

Wisconsin Council on Forestry, Profile Committee Communications Plan

2022

Communication actions to accomplish in 2022. Bullet action items keep the same number as in the Guiding Document.

- a) Increase visibility of the Council.
 - i. Get permission from Strategic Goal committee members to put their names and affiliation on the website.
Along with a short profile of work history, etc.
 - ii. Post either individual photos or a group photo of Council members.
Would the DNR have a photographer on staff to take the photos at a future "in-person" meeting?
 - iii. Draft article about the committee and the Council initiatives and get it out in a press release, GLTPA magazine, public radio, DNR weekly news, or other similar outlets.
 - iv. Create public service announcements for radio and TV.
Time this for either Earth Week, Arbor Day, or the next forest products day/week or similar Governor declaration.
 - v. Send a letter to the Rural Prosperity Task Force on the value of forestry to the state.
This may have been completed in 2021.
- b) Increase communication with legislators.
 - ii. Create video clips or have written testimony from Secretary Cole and Gov. Evers stating the value of forestry to Wisconsin.
Does the DNR have the capability to do this in-house?
- c) Increase website visits.
 - i. Query the Council and other stakeholders on the best social media platform to highlight and guide folks to our website and get some tips on how to best use social media (twitter, facebook, etc.).
 - v. Prominent link to Council website from DNR website.
 - vi. Prominent link to DNR forestry website from Council website.
 - vii. Include a list of Wisconsin centered forestry links.
The glossary links are part of this action item.
- d) Funding from state, federal or private sources to accomplish identified communication initiatives/actions.
 - ii. Create a draft budget for action items.
We feel this needs to be first before advocating for more funding or looking for additional funding sources or partnerships.