

FINAL REPORT
FOREST SERVICE GRANT NO. 0897-50-G-45

Period covered by this report: July 24, 1997 through January 31, 2000

NOTE: Please review the following information and revise/complete as necessary.

Issued to: Foundation for Excellence in Louisiana Public Broadcasting
Address: 7733 Perkins Road, Baton Rouge, LA 70810-1009

Congressional District Number : 6th

Project Name: The Forest Where We Live

Contact Person/Principal Investigator:

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www.lpb.org/programs/forest series /

Date of Award: July 24, 1997

Grant Modifications: Mod. 1 No-cost time extension from July 31, 1999 to January 31, 2000

Date of Expiration: January 31, 2000

Funding: Federal Share: \$95,008 plus Grantee Share: \$120,243 = Total Project: \$215,251

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Please provide an abstract on your project and its results (approximately 200 words or less).

Louisiana Public Broadcasting produced a six part instructional video series, with a companion instructor's manual, aimed at students in grades 6-12. The purpose of this series is to help young viewers understand that trees are an integral part of the municipal Infrastructure and that, as future stewards of our environment, young people should value and fight to preserve urban forests because they provide significant economic, sociological and environmental benefits to city dwellers. These videos have been produced with a view towards national broadcast via public television stations, as well as widespread dissemination on videotape. The comprehensive 75 page instructor's manual which accompanies these videos provides detailed program descriptions, as well as bathground information on a wide variety of topics such as deforestation, careers In urban forestry, the science of trees and built communities. Teachers are presented with online links to a wide variety of classroom resources, as well as model lesson plans and an extensive glossary of terms. The content of each video is correlated to the national science standards, and the correlations appear In the print materials.

Project objectives:

The goal of this project was to produce six fifteen-minute-long instructional videos that acquaint middle and high school students with the significant social, economic and environmental benefits of urban forests. The content for these programs is based on the award-winning hour-long documentary, *The Forest Where We Live*, which was produced by Louisiana Public Broadcasting in 1997. The primary project objectives were 1) to establish an advisory committee to provide input on series content, 2) to research and write six scripts, shooting additional footage as warranted, 3) to create graphics and animation as needed, 4) to audition and hire on-camera talent to serve as series host, 5) to log and edit footage into rough cuts of each program, 6) to create a new music score, 7) to develop an appropriate companion instructor's manual; 8) to edit the final version of each program, 9) to conduct an in-school evaluation, and 10) to duplicate and distribute the videos and print as warranted by the project.

Objectives met successfully:

Louisiana Public Broadcasting has successfully met all of its objectives for this project.

Objectives not met:

Not applicable.

List the major research or policy findings of your project?

This was not a research project. It was a media project designed to acquaint young people aged 10-18 with urban forestry issues.

Louisiana Public Broadcasting produced six fifteen-minute-long Instructional video programs designed for students in grade 6-12 and a comprehensive 75- page long Instructor's manual to help teachers incorporate these programs into their lesson plans.

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? How did (will) the public benefit?

These six programs incorporate footage shot for, but not used in, LPB's *The Forest Where We Live* documentary. The production team spent months conducting and editing interviews with many of the pre-eminent figures in urban forestry today. While archival still photography and motion pictures provide historical context, the contemporary story of urban forestry is told by current the "movers and shakers" who conducted the breakthrough research, created the coalitions and grass root organizations, and continue to carry out the day-to-day struggle to ensure the well-being of America's urban forests. Viewers see and hear the scientists and researchers who, together, represent the core of the American urban forest infrastructure. Viewers are exposed to a thought-provoking examination of the primary problems facing our urban forests today and an explanation of the economic, environmental and social value of these precious resources. Moreover, by incorporating unused footage into these six programs, production costs were kept down.

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

These materials were designed to be used by a wide variety of professionals as they interact with young people and try to help them understand the critical importance of urban forests to our national well being. Community foresters who incorporate these video and print materials into their public presentations should find a receptive student audience. This project was not designed to uncover new research in the field. Rather, the purpose of this project was to acquaint young people with key urban forestry issues in a format that would be of relevance and interest to them.

Attach copies of reports, publications, 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.

Sets of videos were provided to Suzanne M. del Villar in January 2000. Louisiana Public Broadcasting was instructed by Ms. Del Villar not to send additional sets with this report.

How were your results disseminated to the public?

