



Maximizing Forest Reserve Potential

Through Targeted Outreach in Iowa's Driftless Area



A USDA Forest Service Northeastern Area State and Private Forestry Stewardship Project

Iowa DNR, Bureau of Forestry

In partnership with Northeast Iowa Resource Conservation and Development Inc.

Project Location: Northeast Iowa Driftless Area including the counties of Allamakee, Clayton, Delaware, Dubuque, Fayette, Jackson, Jones And Winneshiek



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ABSTRACT

& HYPOTHESIS

Even though the Driftless Area of Iowa is home to Iowa's largest blocks of private and public forest, thousands of landowners in the Driftless Area who are enrolled in Iowa's Forest Reserve Program (FRP) do not have a Forest Management Plan, are not managing their woodland resource and have never been encouraged to work with a professional forester to develop and implement a plan for their woodlands. This project explored the effectiveness of using mass media and direct communication methods independently and collectively to influence the private landowners in the Driftless Area to work with a state or private forester to develop and implement a plan for their woodlands.

The **hypothesis** of this project was, "A multi-dimensional media blitz will be more effective than traditional outreach at convincing landowners enrolled in the Forest Reserve Program to take action." Outreach methods included billboards, radio and television advertisements, press releases and paid print advertising, direct mailings, brochures, phone calls, educational events and personal visits. Analysis of the success of this project was completed using three techniques: a review of the Iowa Department of Natural Resources (IDNR) Regional Forester's outreach records, an assessment of calls to a dedicated 1-855 project phone line, and a postcard survey of three different study groups. According to all three of the evaluation techniques used to analyze the success of this project, the project hypothesis is correct. The results support the use of a multi-dimensional media blitz for states or other partners that want to reach landowners that have not previously developed plans to manage their woodlands.

The multi-dimensional media blitz conducted through this project became more effective throughout the project period. Overall, the percentage of requests "related to project outreach" increased each year of the project. The percentage of woodland owners that requested help from the Iowa DNR Foresters for development of a Forest Stewardship Plan was also significantly higher for woodland owners that were referred by the project than for those that were not referred by the project, confirming the ability of a multi-dimensional media blitz to reach and convince woodland owners that have not previously worked with the Iowa DNR to develop a plan.

The project demonstrates that positive responses to the multi-dimensional media blitz were highest when associated with one-on-one outreach and woodland owners responding to the multi-media blitz were motivated to take action. The project methods were effective at capturing the interest of a motivated group of woodland owners and at expanding the planning and management of private lands in the Driftless Area. Over 4,200 acres of Iowa woodlands "related to the project" that had never before had a plan, had new plans written for them during the project period, constituting a significant portion of the Iowa DNR Foresters workload during the project period. Woodland owners within the mass media area who had been contacted by a Forest Landscape Resource Coordinator were more responsive to research about their attitudes and opinions than other woodland owners. They also demonstrated a greater interest in developing and implementing plans for woodland improvements. "Direct Mailings" and "Contact with Foresters" are perceived by woodland owners to be the most effective methods of outreach. When used, they are noticed and when they are not used, their absence is noted. This project provided important insights into how to motivate woodland owners that have not previously been engaged by a forester to plan and manage their private lands and has the potential to be duplicated in other areas of Iowa or the Driftless Area.



1. PROJECT SUMMARY

INTRODUCTION



1.1 INTRODUCTION

The Driftless Area of Iowa is home to Iowa's largest blocks of private and public forestland. It has state and nationally significant forests, rivers, and coldwater trout streams. Dozens of private and public, state and federal, entities recognize it for its significant bird and wildlife habitats. A large area of private/public forest has even been recognized as a globally important birding area. Because of its significance to Iowans, the Iowa Driftless Area is also recognized in Iowa's Forest Action Plan as a Priority Landscape.

Thousands of landowners in this 3,389,486 acre region, controlling over 250,000 acres of timber, participate in Iowa's Forest Reserve Program (IFRP). Although participation in the IFRP requires a minimum number of trees per acre and livestock exclusion, it does not require any plan development or woodland management. The majority of Iowa Driftless Area landowners with land in IFRP have no forest stewardship plan, are not managing their forest resources, and have never been approached to do so.

This project was funded to test the use of a mass media campaign as a method of engaging and inspiring woodland owners to develop and implement a Forest Management Plan. The partners were also interested in determining whether or not an investment in mass media could help with landscape level planning and ultimately improve the forest resources in the Driftless Area. The estimated 400 to 850 landowners from each of the eight target counties, Allamakee, Clayton, Winneshiek, Fayette, Jones, Jackson, Dubuque, & Delaware that are enrolled in the Forest Reserve Program (FRP) but do not have forest stewardship plans were the target for this project.

It was assumed that through enrollment in the IFRP, the forest owners had previously demonstrated some interest in forest resource protection. Through this project, the partners worked together to move the target woodland owners from the minimal amount of protection that the IFRP provides to active management and stewardship of their forest resource. This project also inspired some of those woodland owners to serve as examples to their neighbors who might not be enrolled in the Forest Reserve Program.

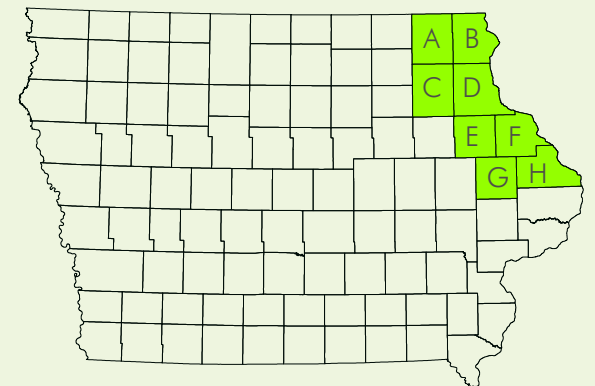
Previous attempts to encourage forestry management in the Driftless Area of Iowa focused on providing increased cost share. However, increased cost share funds throughout an entire region have never been financially sustainable. Therefore, this project did not offer any additional financial advantages. Instead it focused on communication and marketing, targeting landowner outreach and marketing, and consistently delivering a clear, persuasive message.

The **hypothesis** of this project was, "A sustained media blitz will be more effective with follow-up outreach focused on landowners that have demonstrated an interest in timber or forest management through enrollment in the FRP."

The **premise** of this project was that landowners enrolled in Iowa's FRP care about their woodland but may not be aware of the technical and financial resources available to help them. Communication and marketing conducted through this project used wording and communication methods that had previously been proven to resonate with the core values of woodland owners. The partners targeted these landowners with print, audio and video media to influence landowner decision-making regarding forest stewardship and management.

Project Area

Research for this project was conducted in the following counties located in northeast Iowa: A) Winneshiek, B) Allamakee, C) Fayette, D) Clayton, E) Delaware, F) Dubuque, G) Jones & H) Jackson.







1. PROJECT SUMMARY

METHODS AND STRATEGIES



1.2 METHODS & STRATEGIES

Partnership

The IDNR partnered with public and private organizations. Those partners were involved in planning and discussion about project goals, objectives, potential challenges, opportunities and roles of the partners. Partners included Northeast Iowa RC&D personnel, local and state Natural Resources Conservation Service (NRCS) personnel and media outlets that provided discounted pricing.

Targeting

A list of potential contacts was compiled by comparing county lists of woodland owners enrolled in the Forest Reserve Program against Iowa DNR District Foresters contact lists. Iowa Driftless Area woodland owners enrolled in the Forest Reserve Program who had not previously been contacted by a District Forester were included on the contact list.

Monitoring

A toll-free "Forest Stewardship Project" dedicated phone line was installed to monitor response to the mass media efforts.

Media Design

Outreach materials and media were developed using quotes

and professional photographs of local woodland owners. These outreach materials and media included brochures, television commercials, a website page, banners and a billboard. An information packet was developed for use in direct mailings. It contained woodland management information, forester contacts, forest service providers, and brochures with the photographs and quotes from local woodland owners.

Utilized Outreach Strategies/Media Distribution

Several media methods and strategies were used including the following:

- A. Advertisements and press releases were placed in the Farm Bureau Spokesman.
- B. A billboard was developed and placed along the most trafficked roads in the Driftless Area.
- C. Press releases and paid advertising were developed and distributed to local newspapers.
- D. Radio advertisements and public service interviews were broadcast throughout the project area.
- E. A 30-second television commercial was developed and aired.
- F. Four Forest Management Brochures featuring local woodland owners were developed and distributed.
- G. A three-panel, pull-up, Trade Show Banner was developed & used at fairs, conferences and events.
- H. Direct mailings were completed to 2,166 landowners over the project period.

(Each of these Outreach Strategies is further described in Section 2.)

