

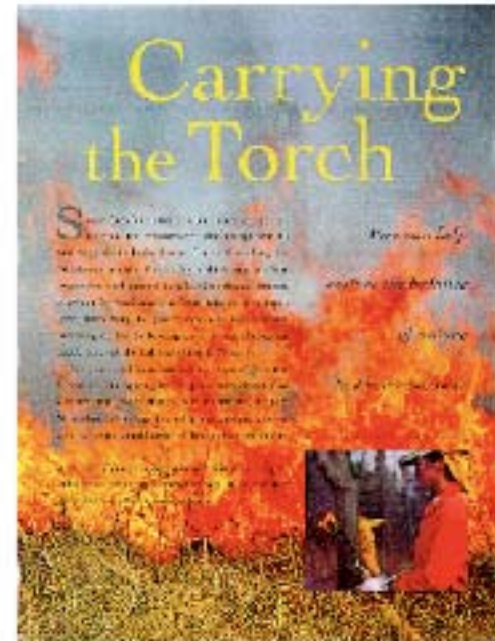
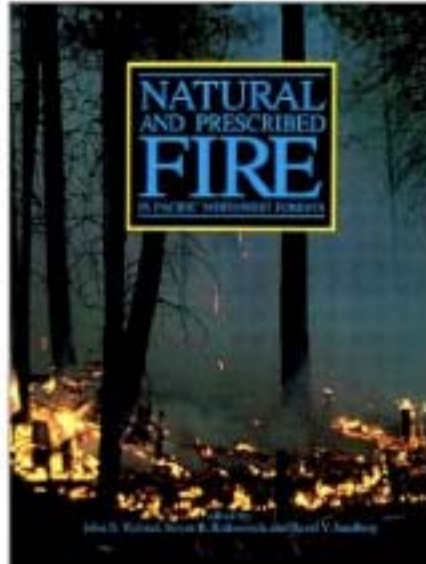
One Message Many Voices

Reframing our “product” to meet “customer” needs

Doc Kokol
Kokol & Associates, LLC
Tallahassee, FL

Today's promotional frame

Message to date has focused on fire



Today's promotional frame

Dominant frame: Smokey Bear



We show how fire can be good ... Smokey shows how fire is bad.
Guess who gets more airtime?

Why this frame not be good

Risks are related to **fire**.
Benefits related to **the forest**.

PROBLEMS / RISKS

- **Smoke**
- Risk of **wildfire**
- **Air pollution**; asthma risk
- Eyesore (Recalls “less than appealing landscape images”)
- Can interrupt vacation activities.

BENEFITS

- Reduces **wildfire risk**
- Ensures **ecosystem health**
- **Natural process**
- **Improving wildlife and livestock habitat**
- **Controlling pests**
- **Improving access**

So why are we framing our message using fire?

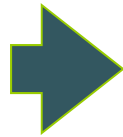


Fire framing

(good fire to prevent bad fire)

- Focuses on risk
- Related to how much you trust government and land managers (what's right)
- Logical
- All about the method

Let's try a new frame: Saving forests.



Fire framing

(good fire to prevent bad fire)

- Focuses on risk
- Related to how much you trust government and land managers (what's right)
- Logical
- All about the method

Forest framing

(keeping forests healthy)

- Focuses on benefit
- Related to one's heart - emotional attachment to forest
- Emotional
- All about the rewards

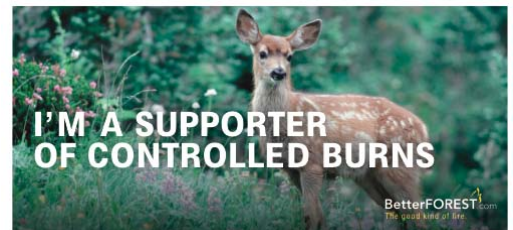
Our theory: Forest care is our product



- Demand exists: Many in audience already shopping for relationship with natural areas.
- Interest highest in urban-woodland interface.
- We have something to offer: Knowledge-cash about what's going on.
- Cold pitch doesn't work. Need to get people listening before they can contemplate a prescribed fire. Fire's association with Smokey Bear too strong.

