

# Communicating Your Message to the Media's Readers, Listeners and Viewers



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# Media Formats

- Newspapers and other periodicals
- Radio – News and Longer Format
- Television – Public and Commercial
- Television – On-line
- New Media – Web content, blogs, social media, YouTube, et cetera

# William Glasser's How We Learn

- 10% read
  - 20% hear
  - 30% see
  - 50% see and hear
  - 70% discuss with others
  - 80% experience ourselves
  - 95% teach someone else
- How might this affect ways we communicate messages to media consumers?

# Newspapers and other periodicals

- Think stories
- Personalize
- Avoid abbreviations
- Detail figures, comparisons and provide graphs
- Contribute photos with caption info
- Prepackaged content
- Cross publishing in trade journals, backyard magazines
- News briefs

# DNR Forestry Facts Card

## It starts with forestry



The forest products industry  
contributes \$17.8 billion  
per year to  
Michigan's economy  
and supports  
87,000 jobs.



### Michigan's forest products industry includes:

- More than **800** logging and trucking firms.
- About **300** primary manufacturers – sawmills, veneer mills, pulp and paper mills, and engineered board manufacturers.
- More than **1,000** secondary manufacturers – companies that use lumber or products made by a primary manufacturer to make finished goods.

[www.michigan.gov/forestry](http://www.michigan.gov/forestry)

Michigan's forests, the diverse forest products industry, and the natural resources that sustain it are among the best in the nation. In addition to supplying the wood for the products that people rely on, Michigan's forest land provides important wildlife habitat, recreational opportunities, and plays a critical role in supporting the state's regional and rural economic health for thousands of residents.



Each year the DNR prepares an  
average of 61,000 acres  
of timber for sale with a  
volume of more than 900,000 cords.

Michigan has **20 million acres** of forest land that ranks 11<sup>th</sup> in forested acres in the U.S. Of those 20 million acres, 4 million are managed by the DNR.

Michigan ranks **first** in pine acres, third in hardwood acres and third in aspen acres in the northeastern U.S., and grows some of the best hard maple and red oak timber in the world.

**Almost 6 million acres** (30 percent) of Michigan forests are certified as sustainably managed under the Sustainable Forestry Initiative® and Forest Stewardship Council\*\* forest certification standards.

**The state forest system** is fully certified and provides about 20 percent of the total timber harvested in Michigan each year.

Visit [www.michigan.gov/forestry](http://www.michigan.gov/forestry)  
for more information

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# Radio – News and Longer Format

- Break the message down into short statements
- Consider guest appearances on morning radio shows
- Think conversational
- Propose longer format shows with 3-4 guests on a single topic
- Natural sounds for features
- Consider Public Service Announcements

# Television – Public and Commercial

- Break the message down into short statements
- Think conversational, eliminate abbreviations
- Strongly consider visuals – what will viewers see – think of what you see on television, good and bad
- Appearance of workers and others speaking; consider use of surrogates
- Backgrounds – Logos, visual hazards (trees, poles, sunlight)
- Use short demonstrations when appropriate; suggest on-site visits; prepare
- Public television generally more open to longer, more in-depth productions
- Consider guest appearances, public service announcements

# Television On-line

- Weak spot for on-line television is local content
- Developing medium, traditional television concerned



# New Media – Web content, blogs, social media, YouTube, et cetera

- Facebook, Twitter – short message statements; good for immediacy
- Produce public service announcement style video for YouTube – Control of content
- Write a blog
- Consider photos, video and feature stories for websites available to media – remove hurdles
- Match the message to the format – publish without saturation – weekly, monthly
- Consider new ideas for publicity – demonstration and educational video

# DNR Communication & Outreach Efforts

- “Facts from the Forest” 30-second quick facts of all facets of forestry in Michigan; 7:45 a.m. Monday-Friday, all year. Collaboration with classic rock radio station reaches 35 counties in central and northern Michigan.
- Promotional video showcasing why forestry is good for Michigan; exploring cost-effective ways to share video, including social media
- Forest Health Highlights report produced annually – comprehensive overview of forest health challenges facing Michigan’s forest resources; summary of research efforts
- New Web design and social media accounts – DNR Forest Resources Division committed to improve design of its website
- Forestry Fact Card – Used as a handout at DNR events. “It starts with forestry,” new slogan part of branding and marketing effort. Helps people connect items they rely on every day with their forestry origins

# Prepare

- Develop your plan in a small group
- Consider several fronts for messaging
- Seek advice from others on what worked well
- Test your presentation, seek feedback, make adjustments
- Evaluate experience and consider what changes to make for next time
- Repeat these exercises often enough that they become routine

# More Information

[www.michigan.gov/foresthealth](http://www.michigan.gov/foresthealth)

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