



Plant Trees for America

TREE CITY USA®
BULLETIN

No. **10** Editor: Dr. James R. Fazio • \$3.00



REPLANTING OUR NATIONAL FORESTS

Awareness of a need is the first step toward action to meet that need. Public service announcements are a key to public awareness, but only citizen action can transform the message into a world with more trees.

An idea is like a seed blowing in the wind until the perfect place is found for it to take root and grow.

At the Arbor Day Foundation, public service announcements (PSAs) are used to send ideas into the homes of millions of Americans. Through the years, the themes have been Plant Trees for America, Tree City USA, Conservation Trees, Rain Forest Rescue, Replanting Our National Forests, and Trees Make a World of Difference. Popular personalities have donated their time and talents to effectively deliver the messages — spokespersons such as John Denver, Charlton Heston, Lloyd Bridges, Sarah Purcell, Dorothy McGuire, Eddie Albert, James Earl Jones, and Tim Allen.

From the inception of this program, the Advertising Council has provided valuable endorsements. Every six to 12 months, the Foundation's PSAs are distributed to major television networks and TV and radio stations. The mass media generously donates time and space at a total value in the millions of dollars.

The result of these partnerships has captured the attention of millions of people who have planted literally tens of millions of trees. The PSAs reach a vast audience, casting the seeds of awareness and inspiring people to plant and care for trees. Ultimately, it is through the work of individuals that trees make a world of difference. This issue of *Tree City USA Bulletin* features examples of individual actions that serve as a source of ideas and inspiration to others.



Arbor Day Foundation®
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