



DATA DECISION-MAKING DEMOCRACY DESIGN DISPLAYS EVENTS FORUMS FORMAL INTERACTIVE INTERNET INTERVIEWS LEAFLETS MEDIA MEETINGS NEWSLETTERS PAPERS PARTICIPATORY PARTNERSHIPS PARTICIPATIONS PUBLIC RESPONSE SHARED SITE STAFF SURGERIES SURVEYS TASK FORCES SURVEYS TELEVISION AND RADIO VISITS WEBSITES WORKING GROUPS WORKSHOPS

Advertisements

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.

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



Community Wood
in
Bellsbank

The next step

The results are in from the first consultation meeting for the Community Woodland for Bellsbank and Dalmellington.
It is vital that you come along to advise us on the next step.

Come to our Consultation Meeting in the Bellsbank Community Wing on Tuesday 15th April from 7.00pm - 9.00pm

Don't let somebody else decide for you. Come along and have your say where the new facilities should go.

For further information contact
Archie McNeillie: 01655 770618
Lyndy Renwick: 01671 402420

 **Forestry Commission**
Scotland

Galloway Forest District.



Open Meetings

Thursday 13 Sept 7.30-9.00 pm
Falmackie Village Hall *or*

Saturday 15th Sept 10.30-12.30 am
Gelston Village Hall

Everyone is welcome - the meeting will be informal and fun!
Come and share your ideas for the future of

Taliesin Community Woodland

Do you know where it is? Do you use it?
If not come and find out more.

If you do use it, or would like to, then.....

We want to hear YOUR thoughts on:
The future development of the wood
How YOU would like to be involved

AND on Saturday 15th Sept.
EVERYONE is also invited to a DISPLAY of all the views and ideas local people have shared plus an opportunity to contribute more At Auchencairn Village Hall from 4 - 6PM

If you can't make it to any of these events but would still like to take part, one of our team can arrange to meet you sometime between 21 - 25 Sept.
Contact: Yvonne Hill on 01546 600200 or 01546 600201

South West Community Woodlands
Reforesting Scotland

For more information please contact: Ed Igliahui: 01554600200 Email: epiglan@droon.co.uk
OR Simon Brooke: 01554640309 Email: simon@rwtf.co.uk
OR Godfrey Smith: 01544420266 Email: godfrey@rwtf.co.uk or since@atcom.co.uk

Reforesting Scotland.



 **Forestry Commission**

Cow Hill

Have your say

Come along to the Tourist Office in Cameron Square, or look out for our reps out and about, for an informal session looking at your future uses for Cow Hill

All Welcome
28th & 29th January 12noon-5pm
Free Coffee and Tea

See all the results and/or add to a display at the Mackintosh Memorial Hall on Wednesday evening from 5:30pm-7:30pm
Telephone: 01397 702184 for further information

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