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Ministry of Forests
Proposed 1982-1983
Public Information Program

Information Services Branch
September 28, 1981

1982-83 Public Information Objectives and Estimates

Page	Objective	Sponsor Branch	Budget Estimate
<u>FIRST PRIORITY</u>			
1	<u>Pest Management</u> : Inform public as to various necessary and beneficial pest management programs.	Protection	\$ 27,500
2	<u>Employee Communications</u> : Expand staff awareness, understanding and support of Ministry goals and activities.	Information	28,860
3	<u>Protection</u> : Encourage public cooperation in preventing and reporting wildfires.	Protection	219,000
4	<u>Five-Year Plan</u> : Encourage public awareness, understanding and support for annual updates to the five-year plan.	Strategic Studies	7,500
5	<u>Silviculture</u> : Expand public awareness and appreciation of basic and intensive silviculture programs and their progress.	Silviculture	86,000
6	<u>Resource Base</u> : Expand public awareness and understanding of forest and range resource values, resource stewardship, and needs for multiple-use management.	Planning	12,500
<u>SECOND PRIORITY</u>			
7	<u>Range</u> : Create awareness and understanding among public and ranching industry as to Ministry's role and progress in Crown range management.	Range	12,500
8	<u>Education</u> : Encourage and support education on B.C.'s forest and range resources among students in the province's school system.	Deputy	40,000
9	<u>Small Business</u> : Inform public on nature and extent of small business programs.	Timber	?
10	<u>Managed Fires</u> : Expand public knowledge on the uses and values of prescribed, managed fires.	Protection	83,400
11	<u>Research</u> : Inform public on nature and value of forest research and its progress.	Research	39,268

Page	Objective	Sponsor Branch	Budget Estimate
<u>THIRD PRIORITY</u>			
9	<u>Timber Management</u> : Expand public knowledge of timber allocation processes, their use, value and progress.	Timber	?
12	<u>Ministry Role</u> : Expand public awareness of relationships between the job of the Ministry, its progress, and provincial social and economic interests.	Information	\$314,740
13	<u>Stumpage</u> : Encourage public recognition of both direct and indirect benefits of provincial harvesting programs.	Valuation	5,000
14	<u>Public Involvement</u> : Inform various publics as to Ministry commitments to this process and their progress.	Planning	6,000
15	<u>Recreation</u> : Expand general awareness of Ministry's role in maintaining and enhancing recreation values.	Recreation	22,500
<u>ISSUE PAPERS</u>			
16	<u>Forest and Range Resource Advertising</u>		250,000
17	<u>Video Training and Public Information</u>		95,000
<u>MISCELLANEOUS</u>			
18	<u>Project 87</u>		50,000
<u>APPENDIX</u>			
a-g	<u>Information Services Budget Summary</u>		
h-i	<u>Magazine Advertising Strategy & Plan</u>		

First Priority

Protection Branch

PEST MANAGEMENT

General

Objective: Inform the public as to various necessary and beneficial pest management programs.

Plan: Magazine Advertising: Share in Ministry advertising campaign designed to foster awareness and stimulate requests for more information (in the form of the Forest Pests of B.C. brochure to be produced in 1981-82).

Budget: \$12,500 (share)

Plan: Strategic Advertising: Allow for media advertising to inform public on specific, local, developing forest pest situations.

Budget: \$10,000

Plan: Fact Sheets: Publish approximately five fact sheets to provide public information on various aspects of the forest pest situation.

Budget: \$ 5,000

Plan: Publicity: Conduct a pre-planned publicity campaign to create improved public awareness and understanding of the forest pest situation.

Budget: Nil

First Priority

Information Services Branch

EMPLOYEE COMMUNICATIONS

General

Objective: Expand staff awareness, understanding and support of Ministry goals and activities.

Plan: Employee Newsletter: Publish a tabloid style newsletter and distribute to employees twelve times during the year.

Budget: \$12,000

Plan: Newsletter Editor: Engage a half-time writer on contract to write and edit employee newsletter.

Budget: \$13,000

Plan: Managers Bulletin: Publish and distribute a fortnightly bulletin to supervisors dealing with Ministry management policies and programs.

Budget: \$ 1,360

Plan: Employee Survey: Conduct an employee communications survey (jointly with the International Association of Business Communicators).

Budget: \$ 1,000

Plan: Executive-Employee Briefings: Provide visual aids, etc. to assist members of the Ministry Executive to conduct briefings and question-and-answer periods with small groups of employees throughout the Ministry on a regular, scheduled basis.

