor Day Foundation staff will overnight delivery of video news release for broadcasting.

The timeline for this project includes:

1. The Arbor Day Foundation and the International Society of Arboriculture will work together to create a script that includes accurate information about tree care in areas impacted by a storm.
2. The Arbor Day Foundation will produce one 3-to-4-minute high quality video press release that meets the production standards of television media.
3. The Arbor Day Foundation staff will track storms throughout the country, research television media in those impacted areas, and distribute video press release as requested. The Arbor Day Foundation and the International Society of Arboriculture will distribute information about the availability of the video press release to state urban and community foresters, Tree Line USA members, Tree City USA members, the Society of Municipal Arborists and other appropriate urban and community forestry partners

Product

By providing television media with this video press release following a storm, accurate information can be disseminated to the general public in a timely, prevalent format to put the community forest on the right path to recovery. The technical expertise of the ISA will play a critical role in the development and presentation of the information in the video. The Storm Recovery Kit video press release will be available to television media to communicate to the public what steps should be taken in the clean-up and care of trees damaged by a storm. Topics on the Storm Recovery Video Press Release will include:

- *In the Storm's Wake* – This section will urge patience and restraint, stresses safety and professional tree care. It also will touch on the loss people feel when trees are damaged, discussing the idea that the community's trees are resilient, stressing safety and professional tree care, and urging patience and restraint.
- *Hiring an Arborist* – This section will cover guidelines to help you select a qualified, licensed arborist and how to avoid being victim of fly-by-night “tree specialists.
- *Tree Damage* – A storm can leave trees looking like there's no tomorrow. Major limbs may be broken or damaged, foliage can be shredded or stripped, or the bark may be torn

or gouged. But what at first glance may look like mortal wounds are not necessarily fatal to a tree. Trees have an amazing ability to recover from storm damage. This section will provide a look at three different types of tree damage, from minor damage to extensive damage, and what should be done in these situations.

National Distribution / Technology Transfer of Findings

The Arbor Day Foundation and the International Society of Arboriculture will play vital roles in ensuring that the availability of the Storm Recovery Kit video press information is available. By monitoring the weather patterns, the Arbor Day Foundation will be able to distribute the media advisory in a timely manner. The International Society of Arboriculture will also be helpful in using their network of partners and members to spread the news of the available information to appropriate individuals and organizations.

Project Evaluation

The success of the Storm Recovery Kit Video project will be evaluated in three ways:

1. *The number of requests for the video press release.*
The Arbor Day Foundation will track the number of requests received for a copy of the video press release. This information will be recorded for use during subsequent years and storm seasons. Follow-up information will be collected on the quality of the video press release, formatting preferences, and usage.
2. *The response rate to the Media Advisories.*
The Arbor Day Foundation will track the number of requests received for the video press release compared to the number of Media Advisories that are sent out. We will use these statistics to make necessary changes in structure and timing to increase the response rate.
3. *The total airtime that the video press release receives.*
The Arbor Day Foundation will request usage statistics from video monitoring services, as well as viewer numbers for these broadcasts.

Experience / Personnel / Adequacy of Resources

Founded in 1972, **the Arbor Day Foundation** is the largest nonprofit tree-planting organization, with nearly one million members planting eight million trees per year. The Foundation exists to fulfill the vision of J. Sterling Morton, founder of Arbor Day, the oldest environmental holiday. Our purpose is best described by our mission: *We inspire people to plant, nurture, and celebrate trees.* We accomplish this work through various tree-planting and education programs. We replant damaged areas of America's national forests, promote healthy urban forests through the Tree City USA program, and distribute information about tree planting and tree care to people of all ages and walks of life throughout America. Our youth education programs, like Nature Explore and the Arbor Day National Poster Contest reach millions of children each year with important lessons about trees and environmental stewardship.

The Arbor Day Foundation has over 23 years of experience in producing high quality public service announcements. We will be working with a contracted production firm and talent for the video master production. Mark Derowitsch, Public Relations Manager for the Foundation, will

manage the distribution of the Media Advisories and video press releases. Mr. Derowitsch has over 18 years experience working as a reporter and in the public relations field.

Founded in 1924, the **International Society of Arboriculture (ISA)** has served the tree care industry for over eighty years as a scientific and educational organization. ISA is a dynamic medium through which arborists around the world share their experience and knowledge for the benefit of society. ISA, aligned on many fronts with other green organizations, is working hard to foster a better understanding of trees and tree care through research and the education of professionals as well as global efforts to inform tree care consumers.

Budget and Funding

Item	Federal Funds Requested	Non-federal Match		Total	Source of Matching Funds
		Cash	In-kind		
Personnel (1)		\$ 11,375	\$1000	\$12,375	ADF/ISA
Master Video Creation (2)	\$65,000			\$65,000	
Distribution		\$ 3,500		\$ 3,500	ADF
Program Outreach (3)		\$ 10,500		\$ 5,500	ADF
Evaluation		\$ 2,500		\$ 2,500	ADF
Marketing (4)		\$32,000	\$2,600	\$24,600	ADF/ISA
Research		\$ 3,000		\$ 3,000	ADF
TOTAL	\$65,000	\$62,875	\$ 3,600	\$131,475	
		Total Match = \$66,475			

Budget Comments & Footnotes

(1) Personnel: Arbor Day Foundation staff - 325 hours @ \$35 per hour = \$11,375 (includes program management, creation/review, web page creation, media research); International Society of Arboriculture Staff - 20 hours @ \$50 per hour = \$1000 (technical review of script)

(2) Master Video Creation: Producer, script, talent, film, stock footage, and production of digital master

(3) Program Outreach: production of a mailing insert, distribution to urban & community forestry partners, e-mail notification of video press release to partners

(4)Marketing Costs: announcement in *Arbor Day* newsletter and International Society of Arboriculture's *Arborist News*