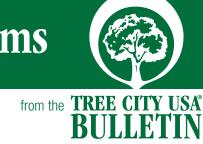
## **Selling Others on Tree Programs**



Like any other public program, trees and tree management in your community must pass through the filter of public opinion. It is public opinion that expresses the will of the people. Only with favorable public opinion will a tree program be able to compete successfully against the myriad other demands for dollars and volunteers' time. Getting others on board with tree programs is essential if community forestry is to reach its full potential.



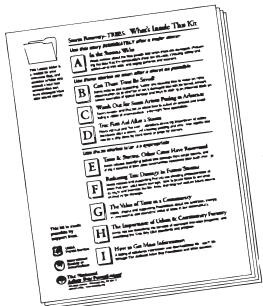
Not many football games are won by always being on defense. The same is true in promoting tree programs. Being on the defense means waiting to communicate about tree care until a hazard tree falls and hurts someone or sidewalk replacement becomes an issue in city council. Being on the offense means making sure there is a continual stream of favorable publicity about trees going to residents of your community. It also means making sure your organization is in the spotlight and well-known for the good work it does. Being on the offense also means proactively providing education about trees through every means possible.

Some of the ways communities with successful tree programs stay on the offense include:

- Regular newspaper articles
- · Public workshops
- Radio and TV public service announcements
- · Guided walks
- Display of Tree City USA flags
- · Tree-planting activities

- Fair booths
- TV programs
- Newsletters
- · Utility bill inserts
- Arboretums
- Tree giveaways
- · School programs

Ensuring favorable publicity is like making a deposit into a "bank of goodwill," knowing that the day will probably come when a withdrawal — negative publicity — will be made. But even a negative event like an ice storm or wildfire can be turned into an opportunity to be on the offense. For example, by having an information kit ready in advance of when a storm strikes, you can promptly provide stories to reporters about proper pruning, how to select an arborist, and other topics pertinent to the emergency. The articles are almost sure to be used by the media, and you will provide a service to the community that will be appreciated.



Providing media with information such as that contained in the Arbor Day Foundation's Storm Recovery Kit can turn negative publicity into a positive opportunity to get helpful information about emergency tree care to community residents. Access the kit at arborday.org/stormrecovery.

## ALSO IN THIS ISSUE:

Learn from the other 8 steps how to more effectively promote tree planting and care in your community.

- Step 1: Understand That Public Relations Is a Prerequisite of Success
- Step 2: Every Action Makes an Impression; Use This to Work for You, Not Against You
- Step 3: Make Ethics a Part of Every Action
- Step 4: Stop Using the Term 'The Public'
- Step 5: Be on the Offensive
- Step 6: Plan for Good Public Relations
- Step 7: Involve Your Publics Honestly and Effectively
- Step 8: How to Have an Influence in a Big Way
- Step 9: Communicate Persuasively