Advertisements can be placed in newspapers and magazines, and on radio and television. They can be used to inform people locally or nationally about how to become involved in the forest planning process. A display Advertisement in a local newspaper is an effective way of getting information to people in a small community and the advert can be placed in several newspapers to get larger coverage. Classified adverts or legal notices are much less effective as they are read by very few people. Choosing the best days and sections of the newspaper for publishing is essential in order to reach the intended audience. These options, together with guidance on presentation and distribution, should be discussed with the advertising departments of the newspaper and TV/radio.

Resources and requirements

Skills

- Good layout, graphic design and writing skills are all necessary.
- · Hiring consultants or other experts may be required.

Time

- Leading time for media outlet will vary.
- Adequate time should be reserved for discussing Advertisement design.

Useful sources of information

Books

• Public Involvement Guide - A desk guide to Public Involvement. USDA Forest Service (1998). Northern Region, Public and Governmental Relations.

Web

- The Guide to Effective Participation by David Wilcox: www.partnerships.org.uk
- The International Association for Public Participation: www.iap2.org

Level of engagement

INFORMING: *



CONSULTING:

INVOLVING:

PARTNERSHIP:

Strengths

- · The content is completely controlled by you, so you can be sure of what gets printed and when and where it is distributed.
- · Distilling your message into an effective advert can help personal clarification of the issues.
- Using a wide circulation newspaper, TV or radio engages large populations.

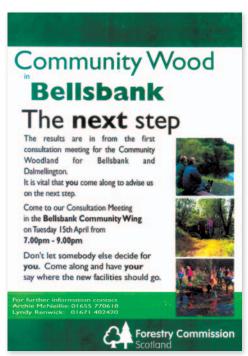
Weaknesses

- · Advertisements can be expensive, especially in urban areas and on TV.
- If poorly designed or placed in wrong publications they waste resources.
- · It may be necessary to combine the advert with other publicity methods to ensure that all details are effectively conveyed.
- The advert may not reach all people who have concerns about the forest management plan.



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Examples of poster Advertisements to encourage local people to get involved in plans for community woodlands:



Galloway Forest District.





Lochaber Forest District.

This toolbox is designed to assist Forestry Commission staff when they are considering which tools they could use to involve the public in the forest and woodland planning process. For more information please visit the website at: www.forestry.gov.uk/toolbox