Follow-up Contacts

A Forest Landscape Resource Coordinator made follow-up phone contacts and one-on-one site visits in each of the counties in the project area.

Evaluation

The toll-free phone line, IDNR records and a postcard survey were used to evaluate the success of the project.



Previous Research

Research conducted through focus groups in Ohio, Iowa and Indiana as part of a Call Before You Cut Redesign Forest Service Grant, showed that landowners were not responsive to words like "planning", "management", "stewardship" or even "forestland". They were more responsive to concepts such as "caring for their resource", "healthy forests" and "woodlot". Because these words were found to be very powerful, they were utilized for this project.

Research in two Iowa counties, Buchanan and Howard counties, found that one-on-one outreach to Forest Reserve Landowners that did not have Forest Stewardship Plans resulted in 38% and 39% positive responses. These trials were completed without any type of associated media.

.....
FOREST LANDSCAPE RESEARCH COORDINATOR MAKING A ONE-ON-ONE VISIT





1. PROJECT SUMMARY

PROJECT TARGETING



1.3 PROJECT TARGETING

The outreach list was developed by comparing the county records of woodland owners enrolled in the IFRP with the Iowa DNR records for the targeted counties. Because some counties had a much greater total number of woodland owners with land in the IFRP than others, a minimum threshold was determined for number of acres in IFRP for each county. This minimum threshold allowed the outreach to be spread across the project area as evenly as possible while limiting the total outreach to not more than 1,800 individual IFRP landowners.

The upper limit on total project contacts was then determined based on funding and time restrictions. Because the northern counties had more private woodlands than the southern counties in the project area, thousands of Forest Reserve landowners under the threshold acres were left off the direct mailing lists. However, these woodland owners were within the reach of several other outreach methods. **Table 1.3A, "Woodland Owners and Forested Acres Targeted for Outreach by the Project (Page 9),"** summarizes the identified, targeted, project outreach by county.



TABLE 1.3A WOODLAND OWNERS & FORESTED ACRES TARGETED FOR OUTREACH BY THE PROJECT

County	Total Acres of Forest Reserve	Minimum # of Forest Reserve Acres for Inclusion in Outreach: Mailings, Calls & Door to Door Visits	Total Acre/County That Met Minimum Outreach Requirement for Outreach	Landowners that Received Direct Mailing	% Targeted Forest Reserve Acres
Allamakee	35,732	>25	25,787	385	72%
Clayton	52,040	>25	33,012	531	63%
Winneshiek	26,566	>25	10,908	237	41%
Fayette	18,346	>20	8,800	191	48%
Delaware	13,417	>14	8,935	212	67%
Dubuque	15,856	>18	7,839	193	49%
Jackson	17,727	>10	11,520	244	65%
Jones	13,765	>15	6,769	173	49%
Total	193,449		113,570	2,166	59%



1. PROJECT SUMMARY

MASS MEDIA BLITZ AND TIMING



1.4 MASS MEDIA BLITZ AND TIMING

The mass media blitz occurred over twenty-seven-months from March 2011 to June of 2013. To maximize the outreach given the time limitations, the region was divided into two areas, four northern counties and four southern counties. Outreach efforts were conducted simultaneously in the two areas. Radio advertisements, newspaper articles, billboards and other mass media directed to a county in one area was many times impactful to all four counties in the area because of media overlap. For example, a press release was many times automatically distributed by any given newspaper to three or five other newspapers that all belong to an association or collaborative of newspapers. Billboards were placed on the highest trafficked roadways in the region and viewed by residents from throughout the area.

Table 1.4A "Project Media Outreach Timeline (Page 10)," provides information regarding the timing of mass media efforts in relation to the number of media by county. Note it shows how mass media efforts were often conducted in two counties simultaneously, in one northern county and one southern county.

One-on-one outreach also occurred throughout the project, with greater concentration to any individual county coinciding with the mass media outreach. Clayton was selected as the initial outreach county because it had the largest number of landowners meeting the project criteria. i.e. enrolled in the Forest Reserve Program but not having a Forest Stewardship Plan. (Clayton County had 531 landowners controlling woodlands with more than 25 acres totaling more than 33,000 acres within the county.) The volume of woodland owners within any county influenced the follow-up time needed for the one-on-one outreach and therefore also influenced the time between mass media outreach to new counties.

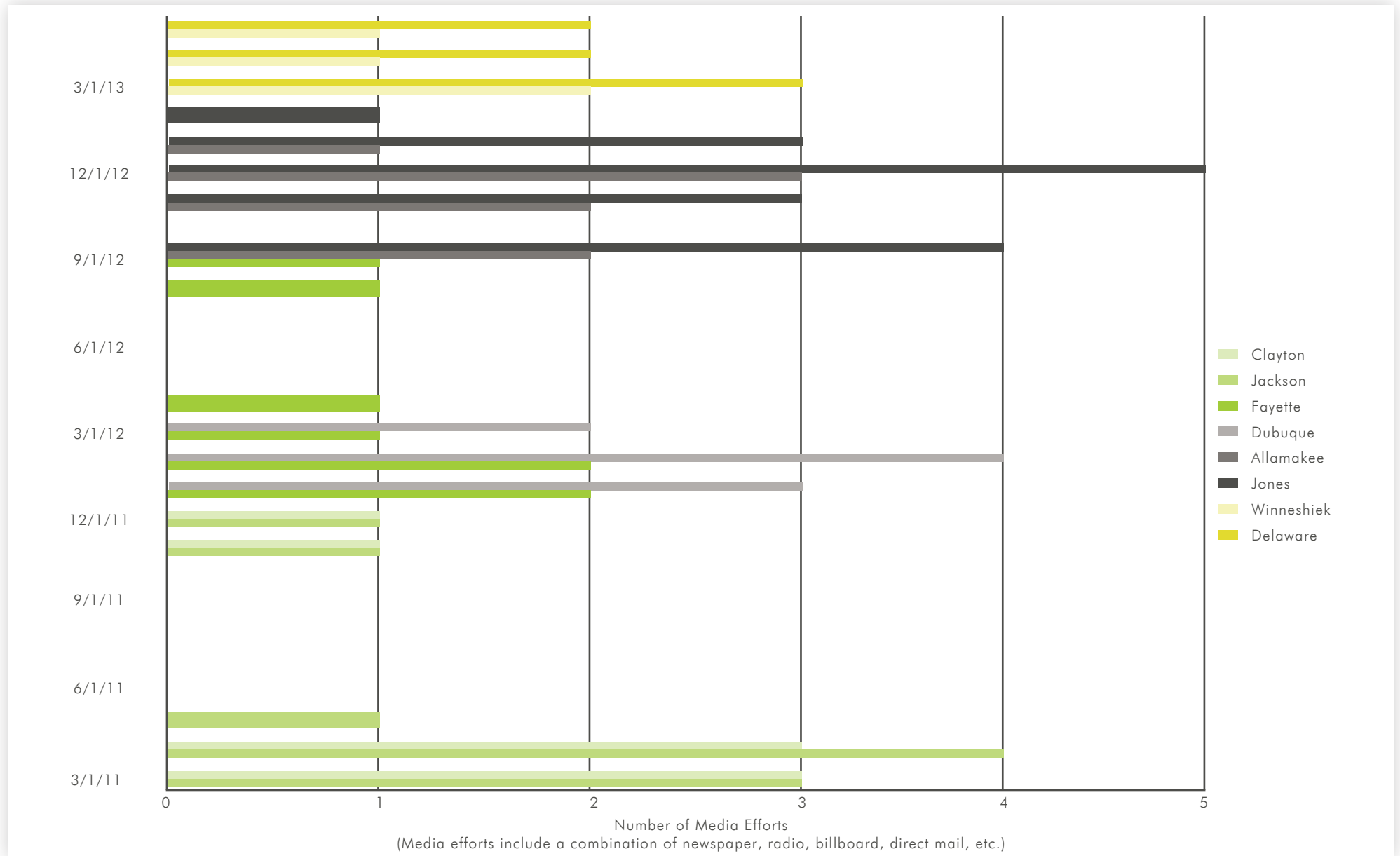
Iowa Forest Reserve Program

The Iowa Forest Reserve Program provides a property tax incentive for woodland owners that enroll and agree to follow minimum standards. Minimal enrollment requirements include restricting livestock access and maintaining 200 trees of any size on each acre enrolled in the program. In return, Forest Reserve Program landowners are not required to pay property taxes on the enrolled woodland acres. When the law was written in 1904, it addressed the two biggest forest threats of that time, which were heavy grazing and woodland clearing (deforestation).

Although beneficial, Iowa's Forest Reserve Program does not address today's primary forest management issues of concern; forest health, species diversity, successional trends away from oak species, invasive species, soil and water quality, long term timber resource management and other issues. Unfortunately, thousands of Forest Reserve Program landowners are not aware of these issues as the program does not require them to have any contact with a State or private forester.



