**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