Budget: \$ 1,500

First Priority

Protection Branch

FIRE PROTECTION

General

Objective: Encourage public cooperation in preventing and reporting wildfires.

Plan: Forest Homes Pamphlet: Publish and distribute a new pamphlet on Fire Safety for Forest Homes to encourage awareness and self-sufficiency among forest homeowners with respect to fire protection.

Budget: \$ 12,000

Plan: Campfire Guide and Restriction Pamphlet: Reprint Campfire Guide and Restrictions pamphlet to encourage public awareness and understanding of regulations and safe practices with respect to outdoor burning and campfires. 100,000 copies.

Budget: \$ 15,000

Plan: Posters: Reprint two posters on fire safety and Zenith 5555. 5,000 each.

Budget: \$ 7,000

Plan: Media Advertising: Conduct broad public awareness advertising campaign in support of fire safety and Zenith 5555. Including allowance for necessary production.

Budget: \$170,000

Plan: Information Officer: Engage a contract information officer to provide public and media relations during fire season April 15 to October 15.

Budget: \$ 15,000

First Priority

Strategic Studies Branch

FIVE-YEAR PLAN

General

Objective: Encourage public awareness, understanding and support for annual updates to the five-year plan.

Plan: Presentation Aids: Produce charts and other visual aids as required for the presentation of the program proposals to government and the public.

Budget: \$4,500

Plan: Program Booklet: Publish and distribute a booklet outlining broad details of the annual program.

Budget: \$3,000

Plan: Publicity: Create the widest possible news coverage of the plan following tabling in the Legislature by means of news releases, press kits, etc.

Budget: Nil

Plan: Employee Communications: Outline details of the plan, particularly as they affect the individual employee, in a special section of the monthly employee newsletter.

Budget: (See Employee Communications)

First Priority

Silviculture Branch

SILVICULTURE

General

Objective: Expand public awareness and appreciation of basic and intensive silviculture programs and their progress.

Plan: Magazine Advertising: Share in Ministry advertising campaign designed to expand public awareness and appreciation of basic and intensive silviculture programs and stimulate requests for more information in the form of the brochure to be produced in 1981-82.

Budget: \$12,500 (share)

Plan: Nursery Brochures: Complete series of brochures on nursery operations with production of publications on Skimikin, Vernon and Harrop operations.

Budget: \$14,000

Plan: DREE: Publish one progress report, produce and erect project signs, develop and place feature articles in local news media.

Budget: Progress Report \$4,500
Project Signs 6,000
Publicity 2,000

Plan: Nursery Tour: Summertime guided tour of a Ministry nursery operation with tour guide, sound-slide presentation, display, tour signs, pamphlet, and publicity to tourist and community publics.

Budget: \$22,000

Plan: Herbicide A/V: Audio-visual presentation(s) on the necessary and beneficial uses of herbicides in brushing and weeding, conifer release and site rehabilitation.

Budget: \$25,000

First Priority

Planning Branch

RESOURCE BASE

General

Objective: Expand public awareness and understanding of forest and range resource values, resource stewardship, and the need for multiple-use management.

Plan: Magazine Advertising: Share in Ministry advertising campaign designed to expand public awareness and understanding of resource base issues and stimulate requests for more information in the form of the Provincial Forests brochure and ForestTalk.

Budget: \$12,500 (share)

Second Priority

Range Management Branch

RANGE MANAGEMENT

General

Objective: Create awareness and understanding among public and ranching industry as to the Ministry's role and progress in Crown range management.

Plan: Magazine Advertising: Share in Ministry advertising campaign designed to foster awareness and understanding and to stimulate requests for more information in the form of the brochure produced in 1981/82.

Budget: \$12,500 (share)

Plan: Slide Presentation: Produce a sound-slide presentation describing the Ministry's role in Crown range management for showing to public and industry audiences.

Budget: Nil (do totally in-house)

Second Priority

Deputy's Office

EDUCATION

General

Objective: Encourage and support education on B.C.'s forest and range resources among students in the province's school system.

Budget: \$40,000

Timber Management Branch

TIMBER MANAGEMENT

Second Priority

General

Objective: Small Business - Inform public on nature and intent of small business programs.

Third Priority

General

Objective: Timber Management - Expand public knowledge of timber allocation processes, their use, value and progress.