TABLE 1.4A PROJECT MEDIA OUTREACH TIMELINE





2. OUTREACH STRATEGIES

FARM BUREAU SPOKESMAN, BILLBOARDS & LOCAL NEWSPAPERS



2.1 FARM BUREAU SPOKESMAN

Press releases and advertisements were placed in Iowa's *Farm Bureau Spokesman*, which is a six-county, weekly newspaper that is distributed by the Iowa Farm Bureau. This private newspaper is circulated to 13,971 homes in the project area. It includes information of regional and statewide significance with an emphasis on private land and farming issues. Each county Farm Bureau office is allowed to write and design a page that is labeled and directed in content to the Iowa Farm Bureau members. Specific counties that included project articles and advertisements in their section of the publication including Allamakee, Buchanan, Clayton, Delaware, Dubuque, Jones, Jackson, and Winneshiek Counties. The 855 phone number was used in both the ads and press releases. The press releases were free. **The total cost to place advertisements in the Farm Bureau Spokesman was \$2,750.**

2.2 BILLBOARDS

A billboard was designed and placed in three targeted locations on state highways in the project region. It included the dedicated 855 phone number and wording that had been found by previous research to be positively received by woodland owners. The words "Healthy Woodlands: Your Legacy, Their Heritage" and a photograph of local woodland owners, a son, father and grandfather standing in their woods was used. Placement of this billboard was based on daily traffic counts. The billboard was placed at each location for a minimum of one month at the following locations: A) Along State Highway 52 in Allamakee County south of the community of Postville in November of 2012 B) Along State Highway 9 in Winneshiek County on the eastern edge of Decorah in April of 2013 C) Along State Highway 18 in Fayette County on the outskirts of the community of West Union in mid March through mid April of 2012. **The cost per billboard was \$766 for a total of \$2,300.**

2.3 LOCAL NEWSPAPERS

Press releases and print ads were distributed to local newspapers in the project area. Newspapers that published the press releases (free) and/or published the paid advertising including the following: **Allamakee County:** The Waukon Standard (11,000 circulation), **Clayton County:** Clayton County Register (1,396 circulation), **Delaware County:** Manchester Press, **Dubuque County:** Dyersville Commercial Newspaper (10,000 circulation), **Fayette County:** The Union (West Union), Elgin Echo, Fayette Leader (4,775 circulation), **Jones County:** Anamosa Journal-Eureka (11,000 circulation w/Shopper), **Jackson County:** Maquoketa Sentinel Press (3,500 circulation) and the Maquoketa Sentinel Press Buyers Guide. **The total cost for paid ads in local newspapers was \$4,500.**

BILLBOARDS WERE PLACES IN THREE TARGETED LOCATIONS ON THE MOST TRAFFICKED STATE HIGHWAYS

Healthy Woodlands: Your Legacy, Their Heritage

For Healthy Woodland Information
855-568-5688

UAS DNR
NORTHEAST IOWA RC&D
RESOURCE CONSERVATION & DEVELOPMENT

The billboard features a photograph of three individuals standing on a dirt path in a lush, green forest. On the left, a woman in a light blue jacket and dark pants stands with her arms crossed. In the center, a man in a dark green jacket and brown pants stands with his arms crossed. On the right, a young man in a camouflage shirt and a green cap stands with his arms crossed. A large, stylized green leaf graphic is overlaid on the image, framing the text and the phone number. The phone number is displayed in a large, bold, black font within a white oval shape. The UAS DNR logo is located in the bottom left corner, and the text 'NORTHEAST IOWA RC&D RESOURCE CONSERVATION & DEVELOPMENT' is positioned below it.



2. OUTREACH STRATEGIES

RADIO, TV COMMERCIALS & FOREST MANAGEMENT BROCHURES



2.4 RADIO

Northeast Iowa RC&D produced a 30-second radio spot to encourage landowners to, “create a long lasting family woodland legacy.” The script read as follows:

“Hello, I’m Richard Kittelson from NE IA RC&D. Did you know Northeast Iowa Forest Reserve owners have plenty of opportunities to improve their woodlands? RC&D has recently partnered with IA DNR Forestry and the US Forest Service to guide woodland owners to your goals, at no cost to you. Because of the high value of woodlands to all of us, I strongly encourage you to take this opportunity to create a long-lasting woodland legacy. To find out more, call toll-free at 1-855-568-5688.”

This radio spot was broadcast hundreds of times on several different stations to ensure the maximum coverage of the project target audience. Radio stations included KMCH, KHMC, KMAQ, KDEC, KCTN and KDST. The radio spot was also broadcast through Clear Channel Radio out of Cedar Rapids, which includes KWVG, WMT, KKS-FM AND KMJM and through Wennes Communications Stations Inc., which includes KNEI, KVIK and KFYE. Combined, these radio stations covered the project area with either their primary or secondary markets. The radio spots on KDEC were provided pro-bono as part of a package that included a booth at the Decorah Home Show. **The total cost for all 30-second radio ads was \$3,850.**

2.5 TV COMMERCIALS

Northeast Iowa RC&D produced two thirty second commercials to encourage landowners to, “create a healthy woodlands and a long lasting family woodland legacy”. The script for each read as follow:

“Iowa’s private woodlands benefit all of us with cleaner air and water, reduced soil erosion, wildlife habitat, beautiful scenery, and much, much, more. Thousands of Iowa families work with a professional forester to care for their woods to create healthy woodlands and a long lasting legacy for generations to come. To find out how you too can create your family’s woodland legacy, call Northeast Iowa Resource Conservation and Development toll free at 1-855-568-5688.”

Photographs of local woodland owners and their families were used in both commercials. Each commercial was aired twice a week for eight weeks during the local evening news (between 6:00 and 6:30 p.m.), on station KCRG, for a total of 16 weeks. The target audience was adults over 50 years of age. KCRG, which is aired throughout all eight counties in the project area, estimated the number of adults over 50-years of age watching during the time slot was 39,000. **The total cost for sixteen, 30-second, ads was \$2,900.**

2.6 FOREST MANAGEMENT BROCHURES

Prominent, well-respected, community members that were also woodland owners, were identified from throughout the project area. A professional photographer/writer traveled with the Forest Landscape Resource Coordinator to meet with and interview each of the woodland owners and their families. Because every woodland owner had different experiences that might resonate with other woodland owners, each of the featured woodland owners was asked to help make the brochures more personal by telling their story and providing quotes for the brochures. As a result, each of the four brochures developed touched on different aspects of woodland management and benefits. They included individual quotes from the unique perspective of each woodland owner or family. (The photographs and quotes from the interviews were also used on billboards, in television commercials, on websites, press releases, in newspaper articles and ads.) Brochures were distributed in direct mailings and when the Forest Landscape Resource Coordinator made one-on-one visits. They were strategically distributed based on the target location compared to the location of the featured woodland owners to maximize the associated benefits. **The total cost for the photographer/writer was \$75/hour plus mileage.**

Forest Reserve Landowners

You know the Forest Reserve Program but do you know that you have plenty of opportunities to improve your woodlands?

Northeast Iowa RC&D wants to encourage you to consider the benefits of woodland ownership for yourself, your family and future generations.

Whether your woodland goals are financial, recreational, wildlife watching, conservation, or hunting, a professional forester can help you succeed.

The family farm, purchased in 1955 was originally used for pasture, firewood, and handmade fence posts. Now the care of the woodlands is in the hands of Randy & Laura Ellingson and their sons Reid and Owen.

“It’s about taking something and making it better for future generations. We need to keep some places wild. If we take care of it, we get more back from it. It’s the enjoyment we have as a family sharing healthy outdoor activities. It’s a team thing caring for the woodlands.”

The Ellingson’s get back elderberry jam, wild grape juice, deer and Thanksgiving turkeys. Together they’ve learned the different plants, trees and wildlife such as pileated woodpeckers, barred owls, and a heron rookery. They’ve also learned about invasive species and the damage they do to woodlands.

Reid and Owen both want to own woodlands when they are older and keep their father’s and grandfather’s woodlands in the family to continue making them better.



Randy has used technical assistance and project costshare through both the DNR and private foresters for planning and invaluable advice. *“There’s plenty of support and help available. You establish your goals, and they will help you accomplish those goals.”*



The Ellingson Family of Howard County

Even a few acres of trees can fulfill your vision of a beautiful woodlands and create a rich legacy for your children and grandchildren. Funding is available to help you. Create a legacy. Call 1-855-568-5688.

Your Woodlands Are Valuable

Forest Stewardship partners include:

...for your family’s enjoyment
...as a nest egg for you & your family’s future

Protect Your Legacy!
Learn more about your woodlands and do right by your land, your family and your finances. Assure the long term health of your woods by getting advice from a professional forester.