So we tested some concepts

1. Examine the meaning of prescribed fire / controlled burn
2. Reactions to existing approach: Prescribed fires prevent wildfires
3. Reactions to “nature” benefits: Fires good for wildlife
4. Reaction to forest-focused pitch: Draw users to a website
5. Examine web-based approach
 - What draws users
 - How to frame prescribed fires

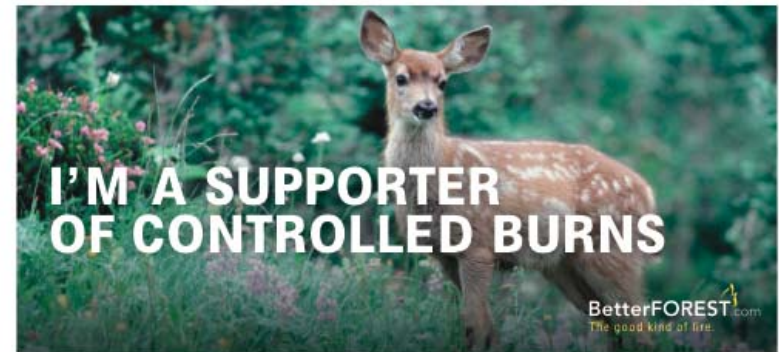


Research Methods



- Six focus groups
 - Atlanta, GA
 - Columbia, SC
 - Tallahassee, FL
- Intercept interviews
 - Exurban Atlanta
 - Exurban Columbia

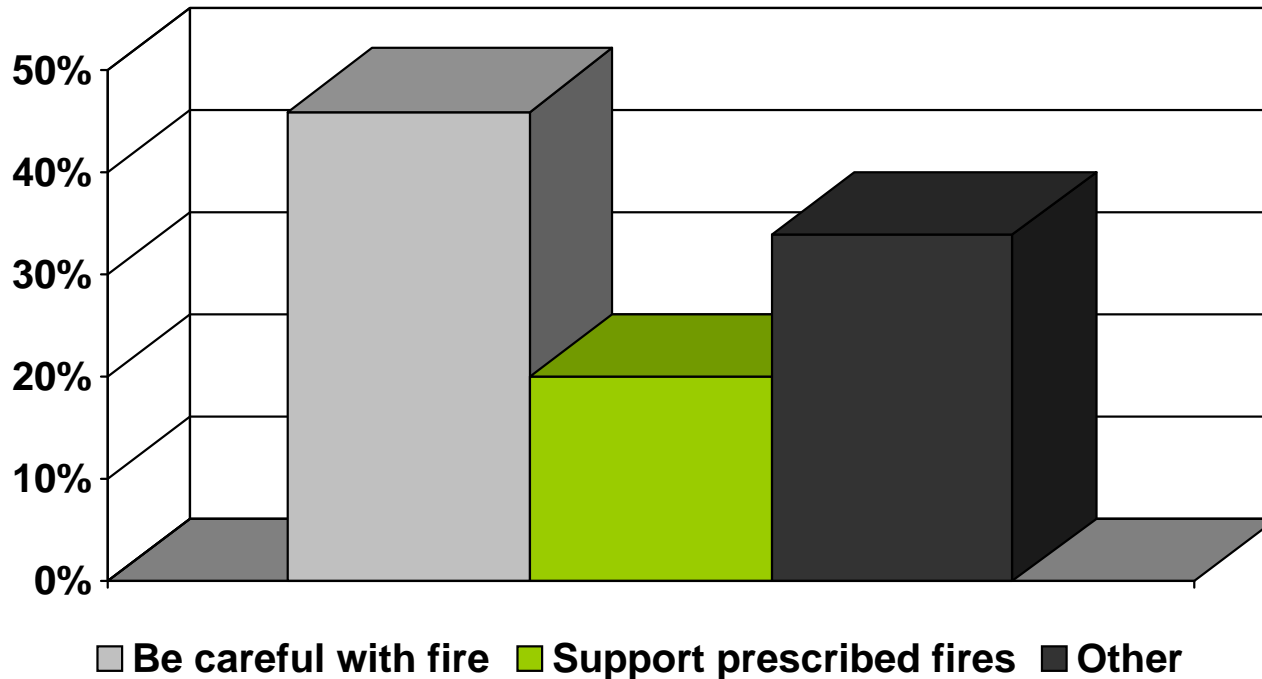
Key Finding: Fire = Smokey message



When shown a billboard that includes images of fire or even mentions fire, people tend to think the message is about preventing fires REGARDLESS OF WHAT THE WORDS SAY.

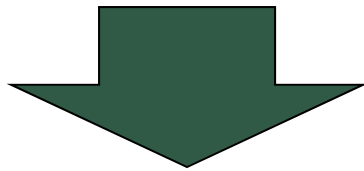
Intercept interview results:

What are these billboards telling you?



So we tested a different approach

Get people's attention by offering them something they are seeking: A closer relationship with nature



Then pitch the importance of prescribed fire in the context of a web site about nature (VisitMyForest.org).



VISIT MY FOREST

Take a forest break

Find My Forest
Enter your zip code to find a forest near you:
[] within [100 miles]

What I want to do:
 Hiking
 Fishing
 Hunting
 Camping
 Biking
 Horseback
 Boating
 All

Where I want to do it:
 State Parks
 National Parks
 State Forests
 National Forests
 Wildlife Refuge
 Wildlife Mgmt. Area
 All

Learn more about prescribed fires. **FIND**

Three Steps to Protect Your Forest

1 Support Good Fires, Prevent Bad Ones
Prescribed fires, planned and professionally managed, clear underbrush and renew habitats. With prescribed fires, wildlife thrives and wildfires are prevented.
GoodFIRES See more about good fires in your area at [GoodFIRES.org](#).