Plan: Small Business Enterprise Program: Continue public information program on small business enterprise begun in 1981 with the following strategy:

- Maximize understanding and support for the program among the small business sector which will benefit most from it. Do this by means of explanatory publications.
- Develop general public understanding and appreciation for the program through publications explaining the program in layman's terms.
- Explain the forest tenure system of which the small business program is a part in terms easily understood by the layman.
- publicize case histories of successful small business ventures.

Budget: To be determined as part of the new small business program.

Second Priority
Protection Branch

MANAGED FIRES

General

Objective: Expand public knowledge on the uses and values of prescribed, managed fire.

Plan: Motion Picture: Complete half-hour motion picture begun in 1981.

Budget: \$45,000

Plan: Motion Picture - Presentation: Obtain 30 16 mm prints and 40 videotape cassettes for distribution to television and cable stations, schools, regional offices and to use in response to loan requests.

Budget: Thirty prints @ \$300 \$ 9,000
Forty video cassettes @ \$60 2,400
\$11,400

Plan: Community Cable Promotion: Encourage and publicize showings of motion picture through news releases and paid advertisements announcing air times/dates.

Budget: \$ 9,000

Plan: Managed Fires Brochure: Publish and distribute a new brochure on Managed Fires.

Budget: \$18,000

Second Priority

Research Branch

RESEARCH

General

Objective: Inform the public on the nature and value of forest research and its progress.

Plan: ForesTalk: Feature article on biometrics in the fall, 1982 issue of ForesTalk.

Budget: \$ 6,000

Plan/Budget: Tour Brochures: Printing.

Cowichan Lake Research Station	\$6,768
Vernon Research Station	4,000
North Road Lab/Red Rock	4,000
Copy and design development	6,000

Plan: Magazine Advertising: Share in Ministry advertising campaign designed to develop public awareness of the nature and value of forest research and stimulate requests for more information.

Budget: \$12,500 (share)

Third Priority

Information Services Branch

MINISTRY ROLE

General

Objective: Expand public awareness of relationships between the job of the Ministry, its progress, and provincial social and economic interests.

Plan: ForesTalk: Encourage interest, discussion and understanding of British Columbia's forest and range resources through the publication of four issues of ForesTalk annually.

Budget: \$276,240

Plan: Annual Report: Publish 6,500 copies of the 1981-82 Ministry Annual Report.

Budget: \$ 18,500

Plan: Display: Produce a new display highlighting Ministry programs for use at fairs, conventions, special events, etc. Produce a simple pamphlet for distribution in conjunction with this display.

Budget: \$ 20,000

Plan: Magazine Advertising: Place a series of advertisements in selected magazines dealing with pest management, silviculture, resource base, range management, and forest research.

Budget: \$ 72,000 (shared equally by Protection, Silviculture, Planning, Range and Research Branches)

Shown elsewhere in budget summary totals.

See APPENDIX

Third Priority

Valuation Branch

STUMPAGE

General

Objective: Encourage public recognition of both direct and indirect benefits of provincial harvesting program.

Plan: Layman's Guide: Write and publish a layman's guide to provincial stumpage policy designed to create broader public understanding and support for the stumpage policies which are expected to be stated in 1981.

Budget: \$5,000

Third Priority

Planning Branch

PUBLIC INVOLVEMENT

General

Objective: Inform various publics as to Ministry commitments to this process and their progress.

Plan: Newsletter: Publish a newsletter with current information on the progress of public involvement groups sponsored by the Forest Service.

Budget: \$6,000

Third Priority

Recreation Management Branch

RECREATION MANAGEMENT

General

Objective: Expand general awareness of Ministry's role in maintaining and enhancing recreation values.

Plan: Forest Landscape Pamphlet: Publish and distribute a new pamphlet designed to create awareness and understanding among the general public of the concept of forest landscape management and the Ministry's activities in this area.

Budget: \$10,000

Plan: Slide Presentation: Produce a sound-slide presentation on forest landscape management designed to explain the concept to general public and industry groups.

Budget: Nil (do in-house)

ALTERNATIVE PROPOSAL

Plan: Magazine Advertising: Share in Ministry advertising campaign designed to foster awareness and stimulate requests for information on the Ministry's role in maintaining and enhancing recreation values.

Budget: \$12,500 (share)

ISSUE PAPERS

Proposed Issue Paper I

FOREST AND RANGE RESOURCE ADVERTISING

General

Objective: To encourage greater public interest, discussion and understanding of current issues and programs affecting the province's forest and range resources.

Plan: A series of 700 line advertisements to appear approximately eight times in all of the province's daily and weekly newspapers.