For more information, Call Toll Free:

1-855-568-5688
Please ask for Richard Kittelson or Jerry Muff.

HEALTHY WOODLANDS
YOUR LEGACY...
THEIR HERITAGE.

Care For Your Woods. Talk to a Professional Forester.

Forest Reserve Landowners

You know the Forest Reserve Program but do you know that you have plenty of opportunities to improve your woodlands?

Northeast Iowa RC&D wants to encourage you to consider the benefits of woodland ownership for yourself, your family and future generations.

Whether your woodland goals are financial, recreational, wildlife watching, conservation, or hunting, a professional forester can help you succeed.

Bill started farming with his father when he was in high school. He admits that he bulldozed a lot of trees over the years but then came to recognize their value and began planting trees in 1999.

Bill was the Iowa Tree Farmer of the Year in 2004. He and Judy are proud to share their passion for healthy woodlands with their children and grandchildren who help with planting and caring for the woods. Judy says, *“The grandchildren like to be out there with grandpa, it is one thing that unifies the family.”*

Bill, who has served on the Fayette Co. SWCD Board for years hates: *“In a lot of cases, depending on the soils and other factors, trees are the most valuable crop you can grow. Woodlands also help our environment, reduce erosion, have scenic value and can be used for hunting and recreation.”* He is proud to say: *“We do it for the next generation, our children and grandchildren and hopefully generations past them.”*

Fayette County Tree Farmers Bill and Judy Bennett, their children Teresa & Craig, son-in-law Danny Burrack and grandchildren encourage you to contact an Iowa DNR Forester to learn how to manage your woodlands. Then take it on as a family project!

Even a few acres of trees can fulfill your vision of a beautiful woodlands and create a rich legacy for your children and grandchildren. Funding is available to help you. Create a legacy. Call 1-855-568-5688.

Teresa, Garrett, Bill, Marrah, Mallory and Judy Bennett (Craig and Danny not pictured)



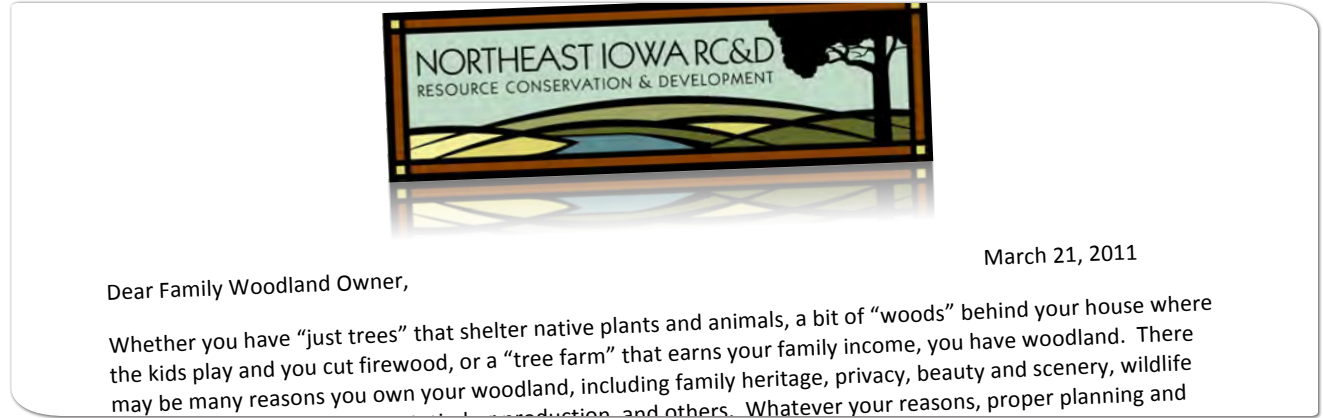
2. OUTREACH STRATEGIES

TRADE SHOW BANNER & DIRECT MAILING



2.7 TRADE SHOW BANNER

A high resolution photograph of a hardwood forest in the Driftless Area of Iowa was taken and used to develop a multi-panel banner display. The display panels included words that highlighted the uses and values woodland owners associate with their woodlands. The banner was set up as a backdrop at outreach and educational events, conferences and trade-shows. It was very effective at encouraging event attendees to approach the booth or table for information, to ask questions, or to share their own experiences as related to woodlands. Many of those who approached the booth/table requested one-on-one follow-up assistance from the Forestry Landscape Resource Coordinator who attended the booth. **The fabrication of the banner was \$500 per panel for a total of \$1,500.**



2.8 DIRECT MAILING

Letters were mailed to the woodland landowners who met the specific criteria for outreach in all eight of the targeted counties of the Driftless Area of Iowa. The mailings included a letter and a brochure that featured a woodland owner from the region. The language and wording of the letter was influenced by previous research that identified words and wording that Midwest woodland owners can relate to and to which they are more likely to respond. Criteria for the mailings was 1) the woodland owner had to be in the targeted area 2) the woodland owner had to be enrolled in Iowa's Forest Reserve Plan 3) the Iowa DNR did not have any record that the woodland owner had a Forest Stewardship Plan 4) the number of Forest Reserve acres owned by the woodland owner met the criteria for "Minimum number of Forest Reserve Acres for Inclusion in Outreach" established by this project. Table 1.3A "**Woodland Owners and Forested Acres Targeted for Outreach by the Project (Page 9)**," describes the outreach acre criteria by county. During the project period, 2,166 letters were distributed. The mailings were always one of the first forms of outreach for any single county effort.

The mass media for any specific county occurred during and after the mailings were conducted in that county. Table 1.4A "**Project Media Outreach Timeline (Page 10)**," provides a timeline for outreach by county and by number of outreach methods. Summary of Outreach Methods and Responses (Page 30), provides details on the specific number of mailings to each county, which varied depending on the number of woodland owners that met the criteria from 173 to 531. (Due to the high number of qualifying acres, the greatest number of letters by county, 531, was mailed to woodland owners in Clayton County.) After a Forest Landscape Resource Coordinator visited a woodland landowner and walked that landowner's timber at the request of the woodland owner, the landowner was sent a personal follow-up letter that included basic, woodlot specific, management information as well as contact information for the appropriate Iowa DNR and/or private forester. **A total of \$4,000 was spent on direct mailing.**





3. EVALUATION & RESULTS

OVERVIEW OF THREE TECHNIQUES USED & IOWA DNR RECORDS (1)



3.1 OVERVIEW OF THREE TECHNIQUES USED

Three techniques were used to evaluate the success of the project. A short description of each evaluation method and a more detailed evaluation of the effectiveness of this project based on each follows.

1. Iowa DNR Records: The Iowa DNR reported the number of requests for technical assistance as reported for each county by Iowa DNR Forest Bureau personnel. This allowed the partners to measure increases in technical assistance requests in the target area, but also, because of the use of mass media that extends beyond the target area, it helped measure the increase in requests within each of the districts for which that mass media could be impacting interest. It also allowed evaluation of the effectiveness of the follow-up phone calls and one-on-one contacts in relation to the media blitz.

2. 1-855 Line Calls: The responses to indirect outreach were recorded by Northeast Iowa RC&D with the use of a dedicated toll-free phone number that was used on all marketing materials. RC&D employees tracked callers and media type by county.

3. Postcard Survey: A postcard survey of three different groups of woodland owners was conducted. Three study groups of 500 each included the following:

- A) Woodland owners that were within the influence of the mass media and contacted by project personnel through phone or in person.
- B) Woodland owners from the project area that were exposed to mass media but had no calls and no one-on-one visits.
- C) Woodland owners completely outside the influence of the project.

3.2 IOWA DNR RECORDS

An analysis of the Iowa DNR reports of woodland owner requests for assistance and planning during the project period supports the hypothesis, "A multi-dimensional media blitz will be more effective than traditional outreach at convincing landowners enrolled in the Forest Reserve Program to take action."

It is important to note several factors that may have influenced the requests for assistance to Iowa DNR employees.

The Forest Landscape Resource Coordinators that conducted outreach through this project advised private woodland owners to work with either a state or private forester to develop a plan. Four Iowa DNR District Foresters, six private foresters and one USDA Natural Resource Conservation Service (NRCS) forester were working in the eight counties targeted by this project during the project period. At least two additional private foresters from Wisconsin also serve the area targeted by this project. Thirty-six landowners controlling 1,536 acres of land, specifically noted that they wanted to work with a private forester; others requested contact information for the federal forester. Although the Iowa DNR records provide analysis of the project from the

public records, it does not capture the number of landowners that may have voluntarily chosen to use the services of a private forester and/or federal forester.

