**Public Service Announcement (PSA) – Template**

Good morning/afternoon/evening. My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and I’m here to represent the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Chapter of the New York Forest Owners Assn. and to invite you to attend one of our woods walks/picnics/etc. It is scheduled to be held on \_\_\_\_\_\_\_\_(Day of Week), \_\_\_\_\_\_\_\_\_(Month and day) at \_\_\_\_\_\_\_(time) at \_\_\_\_\_\_\_\_\_\_\_\_\_(address). The \_\_\_\_\_\_ acres forest is owned by \_\_\_\_\_\_\_\_\_\_\_\_\_\_(name of host) and we will have \_\_\_\_\_\_\_\_\_\_\_\_\_(name of Forester or other “guest”) to lead us on our walk to observe forest management practices and their benefit to wildlife.Please call \_\_\_\_\_\_\_\_\_\_\_(phone number) or e-mail \_\_\_\_\_\_\_\_\_\_\_(e-mail address) to register by \_\_\_\_\_\_\_\_\_\_\_(date).

**Extended Interview – Woods Walk**

* Talk about things that usually come up during a woods walk
  + What is NYFOA
    - What benefits does a landowner receive by joining NYFOA
      * Magazine with articles about things that interest them
      * Camaraderie with others who share your interests
      * Woods walks
      * NYFOA members participate in Cornell’s Cooperative Extension Program that trains Master Forest Owners (MFOs) and arranges MFO visits to forestland when requested by the landowner to do so
      * Advocate for your interests
        + EFFI – timber sale notification
        + Forest Regeneration
  + Bring in an outside expert on one or more of the following topics (get suggestions from Speakers Bureau list)
    - Invasive species and their control
    - Impact deer are having on forest regeneration
    - Young forest initiative and wildlife
    - Proper use of herbicides in forest management
    - Tree and shrub identification
    - What is my timber worth
    - How to manage for “sustainability”
    - What programs are available to assist the landowner
      * 480-a
      * EQIP
      * Etc.
* Learn what others with property like yours are doing with it
* Talk about role of a consulting forester in a timber sale
  + Help you find someone who others had been happy with