Budget: \$250,000

*Doug Heald's
700 project*

VIDEO TRAINING AND PUBLIC INFORMATION PROGRAMS

General

Objective: To employ video productions in the creation of improved awareness and understanding of the policies, programs and operations of the Ministry of Forests among Ministry staff and the public-at-large.

Plan: Produce video programs by the Government Television Production Centre and obtain videotape playback equipment to enable these programs to be viewed at the Ministry's headquarters and regional offices.

Budget: Program Production \$80,000
Videotape Playback Equipment 15,000

MISCELLANEOUS

Miscellaneous

Deputy's Office

PROJECT 87

General

Objective: To encourage a wide public awareness and understanding of the contributions made by the Forest Service to the province in its seventy-five years of operation.

Budget: \$50,000

APPENDIX

INFORMATION SERVICES BRANCH BUDGET SUMMARY

	81-82 Plan	81-82 Suppl.	81-82 Total	82-83 Op. Min.	82-83 Pkg. 2	82-83 Total
Management	44,061	15,000	59,061	56,386		56,386
Editorial Services	125,042	28,000	153,042	128,420	20,860	149,280
ForeTalk	270,320		270,320	273,000	3,240	276,240
Public Affairs	70,366		70,366	55,252	20,000	75,252
Audio Visual	154,474	17,000	171,474	164,636	10,000	174,636
Library	110,629		110,629	110,976	13,500	124,476
Administration	153,472		153,472	149,950	8,400	158,350
TOTAL	928,364	60,000	988,364	938,620	76,000	1,014,620
H. Spring Salary Adds to Pay	18,768 9,308		18,768 9,308	17,820		17,820
TOTAL	956,440		1,016,440	956,440	76,000	1,032,440

Information Services Branch
 Editorial Services Section

Functions:

- Planning and coordinating the writing, design and production of all headquarters public information publications
- Advising and assisting with the production of regional public information publications and regional and headquarters technical publications
- Headquarters news media relations services
- Editing and publishing Ministry employee newsletters
- Speech writing for the Minister and Executive

<u>1982-83 Budget Estimates:</u>	<u>OP. MIN.</u>	<u>PKG. 2</u>
01 Salaries Manager, Media Specialist, Program Coordinator *	83,420	
10 Travel	5,000	3,000
20 Professional & Special Services Newsletter Writing Services Managers Newsletter		13,000 1,360
40 Advertising & Publications Annual Report Employee Newsletter Publication Lists Employee Communications Survey Miscellaneous Publishing Guidelines Employee Presentations	18,500 12,000 2,000 1,000 6,500	2,000 1,500
	128,420	20,860
	149,280	

* Publications Officer (new position) not budgeted for by Information Services Branch

Information Services Branch
ForeSTalk Resource Magazine

Functions:

- Planning and co-ordinating the writing, editing, design, publication and circulation of a quarterly resource magazine.

<u>1982-83 Budget Estimates:</u>	<u>OP. MIN</u>	<u>PKG. 2</u>
01 Salaries *		
20 Professional & Special Services		
Writing, design and photography	130,000	
Circulation services	15,000	
40 Advertising & Publication		
Printing	128,000	3,240
	<hr/>	<hr/>
	273,000	3,240
	<hr/>	<hr/>
	276,240	
	<hr/>	<hr/>

* Editor ForeSTalk is not budgeted for by Information Services Branch

Information Services Branch
Public Affairs Section

Functions:

- Planning, advising and assisting with headquarters and regional community relations
- Planning and co-ordinating tours and special events
- Responding to general public enquiries
- Co-ordinating forest education materials and programs in the provincial school system
- Managing the Ministry museum and archives program
- Monitoring public attitudes, opinions and issues

<u>1982-83 Budget Estimates:</u>	<u>OP. MIN.</u>	<u>PKG. 2</u>
01 Salaries Manager, Information Officer	47,752	
10 Travel	2,500	
20 Professional & Special Services Miscellaneous Display and brochure	4,000	20,000
50 Materials & Supplies Hospitality	1,000	
	<hr/>	<hr/>
	55,252	20,000
		<hr/>
	75,252	
	<hr/>	

Information Services Branch
 Audio Visual Section

Functions:

- Still and motion picture services for the Ministry
- Black and white still photo laboratory services
- Slide duplicating
- Filing and accessing photographic negatives, transparencies, and motion picture footage
- Production of motion pictures, sound-slide presentations and videotape programs
- Advising on the acquisition of audio visual equipment and the procurement of audio visual services