Because their time is limited and they cover a large area, the Iowa DNR District Foresters typically only write plans for private woodland owners at the request of the private woodland owners. They do not call or visit landowners that have not requested their services. However, the outreach efforts used in this project may be complemented by unrelated outreach conducted by both private and public entities. A Forest Management Plan is required for the landowners that want to participate in state and federal cost share programs that help pay for timber stand improvement, reforestation and other practices. When woodland owners are working with NRCS or their local Soil and Water Conservation Service district, they are directed to obtain a Forest Management Plan from a state or private forester. These referrals are very dependent on the state and federal allocation of dollars for programs. During the project period, there was no extra influx of state and/or federal program dollars directed for forestry work in the project area.

Although eight counties were included in this outreach effort, four of the eight, Allamakee, Winneshiek, Clayton and Fayette, have been targeted by the Iowa DNR and a partnering nonprofit, Northeast Iowa RC&D, for outreach not related to this project since 2004. It is also important to note that those four counties were targeted for a **Call Before You Cut** outreach campaign during the same years that this project was implemented. The Call Before You Cut project included many of the same types of direct and mass media efforts as well as forestry conferences and county fairs. During the outreach associated with this project, these four northern counties also received more 'one-

on-one' attention from the Forest Landscape Resource Coordinators who frequently went door to door on unannounced visits to engage woodland owners in discussion about their woodland resource and the importance of planning for their goals as they related to that resource. The Forest Landscape Resource Coordinators rarely made unannounced visits in the four southern counties. This difference was in part due to a change in the project that resulted when NRCS pulled out of the project in 2011. NRCS had agreed to conduct the one-on-one unannounced visits in the four southern counties. Project adjustments related to NRCS's withdrawal included increased phone calls to the southern area of the project, diligent referral to Iowa DNR District Foresters, private foresters and follow-up mailings.

Because the Iowa DNR District Foresters report "Requests for technical assistance" by county and by year, between January and December annually, the reports for year-one of this project include a portion of a year that was prior to the implementation of this project. Also, year three of the project is a partial/incomplete reporting period at the time of this report with only five months of 2013 recorded.

Although the media blitz occurred throughout the project period, specific one-on-one outreach was conducted county-by-county with woodland owners from two counties being contacted within each six-month period of the project. The order of outreach by county starting in March 2011 was as follows: (1) Clayton and Jackson Counties, (2) Fayette and Dubuque Counties, (3) Allamakee and Jones (4) Winneshiek and Delaware. This order has been reflected by the placement of a corresponding number that must be considered in any analysis not only because some of the later counties would not have

had one-on-one outreach during the first year of the project, but also because there is typically a delay in follow-up by the landowner after they have been referred.

Individual counties in the project area are served by different Iowa DNR District Foresters with different workloads, different responding times and different communication skills. There are fewer public and private foresters in the southern portion of the project area: only two public in the southern as opposed to four in the northern. There were also tens of thousands more targeted woodland acres that met project criteria in the northern four counties than the southern four, 78,487 and 35,044 respectively. These inherent differences provide a backdrop for the project that allows the methods to be interpreted as well as, or even more effectively than, if all circumstances had been equal.

Since the same methods were utilized across the entire region, the results are accurate when they are evaluated as they impacted individual counties or how they impacted one area verses another. However, there are also project logistics that impacted the results within any individual county, including the timing for the one-on-one outreach that was conducted and the time lapse available for landowners to contact Iowa DNR Foresters after one-on-one contacts were made but before the project period ended.

Table 3.2A, "DNR Technical Assistance Requests by Year and County (Page 21)," provides information regarding the total requests for technical assistance that the DNR District Foresters reported. It also shows, by county and year how many of those requests were "Related to Project Outreach", which means, having had direct contact with a project Forest Landscape





3. EVALUATION & RESULTS

IOWA DNR RECORDS (1) CONTINUED...



Resource Coordinator either by phone or in person. Direct contact could have resulted from one-on-one outreach like a direct mailing or visit or as the result of the mass media effort. In those instances, it can be traced to a phone call on the toll-free phone line used solely for this project and included on all mass media. The table also provides baseline data in terms of the numbers of woodland owners from each of the project counties that contacted the Iowa DNR Foresters before the project began.

Findings include the following:

1. During 2011, the first year of the project, which started in March of 2011, the Iowa DNR Foresters began reporting requests for assistance by woodland owners that had been influenced by the project in all but one county. Although overall the reports for requests for assistance decreased for each county, nearly 11% of the requests for assistance in 2011 were “related to the project”.

2. Between March and December of 2011, the two counties that were the target of direct one-on-one

outreach through this project, were Clayton (direct mailings, calls and door-to-door visits) and Jackson (direct mailings and calls). These counties reports showed 15% (Clayton) and 29% (Jackson) “related to project outreach” respectively, the fourth and second highest percentage in the eight county region that were related to project outreach. However, the outreach county of Clayton had the highest actual total number of woodland owners that contacted the Iowa DNR and highest number related to project outreach. It is also important to remember that more time was spent by the Forest Landscape Resource Coordinator in Clayton County because it had a greater number of forest acres and more private woodland owners that met the criteria.

3. Five of the six counties within the influence of the mass media in 2011, but not included in the one-on-one outreach, reported requests from woodland owners “related to the project outreach”. These positive responses were initiated by mass media and supported by one-on-one assistance, rather than initiated by one-on-one outreach. The woodland owners in Allamakee, Winneshiek, Fayette, Dubuque, Delaware and Jones counties only had contact with a Forest Landscape Resource Coordinator if they responded to mass media efforts by initiating a call to the toll-free number. The fact that all but one non-target county recorded requests that were “related to project outreach” indicates a positive response to the mass media. However, for four of the six non-target counties, the percentages of “related to project outreach” requests as compared to overall requests were lower than the percentages both target counties. Non-target county percentages were 20%, 5%, 8%, 0%, 14%, 33% respectively. This indicated a positive response to initiated one-on-one outreach (which included phone and door-to-

door in Clayton County and phone calls only in Jackson County.)

4. During the only full year of the project in 2012, the Iowa DNR Foresters reported a significant increase in requests. They also reported significant increase in the percentage of those requests that were “related to project outreach” with six of the eight counties recording increases in percentages of requests “related to project outreach”. The two project counties that did not record an increase in the percentage of requests related to the project were both southern counties, which did not have any one-on-one calls or visits by project staff.

5. In 2013 (January through May of 2013), the DNR Foresters reported increases in the percentage of requests that were “related to project outreach” in six of the eight counties. It is important to note that the DNR Foresters would not have completed the data entry for the year at the time of this report.

6. Overall, the percentage of requests “related to project outreach” increased each year of the project with 11% in 2011 (eight complete months), 21% in 2012 (twelve complete months) and 32% for the first five months of 2013.

7. For the entire project period, there were 694 reported requests “related to project outreach” or an average of 20% of the total requests for assistance to Iowa DNR Foresters in the project counties.

8. According to Iowa DNR reporting results for the project counties, the mass media and one-on-one outreach both had a positive impact on the number of woodland owners that contacted the Iowa DNR Foresters.

TABLE 3.2A DNR TECHNICAL ASSISTANCE REQUESTS BY YEAR & COUNTY

County Contact & Order of Contact	Allamakee* 3 11/2012		Clayton* 1 3/2011		Winneshiak* 4 3/2013		Fayette* 2 1/2012		Dubuque 2 1/2012		Delaware 4 3/2013		Jackson 1 3/2011		Jones 3 11/2012		Total	
	Total	Related to project outreach	Total	Related to project outreach	Total	Related to project outreach	Total	Related to project outreach	Total	Related to project outreach	Total	Related to project outreach	Total	Related to project outreach	Total	Related to project outreach	Total	Related to project outreach
2009 (Comparison year)	35		41		33		15		25		10		22		17			
2010 (Comparison year)	44		45		80		22		17		8		12		9			
2011 (March project start)	15	3 20%	40	6 15%	56	3 5%	24	2 8%	20	0 0%	7	1 14%	7	2 29%	6	2 33%	175	19 11%
2012 (Full year of outreach)	85	20 23%	85	20 23%	73	7 10%	52	15 29%	45	9 20%	21	7 33%	29	6 21%	27	4 15%	417	88 21%
2013** (May project end)	35	16 46%	29	7 24%	20	6 30%	4	0 0%	4	1 25%	4	1 25%	3	1 33%	3	1 33%	102	33 32%
Total requested DNR technical assistance between 2011-2013	135	39	114	33	242	16	113	17	107	10	46	9	70	9	59	7	694	140 20%

* Other one-on-one outreach in these counties occurred starting in 2004, including another mass media project (Call Before You Cut) that ran simultaneously to this project. ** Data is incomplete for the 2013 reporting year at the time of this report. Note: Total Referred by Project to DNR number is obtained from Table 4.1A (Page 30-31) Summary of Outreach Methods and Responses.