Louisiana Public Broadcasting scheduled this series for statewide broadcast twice during the 1999-2000 school year, once on November 16, 1999 and once on March 9, 2000. This was done so that Louisiana teachers would have several opportunities to record the programs off-air for classroom use free of charge. The series has also been scheduled for multiple statewide broadcasts during the 2000-2001 school year. LPB will seek wider national distribution of these programs by making the series available for distributor review and possible inclusion in FIRSTVIEW, the national instructional television screening that attracts buyers from approximately 300 public television stations nationwide. LPB has also posted program content information on its website. In addition, 100 sets of videotapes (one set is comprised of all six programs) were distributed to appropriate individuals, groups, and organizations across the United States.

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

Ms. Nancy Wolf, Alliance for Community Trees
Mr. Gary Moll, American Forersts
Mr. Faimon Roberts, Louisiana Systemic Initiative (LaSIP)
Dr. Greg McPherson, U.S. Forest Service
Mrs. Lynn Morris, Baton Rouge Green
Mrs. Jean May-Brett, Louisiana Science Teachers Association
Mr. Ed Macie, U. S. Forest Service
Mr. William Krudenier, International society of Arborists
Mr. Greg Grandy, Bluebonnet Swamp Nature Center
Mr. Jimmy Culpepper, Project Learning Tree Louisiana
Mr. Preston Cole, Milwaukee Forestry Division
Dr. Kit Chin, Southern University Urban Forestry Program
Dr. Kamran Abdoliahi, Southern University Urban Forestry program

EXPLANATION OF NO COST EXTENSION REQUEST

Louisiana Public Broadcasting requested a no cost extension to complete the final editing and school-based evaluation of the six videos. Although LPB had all six scripts completed timely, as well as all of the additional videotaping needed to go with the unused footage from the one hour documentary, staff was not satisfied with the teenagers who had auditioned for the role of series host. Despite working with two top talent agencies in-state, the decision was made to cast a wider net, because an ITV series host is pivotal in attracting and keeping young viewers' attention and interest.

LPB was lucky enough to be able to hire Dallas resident Elena Hurst for the role. Elena is a 17 year old professional of the highest caliber who has a lot of television experience, including a recurring role on PBS' nationally distributed series WISHBONE. Elena has also appeared in such commercially-televised series as Walker, Texas Ranger. Because Elena lives in Dallas and LPB's Telecommunications Center is in Baton Rouge, she was not available for us to tape her until her school let out in mid-June 1999. Thus, LPB was unable to shoot the narrator's elements and complete the final editing before July 1, 1999.

Since the programs were not completed before the end of the 1998-99 school year, it was impossible to send them out for evaluation purposes during the spring 1999 semester. Nor could the web page materials be completed until the final edits and evaluation were done. Similarly, LPB was unable to make and distribute 100 copies of programs which had not been through their final edit.


Once Elena was able to videotape her segments, work at LPB proceeded throughout the summer to finish the final editing and graphic enhancements for the series. When school reopened for the 1999-2000 school year, staff contacted teachers in four separate public school districts around the state to arrange for classroom previews and evaluations. These school districts are geographically diverse, and have representative student populations. Response to the programs was positive. Teachers expressed the belief that the materials fairly represented the issues, were scientifically accurate and aligned well with state and national content standards.



The instructor's manual includes detailed information beyond what is presented in the videos, thus providing teachers who are not fully informed about urban forestry issues with the additional background they need to feel comfortable teaching the material. Online access to the guide means teachers will be able to get this information quickly. Also included in the instructor's manual are sample lesson plans, a glossary and content standard correlations, all of which make the manual easy to use and teacher friendly.

Although LPB requested a six month no cost extension, all of our goals and objectives were accomplished prior to the end of the six month period.

THE FOREST WHERE WE LIVE:

A SIX PART SERIES



INTRODUCTION	PROGRAM 1: URBAN FORESTRY, WHAT IS IT?	
STANDARDS/ GUIDELINES	PROGRAM 2: THE HISTORY OF URBAN FORESTRY	
CREDITS/LINKS	PROGRAM 3: DEFORESTATION IN AMERICA	
GLOSSARY	PROGRAM 4: THE SCIENCE OF URBAN FORESTRY	
	PROGRAM 5: WHO SHOULD LEAD THE WAY?	
	PROGRAM 6: A NATURAL WORLD	

[Home](#) / [Introduction](#) / [Standards](#) / [Program 1](#) / [Program 2](#) / [Program 3](#) / [Program 4](#) / [Program 5](#) / [Program 6](#) / [Glossary](#) / [Credits & Links](#) / [Documentary](#) / [LPB](#)



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on line at:

www.lpb.org/programs/forestseries/