

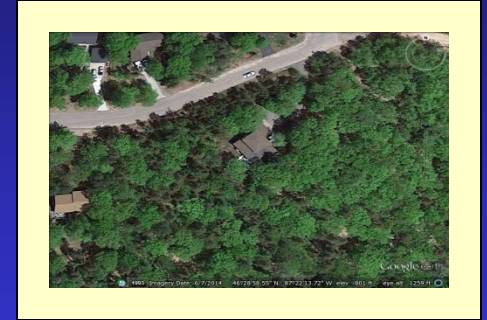
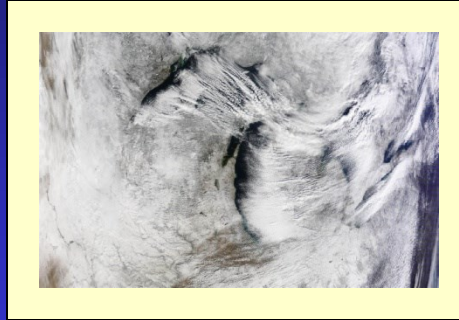
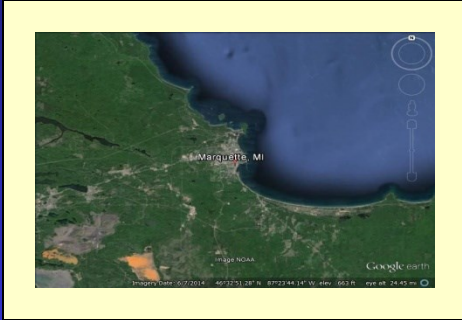


Heading Off Forestry Management Conflict: Lessons from the Field of Environmental Communication

**James G. Cantrill
Northern Michigan University**

**Michigan Society of American Foresters
March 17, 2016**

Who Matters Most?



Clients v. Residents v. Distant Stakeholders
Perspective Taking
Place-Based Identities



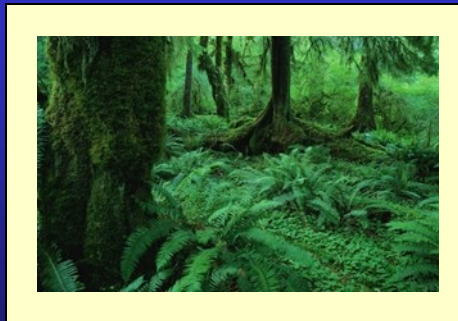
What Matters Most?



ROI v. Aesthetic Values v. Sustainable Ecosystems

Voice, Standing & Influence

Integrated Market-Segmentation



Where Does It Matter?



Blended Landscape Communities v. Elsewhere
Dialogic Risk Communication
Supraordinate Forestry Conflict



How Does It Matter?



Making Sense to You v. Making Sense to Them

Collaborative Learning

Stakeholder Attitudes & Peer Opinions



When Does It Matter?



Proactive vs. Reactive vs. Transactive
Stand-to-Store Accountability
Legacy Logging is Always Present





Any Burning Questions?