3. EVALUATION & RESULTS

IOWA DNR RECORDS (1) CONTINUED & 1-855 LINE CALLS (2)



Table 3.2B “*Technical Assistance Provided in Relation to Outreach Success (Page 23)*,” details the number of woodland owners that requested the assistance of the DNR throughout the project period and the related percentage of those woodland owners that were referred by the project. It then breaks down those numbers by quantity and percentage of woodland owners that specifically asked the Iowa DNR Foresters to help them develop a Forest Stewardship Plan. The number of plans written, % of woodland owners that followed through with writing a plan, and the new woodland acres covered by those plans are provided by county and in total. Findings include the following:

1. By county, between 25% and 100% of the woodland owners that were encouraged by a Forest Landscape Resource Coordinator to seek out assistance from a DNR Forester followed through and contacted a DNR Forester.
2. In the four southern counties of Dubuque, Delaware, Jackson and Jones, where mass media and phone calls were used (no unannounced visits

made to the woodland owner’s home/farm) and no other outreach occurred, the mass media and mailings resulted in the highest percentage of referred woodland owners requesting the assistance of the Iowa DNR Foresters. The percentage of referred woodland owners actually requesting assistance ranged from 47% to 100% in the southern counties as opposed to 25% to 70% in the northern counties. However, the actual number of “requests for assistance” by county was higher in all northern counties as compared to the southern counties.

3. The percentages of woodland owners that requested planning assistance after being referred by the project were higher (45% to 100%) than the total percent of all woodland owners requesting planning assistance (19% - 46%).

4. The percentage of woodland owners that requested help from the Iowa DNR Foresters for development of a Forest Stewardship Plan was higher for woodland owners that were referred by the project (45% to 100%) than for those that were not referred by the project (13% to 37%).

5. Over 4,200 acres of Iowa woodlands “related to the project” had plans written for them during the project period, constituting anywhere from 25% to 61% of the planning workload for any one county.

3.3 1-855 LINE CALLS

An analysis of the calls to the 1-855 line during the project period supports the hypothesis, “A multi-dimensional media blitz will be more effective than traditional outreach at convincing landowners enrolled in the Forest Reserve Program to take action.”

All promotional/outreach materials, including the

Direct Mailings, included a reference to a project dedicated 1-855 line. Some promotional materials also referred the woodland owner to the private partner assisting with the project, Northeast Iowa RC&D, and/or a state or private forester. As a result some woodland owners placed calls directly to the RC&D line and/or a forester rather than the 1-855 line. However, 127 calls were made to the dedicated 1-855 line, 69 of those calls, from woodland owners managing 3,123 acres, were the result of the Direct Mailings. Clayton County, the county that had received the highest number of Direct Mailings, had the highest number of 1-855 calls related to those mailings; 14 of the 531 woodland owners that received a mailing through the project called the 1-855 line. Ads and outreach methods other than Direct Mailings prompted an additional fifty-eight woodland owners, owning 736 acres, to call the 1-855 phone line.

Calls responding to the ads and outreach methods other than Direct Mailings were recorded from all counties with the greatest number of callers from Clayton County. The most significant uses of the 1-855 line was to identify and document the specific woodland owners that contacted the Iowa DNR due to referrals associated with the projects mass media effort. A high percentage of the woodland owners, that called the 1-855 line, later contacted the Iowa DNR and requested assistance from Iowa DNR Foresters with Forest Stewardship Plan Development.

These numbers are reflected in the requests for Iowa DNR technical assistance and made even stronger when correlated to the outreach details provided **Table 4.1A, “Project Summary of Outreach Methods and Responses (Page 30-31).”** The use of the 1-855 phone-line to document referrals provided proof of the impact of the project.

TABLE 3.2B TECHNICAL ASSISTANCE PROVIDED IN RELATION TO OUTREACH SUCCESS

County	Allamakee		Clayton		Winneshiek		Fayette		Dubuque		Delaware		Jackson		Jones	
	Total	% Project Related	Total	% Project Related	Total	% Project Related	Total	% Project Related	Total	% Project Related	Total	% Project Related	Total	% Project Related	Total	% Project Related
Requested DNR Technical Assist 2011-2013/ Request related to Project Referral ***	135/39	29%	114/33	29%	242/16	7%	113/17	6%	107/10	9%	46/9	20%	70/8	11%	59/7	12%
Requested DNR Technical Assistance 2011-2013/Referred to DNR by Project Personnel		39/56 70%	33/89 37%		16/58 28%		17/67 25%		10/10 100%		9/19 47%		9/13 69%		7/11 54%	
Plans Written	58	23	45	15	52	10	22	10	39	10	11	5	26	7	14	7
Number and % of all Woodland Owners developed a plan after requesting DNR assistance	58/135 43%		45/114 39%		52/242 21%		22/113 19%		39/107 46%		11/46 41%		26/70 37%		14/59 24%	
Number and % of project referred Woodland Owners that developed a plan after requesting DNR assistance		23/39 59%	15/33 45%		10/16 63%		10/17 59%		10/10 100%		5/9 56%		7/9 78%		7/11 64%	
Number and % non-referred that requested a plan after requesting DNR assistance	35/96 36%		30/81 37%		42/226 19%		12/96 13%		29/97 30%		6/37 16%		19/61 31%		7/48 15%	
New Acres Covered by Plans and % related to project	2,440	893 37%	1,960	625 32%	1,946	612 31%	1,157	523 45%	1,570	426 27%	719	441 61%	1,494	491 33%	771	191 25%

* Other one-on-one outreach in these counties occurred starting in 2004, including another mass media project (Call Before You Cut) that ran simultaneously to this project. ** Data is incomplete for the 2013 reporting year at the time of this report. Note: Total Referred by Project to DNR number is obtained from Table 4.1A (Page 30-31) Summary of Outreach Methods and Responses.



3. EVALUATION & RESULTS

POSTCARD SURVEY (3)



3.4 POSTCARD SURVEY

An analysis of the results of the Postcard Survey that was conducted after the project period supports the hypothesis, "A multi-dimensional media blitz will be more effective than traditional outreach at convincing landowners enrolled in the Forest Reserve Program to take action." A postcard survey was mailed out at the end of this project to a total of 1500 woodland owners; 500 surveys were mailed to each of three different subgroups including the following:.

Group 1: Woodland owners within the mass media target area that had exposure to all forms of outreach, including phone calls and door-to-door visits from a Forest Landscape Resource Coordinator. (Direct and Media Outreach respondents = 148 surveys out of the 500 mailed to this group were returned or 148/500 respondents = 30%)

Group 2: Woodland owners within the mass media target area that did not receive phone calls or door-to-door visits from a Forest Landscape Resource Coordinator. (Media Only = 117/500 respondents = 23%)

Group 3: Woodland owners outside the exposure of the mass media and not contacted in anyway by the personnel

associated with this project. (Not Contacted = 128/500 respondents = 26%). This control group was selected at random and may have been the target of a separate/different outreach effort that are unknown to the partners involved in this project.

A letter explaining the survey was drafted for each of the subgroups. (The letter to the subgroup that had been visited by a Forest Landscape Resource Coordinator included a note regarding questions 5 and 6 from the survey, which asks about contact with DNR District Foresters and private forestry consultants, clarifying that questions were not concerning contact with the Forest Landscape Resource Coordinators Richard Kittelson and Jerry Muff.) The postcard survey was pre addressed and had prepaid postage. It included eleven questions and a comment line. Questions included the following:

1. How many acres of woodlands in the Iowa Forest Reserve do you own?
2. Do you have a Forest Stewardship Plan less than 10 years old? Yes__ No__ Currently updating
3. In the past 3 years, what outreach efforts are you aware of regarding care of your woodlands? Please check all that apply. Direct Mail __ Radio Ads/Interviews__ Print Ads__ Press Releases __TV Ads__ Personal Contact with Forester __ Fair Exhibit __ Facebook and/or Twitter __ Billboards __
4. Of the methods mentioned above, please circle the 3 most effective for you.
5. Have you talked with an Iowa DNR District Forester in the previous 3 years?
6. Have you talked with a private forester consultant/contractor in the previous 3 years?

7. Have you yourself done woodland improvements suggested by a forester?

8. Have you hired a forestry contractor to do woodland improvements suggested by a forester?

9. Did you take advantage of cost-share funding to do woodland improvements?

10. Approximately how many acres of woodland improvements have you completed?

11. Do you plan to do woodland improvement projects in the future? Comments: _____

SURVEY NOTES

This mailing (letter with return postcard) inspired four woodland owners who control a total of 475 acres in four different counties to call Northeast Iowa RC&D for more information. During the project period, Forest Landscape Resource Coordinators had attempted to call two of the four landowners but had encountered disconnected land-lines (no cell phone number available at that time) and one was a new landowner so three had never had been personally contacted and had not received even a phone message. Those three were therefore considered part of the Media Only group. The fourth had received a message on her answering machine but had not responded. Because a message had been left on her answering machine, her survey answers were included in the Direct and Media Outreach respondent category. (The Forest Landscape Resource Coordinator mailed a forestry information packet, a Call-Before-You-Cut packet and referred these four woodland owners to their respective DNR District Foresters).

