

**National Advisory Committee for
Implementation of the National
Forest System Land Management
Planning Rule**

- Mike Anderson, *The Wilderness Society*
- William Barquin, *Kootenai Tribe of Idaho*
- Susan Jane Brown, *Blue Mountains Forest Partners*
- Robert Cope, *Lemhi County Commissioner, ID (Ret.)*
- Adam Cramer, *Outdoor Alliance*
- Daniel Dessecker, *Ruffed Grouse Society*
- Russ Ehnes, *National Off-Highway Vehicle Conservation Council*
- James Magagna, *Wyoming Stock Growers Association*
- Joan May, *San Miguel County Commissioner, CO*
- Peter Nelson, *Defenders of Wildlife*
- Martin Nie, *University of Montana*
- Candice Price, *Urban American Outdoors*
- Vickie Roberts, *Shelton Roberts Properties*
- Greg Schaefer, *Arch Coal, Inc.*
- Angela Sondenaa, *Nez Perce Tribe*
- Rodney Stokes, *Michigan Governor's Office (Ret.)*
- Christopher Topik, *The Nature Conservancy*
- Thomas Troxel, *Intermountain Forest Association*
- Lorenzo Valdez, *Rio Arriba County, NM*
- Ray Vaughan, *Noted Author and Raconteur*
- Lindsay Warness, *Boise Cascade Company*

March 13, 2015

Tom Vilsack
Secretary, Department of Agriculture
1400 Independence Ave., SW
Washington, D.C. 20250

Thomas L. Tidwell
Chief, U.S. Forest Service
1400 Independence Ave., SW
Washington, D.C. 20250-0003

Dear Secretary Vilsack and Chief Tidwell:

The 2012 rule emphasizes public participation. The Committee, through its learning and deliberations over the past two and half years, has come to realize that strong and transparent public participation is paramount not only to the planning process but the legacy of our National Forests. To create robust public participation, it is essential that citizens from local rural communities to distant urban centers feel ownership in the process. The public has to fully understand the role our forests play and the purpose of a land management plan. To this end, the National Advisory Committee for Implementation of the National Forest System Land Management Planning Rule (hereafter Committee) recommends that the agency produce a 'Planning 101' Video(s) – conveying to the American people the importance of our National Forests and explaining the role of forest planning in protecting and managing these public resources. The purpose of the video(s) should be to:

- Create ownership for urban and rural audiences, inspiring the general public to participate in forest planning by explaining why forests are important (all US citizens own them, they generate clean drinking water and clean air, jobs, valuable natural resources, recreation opportunities and wildlife habitat).
- Explain what a forest plan is and why they are important. (The Committee feels that it would be useful to interview Committee members and members of interest groups in the video(s) so they can explain why the forest and planning are important to them.)
- Create a call to action and explanation of how people can get engaged: "Here's what you can do."
- Explain the important balance of ecological/social/economic components that forests support.

Audience:

The video(s) should be relevant and relatable to varied audiences including people who have never engaged in forest planning such as urban populations, underserved communities, different ethnicities and our youth. In addition, the video(s) should encourage traditional audiences to participate in planning with a spirit of collaboration. Knowing that it may be impossible to reach all

audiences with one product, multiple videos may need to be produced to ensure that all US citizens are given the opportunity to engage. It is vital that all videos are culturally sensitive and respectful to our diverse citizenship.

Dissemination:

The video(s) should be distributed to forests undergoing plan revisions to show at public meetings and displayed on forest websites. The Committee will also work with the agency to help distribute the product(s) to local and State agencies, schools, clubs, organizations and social media outlets.

Look and Feel:

The video(s) should be short in duration (3-5 minutes) and have a vibrant and interesting look. To grab audiences' attention, the video(s) should show close-up interviews with people representing the wide range of interests and communities who are interested in the forest while also showing people using the forest to recreate and work. Beautiful landscapes from our National Forests should also be displayed.

The Committee has had the opportunity to learn from early and mid-adopters forests throughout the country and heard directly from a great number of stakeholders representing a wide array of interests and communities who are involved in these planning processes. Although, stakeholders' views on issues differed greatly, everyone voiced their desire to understand, be heard and participate in a process that creates opportunities for learning and respectful discourse among various viewpoints. The Committee believes that the production of this video(s) will foster this environment, leading to better forest plans and healthier forests that balance multiple uses.

Respectfully submitted on behalf of the National Advisory Committee,



Susan Jane Brown
Co-Chair



Rodney Stokes
Co-Chair