<u>1982-83 Budget Estimates:</u>	<u>OP. MIN</u>	<u>PKG. 2</u>
01 Salaries Manager, Three Photographers	93,736	
04 Salaries, Temporary	18,500	
10 Travel	10,500	
20 Professional & Special Services	3,500	
50 Materials Film, Chemicals, etc.	23,000	
62 Vehicles	5,400	
75 Equipment Cameras, etc.	10,000	10,000
	<hr/> 164,636	<hr/> 10,000
	<hr/> 174,636 <hr/>	

Information Services Branch
Library

Functions:

- Operating a lending and research library of forest-related books and periodicals
- Maintaining a computerized catalogue of publications
- Performing research studies
- Providing advice and assistance to regional information resource centres

<u>1982-83 Budget Estimates:</u>	<u>OP. MIN.</u>	<u>PKG. 2</u>
01 Salaries Librarian, Assistant	35,836	
04 Salaries Temporary	24,640	5,000 ⁰⁴ 30
10 Travel	2,500	
20 Professional & Special Services Cataloguing	6,000	
25 Data Processing	15,000	
35 Office Furniture & Equipment Microfiche Reader		4,500
50 Materials & Supplies Books and periodicals Shelving	27,000 -	(4,000
	<hr/> 110,976	<hr/> 13,500
	<hr/> 124,476	

+ inflation factor

Information Services Branch
Administration Section

Functions:

- Stenographic and clerical services for the branch
- Storage and distribution of publications
- Accounts payable and financial reporting services for the branch
- Payroll, personnel administration and leave management services for the branch
- Maintenance of Ministry mailing lists
- Film library and projection equipment loan service
- Office supplies, office equipment and furnishings for the branch
- Main office reception services and conference room scheduling

<u>1982-83 Budget Estimates:</u>	<u>OP. MIN.</u>	<u>PKG. 2</u>
01 Salaries Manager, Secretary, Receptionist, Clerk, Office Assistant	82,332	
04 Salaries, Temporary	18,018	
10 Travel	1,000	
20 Professional & Special Services	9,000	
30 Office Supplies	23,500	
35 Office Furniture & Equipment	4,000	
50 Materials & Supplies Film Library	5,000	5,000
60 Rentals	2,000	
75 Machinery & Equipment Projection Equipment		3,400
62 Vehicle	5,100	
	149,950	8,400
	158,350	

MAGAZINE ADVERTISING

Strategy

News releases, ForeTalk, brochures, displays, motion pictures -- the communications media commonly employed to meet the Ministry's public information objectives are all reasonably effective in getting our story across to our various publics. Generally, however, they fail to reach out to a large number of people on a sustaining basis.

The identification and prioritization of the Ministry's public information goals has now indicated the need for a more aggressive and comprehensive communications program.

It is recommended that these goals be achieved through a Ministry advertising program planned in conjunction with other, more traditional, forms of communication.

Regional magazines are proposed as the advertising medium. Magazines reach the better educated, more thoughtful and more influential segment of our population -- the kind of people most likely to respond positively to information on what are often complex subjects. Magazines also offer the opportunity to present a fair amount of information and to do it repeatedly at a relatively low total cost.

An advertising program jointly sponsored by several branches is recommended. This would enable a sustaining campaign to be conducted in several publications at a cost which is affordable to the individual branches.

While it might be inappropriate to conduct an advertising campaign on any one of the identified goals, it is very realistic to consider a program covering several topics.

Such a campaign would emphasize "information" rather than "promotion". Care would be taken not to be too strident or aggressive since this could inspire a backlash.

Wherever possible, the advertisements would encourage readers to seek additional information in the form of brochures or subscriptions to ForeTalk. Reader requests for information could also be used as a measurement of results.

MAGAZINE ADVERTISING

Plan:

B.C. Outdoors

22,540 circulation (B.C.) \$11,544
B & W 12 x page rate \$962 x 12

Macleans Magazine (B.C. edition) 21,125

93,346 circulation (B.C.)
B & W 13 x page rate \$1,625 x 13

Westworld

248,831 circulation (B.C.) 25,560
B & W 8 x page rate \$3,195 x 8

Total Media \$58,129

Creative/Production 13,871

Allowance, including preprints,
five individual advertisements

Programme Total \$72,000

Branch "Shares"

Each, five programmes - 12,500
Protection (Pest Management)
Silviculture
Planning (Resource Base)
Range
Research

6 or 7 insertions each branch