SEVENTY-EIGHT PERCENT OF SURVEY RESPONDENTS IMPACTED BY PROJECT MEDIA AND CONTACTED BY A FOREST LANDSCAPE RESOURCE COORDINATOR IMPLEMENTED FOREST IMPROVEMENTS





3. EVALUATION & RESULTS

POSTCARD SURVEY (3) CONTINUED...

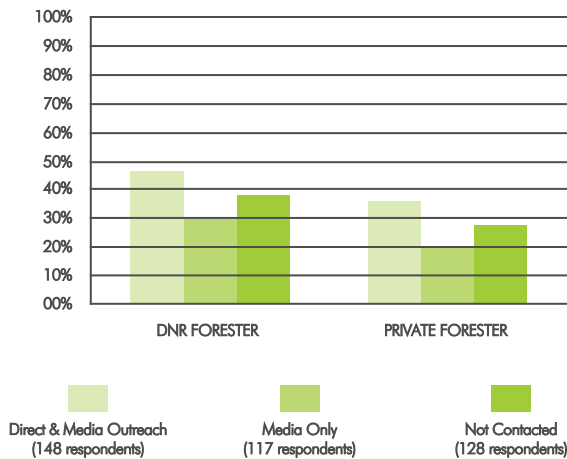
The survey postcards were marked with a small leaf symbol to help the returning postcards be sorted by Group type. The results of the survey are provided below in table form. Findings include the following:

1. The percent of respondents to the survey was higher for those woodland owners who were within the mass media area and also contacted by a Forest Landscape Resource Coordinator than it was for those that were just within the mass media area. It was also higher than for those in the control group. This indicates a positive response to the outreach and/or greater awareness of the importance of private woodlands by the woodland owners.

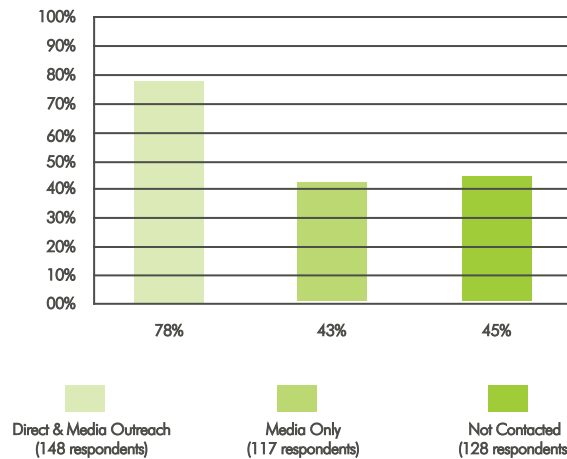
2. Of the respondents with plans, a higher percent of respondents to the survey were within the most targeted population (woodland owners within the mass media area and contacted by a Forest Landscape Resource Coordinator) 47%, as compared to those that were just within the mass media area at 19% and as compared to those in the control group at 34%. Knowing that the target population did not have plans before the project, this indicates not only a greater interest in planning in the respondents from the target group but also a greater interest in planning that can be directly attributed to the project.

3. The percent of respondents of northeast Iowa residents contacting a state or private forester after receiving different forms of outreach was significantly higher for woodland owners within the mass media area and that were contacted by a Forest Landscape Resource Coordinator than for those that were just within the mass media area and higher than those outside the project area. The personal contact from a Forest Landscape Resource Coordinator impacted the woodland owners decision to seek professional assistance. The table below lists the outreach strategies landowners most noticed and considered most effective.

1. Percent of respondents who contacted a forester after receiving different forms of outreach.



2. Percent of respondents woodland improvements after receiving different forms of outreach.



3. Forms of outreach landowners most noticed & considered most effective in order of greatest to least.

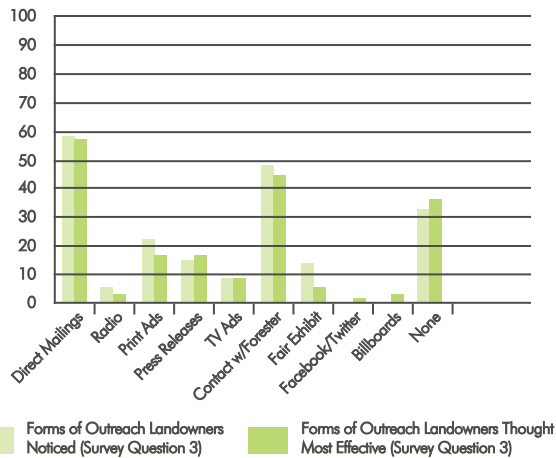
1. Direct Mailing
2. Contact with forester
3. Print ads
4. Press releases
5. Fair exhibits
6. Radio Ads
7. TV ads
8. Billboards
9. Facebook

4. The percent of respondents implementing woodland improvements after receiving different forms of outreach was significantly higher for woodland owners who were within the mass media area and were contacted by a Forest Landscape Resource Coordinator 78% than for those that were just within the mass media area and not contacted, 43%, and higher than those outside the project area, 45%. This statistic indicates that while the mass media alone was not any more effective than ongoing efforts, mass media and personal contact from the Forest Landscape Resource Coordinator was measurably more effective.

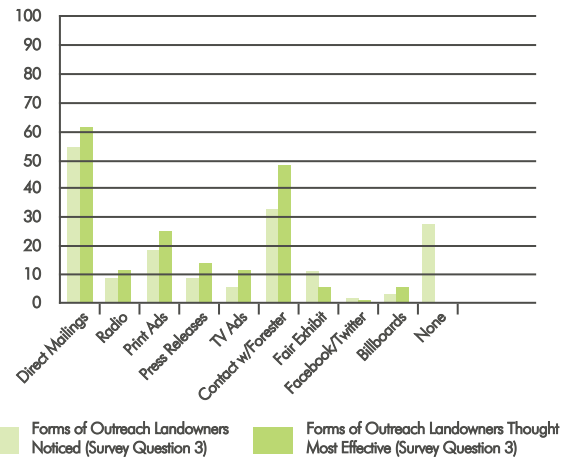
5. The answers to Question 3 regarding awareness of different forms of outreach and question 4 regarding the respondent's perception of effectiveness of different forms of outreach were both noticed and perceived as effective in all three groups. The order for greatest number of responses for noticed and effectiveness was also the same in all three respondent groups. Respondents in all three felt that "Direct Mailings" and "Contact with Foresters" were the most effective methods of outreach. They also indicated that they noticed those methods more than other methods.

6. The "Media Only" group felt that "Contact with a Forester" was a very effective outreach method but, unlike the other groups, a fewer number of them reported having had contact with a forester. The "Media and Directly Contacted" group also reported that "Contact with a Forester was very effective but more of them noted that they had had contact with a Forester than noted that it was effective. The difference in the noted "Contact with a Forester" answers in the "Media Only" group could indicate an unmet need and a desire for personalized contact from a forestry professional.

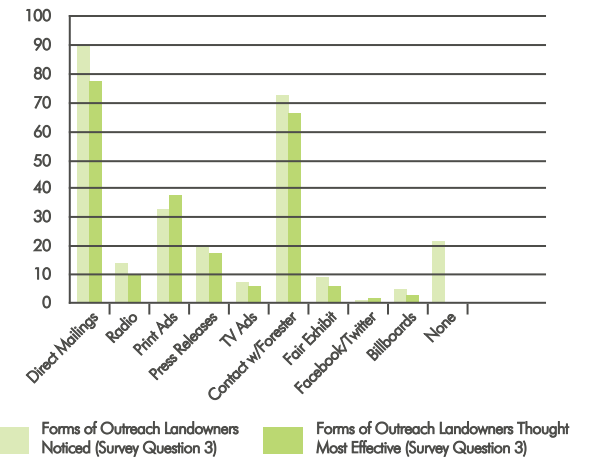
4. Comparison of different forms of outreach by landowners outside of project area.



5. Comparison of different forms of outreach by landowners receiving media only.



6. Comparison of different forms of outreach by landowners receiving media & directly contacted





4. SUMMARY

CONCLUSIONS, CAPACITY FOR REPLICATION AND PARTNERSHIPS & COLLABORATION

4.1 CONCLUSIONS

According to all three of the evaluation techniques used to analyze the success of this project, the project hypothesis is correct; a multi-dimensional media blitz is more effective than traditional outreach at convincing landowners enrolled in the Forest Reserve Program to take action. The results support the use of a multi-dimensional media blitz for states or other partners that want to reach landowners that have expressed some interest in their woodland but have not previously developed plans to manage it. Other findings include the following.

The multi-dimensional media blitz conducted through this project was effective throughout the entire project period. Overall, the percentage of requests “related to project outreach” increased each year of the project with 11% in 2011 (eight complete months), 21% in 2012 (twelve complete months) and 32% for the first five months of 2013. The percentage of requests that resulted in new Forest Stewardship Management Plans was significantly higher for woodland owners referred by the project (45% to 100%) than the total percent of all woodland owners requesting planning assistance from the Iowa DNR Foresters (19% - 46%). The percentage of woodland owners that requested help from the Iowa DNR Foresters for development of a Forest Stewardship Plans was also significantly higher for woodland owners that were referred by the project (45% to 100%) than for those that were not referred by the project (13% to 37%). These numbers confirm the ability of a multi-dimensional media blitz to reach new woodland owners that have not previously worked with the Iowa DNR to develop a plan.

The project also demonstrates that positive responses to the multi-dimensional media blitz were highest when associated with one-on-one outreach. Mass media that was supported by one-on-one assistance, rather than initiated by one-on-one outreach was also effective. The personal contact from a Forest Landscape Resource Coordinator impacted the

woodland owner’s decision to seek professional assistance. A media blitz that does not include one-on-one outreach support was not demonstrated to be as effective as one that does. The project documented that the landowners responding to the media blitz were motivated to take action. A high percentage of woodland owners reacting to the mass media and then referred by the project to an Iowa DNR Forester, followed through and contacted an Iowa DNR Forester and then a high percentage of those that contacted the Iowa DNR Forester as a result of project referrals requested planning assistance. These results demonstrated that the project methods were effective at capturing the interest of a very motivated group of woodland owners. The project methods were also effective at expanding the planning and management of private lands in the project area. If continued and expanded to the Driftless Area in other states, the project methods could shift the way that the entire Driftless Area forest resource is managed from a landscape perspective.

Although the project was initiated to test the use of a media blitz, on a more basic level the project had immediate value in the impact it had on Northeast Iowa landowners, the woodlands they control and on the planning workload for the Iowa DNR Foresters. Over 4,200 acres of Iowa woodlands “related to the project” had plans written for them during the project period, constituting anywhere from 25% to 61% of the planning workload for any single county in the eight county project area. For the entire project period, the reported requests “related to project outreach” were substantial, of the 694 “requests for assistance,” 140 or 20% of those were “related to project outreach”. Property owners that had not previously developed a Forest Stewardship Plan for their woodland made those 140 requests.

The use of the 1-855 line helped project personnel identify and document the value of the project by specifically providing information about the woodland owners that

contacted the Iowa DNR due to referrals associated with the projects mass media effort. A high percentage of the woodland owners, that called the 1-855 line were motivated enough to later contact the Iowa DNR and request assistance from Iowa DNR Foresters with Forest Stewardship Plan Development. Woodland owners within the mass media area who had been contacted by a Forest Landscape Resource Coordinator were more responsive to research about their attitudes and opinions than other woodland owners. This result indicated increased engagement. It also demonstrated a greater interest in developing and implementing plans for woodland improvements and a greater awareness of the resource, demonstrating further benefits of the project. “Direct Mailings” and “Contact with Foresters” are perceived by all woodland owners to be the most effective methods of outreach. When used, they are noticed and when they are not used, their absence is noted.



4.2 CAPACITY FOR REPLICATION

Capacity for replication of this project is high, as is the use of the outreach methods tested by the project. The cost for development and distribution of the mass media products was affordable, even given the fact that additional funding was expended to make them personalized to the project area. Approximately **\$16,000 was spend on the mass media and \$4,000 on Direct Mailings**. The bulk of the expenses were associated with personnel, i.e. DNR Foresters and Forest Landscape Resource Coordinators, the mileage for outreach, tracking, reporting and oversight. This project can be used to justify public or private expenditures for media and forestry personnel. In Iowa and other states where tax incentives are provided to landowners without major reciprocal requirements related to planning and management, this information can be used to secure funding to improve planning in targeted or sensitive areas like the Driftless Area where Forest Reserve Landowners will be responsive. States and other partners may know of other subsets of landowners that should be encouraged to improve woodland planning to ensure that landscape scale planning and management is successful. The data used to target specific landowners for this project was easily obtained. The lists of landowners and acres enrolled in the Forest Reserve Program was obtained free of charge from each county assessor's office.

4.3 PARTNERSHIPS & COLLABORATION

This project was possible through partnership and collaboration. The Iowa DNR Bureau of Forestry provided technical assistance to woodland owners. A private non-profit, Northeast Iowa RC&D contributed equipment and funding for the Forest Resource Landscape Coordinator's to conduct outreach. NRCS created a temporary position for a USDA NRCS Area Forester for Dubuque, Jones and Jackson Counties during the first year of the project. Multiple entities distributed information to the public about woodland management and the availability of project personnel to assist the woodland owners.





4. SUMMARY

TABLE 4.1A SUMMARY OF OUTREACH METHODS AND RESPONSES

County	Allamakee	Clayton	Delaware	Dubuque	Fayette	Jackson	Jones	Winneshiek	Total
Total targeted forest reserve acres	25,787>25 acres	33,012>25 acres	8,935>14 acres	7,839>18 acres	8,800>20 acres	11,520>10 acres	6,769>15 acres	10,908>25 acres	113,570
# of direct mail recipients	385	531	212	193	191	244	173	237	2,166
1-855 calls from direct mailing	7 (1.8%) / 208	14 (2.6%) / 793	10 (4.7%) / 323	11 (5.7%) / 560	6 (3.1%) / 329	12 (4.9%) / 590	4 (2.3%) / 118	5 (2.1%) / 202	69 (3.2%) / 3,123
1-855 calls mentioned ads/acres	9 / 94 acres	10 / 188 acres	6 / 75 acres	7 / 30 acres	9 / 14 acres	6 / 34 acres	4 / 201 acres	7 / 100 acres	58 / 736 acres
Door to door talks/acres	69 / 3,589	90 / 7,132	0	11 / 628	71 / 3,358	11 / 512-GRIMM	0	98 / 3,818	252/19,037
Door to door NHI*/acres	111 / 6,806	72 / 5,213	0	2 / 77	57 / 2,353	0	0	63 / 2,817	305 / 17,266
Call ins from line 15/acres	2 (1.8%) / 88	1 (1.4%) / 41	0	0	1 (1.75%) / 26	0	0	5 (7.9%) / 204	9 (2.95%) / 359
Staff calls, left message	14	25	66	54	24	74	60	8	325
Call backs from phone message/acres	2 (14.3%) / 115	9 (36%) / 855	7 (10.6%) / 345	8 (14.8%) / 297	2 (8.3%) / 70	13 (17.6%) / 494	5 (8.3%) / 180	2 (25%) / 112	48 (14.8%) / 2,468
Staff calls-followed by mailings of info**/acres	17 / 1,284 acres	12 / 485 acres	64 / 3,013 acres	60 / 1,986 acres	6 / 229 acres	71 / 4,150 acres	40 / 1,867 acres	6 / 261 acres	276 / 13,275 acres
Request for more info from evaluation survey		1 / 230	2 / 250		1 / 27		1 / 20		

TABLE 4.1A SUMMARY OF OUTREACH METHODS AND RESPONSES CONTINUED...

County	Allamakee	Clayton	Delaware	Dubuque	Fayette	Jackson	Jones	Winneshiek	Total
No interest (calls & visits)	14	15	9	10	2	6	13	18	87
No contact (no answer or disconnected land line)	3	8	48	47	22	69	52	2	251
Contacts were referred to DNR foresters / acres	56 / 3,391	89 / 5,876	19 / 1,131	10 / 384	67 / 2,091	13 / 132	11 / 448	58 / 2,639	321 / 16,092
Contacts were referred to NRCS				6 / 191 acres		9 / 408 acres			15 / 599
Contacts were referred to private foresters / acres	7 / 197	2 / 245	1 / 40	3 / 200	8 / 220	2 / 59	2 / 114	11 / 461	36 / 1,536
Total documented staff contacts	258	228	162	143	181	161	122	205	1,460 (67.4% of 2,166)
Total acres controlled by owners that received information	12,096 (46.9%)	14,896 (45%)	4,007 (44.8%)	3,578 (45.6%)	6,372 (72.4%)	5,780 (50.2%)	2,386 (35%)	7,310 (67%)	56,530 (49.7%)

* NHLI - Not Home Left Information (NHLI) about forestry and Call Before You Cut packets.

** Mailings of information - Mailed forestry and Call Before you Cut packets.



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