2 Champion Conservation
Our forests provide clean water and air, essential natural resources and wildlife habitats. Do your part to champion the conservation of forestland. For 10 simple steps you can take to help, [click here](#).

3 Leave No Trace
Our forests are places of beauty and peace. You can help preserve the wonder of unspoiled nature by practicing Leave No Trace hiking and camping. Learn how at [LNT.org](#).

Invite a Friend to Take a Forest Break
Enter Friend's Email [] **INVITE**

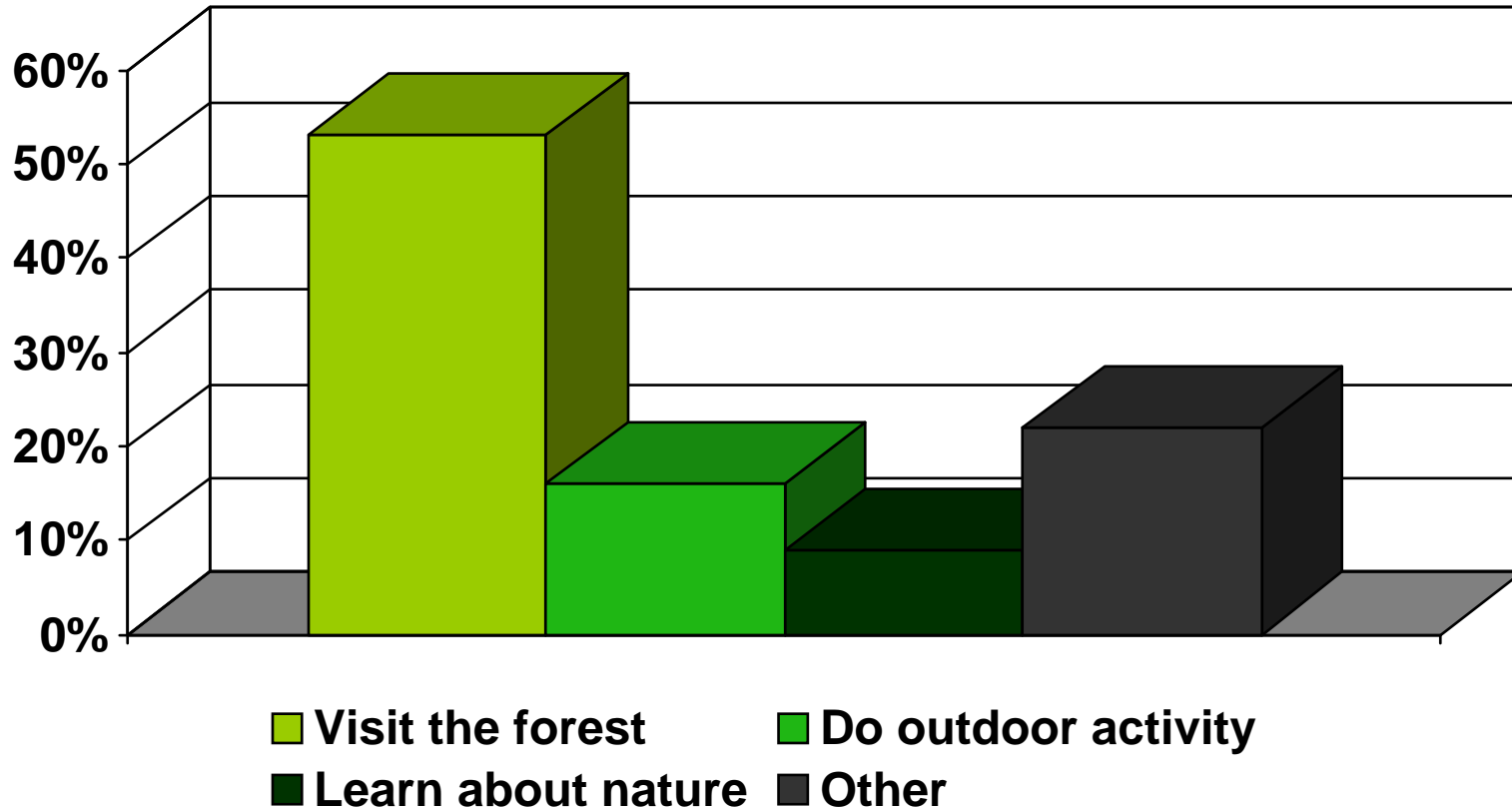
Spread the Word
[] [] [] [] [] []

See how prescribed fires **PREVENT WILDFIRES** in this photo diary.
[View larger and with captions](#)

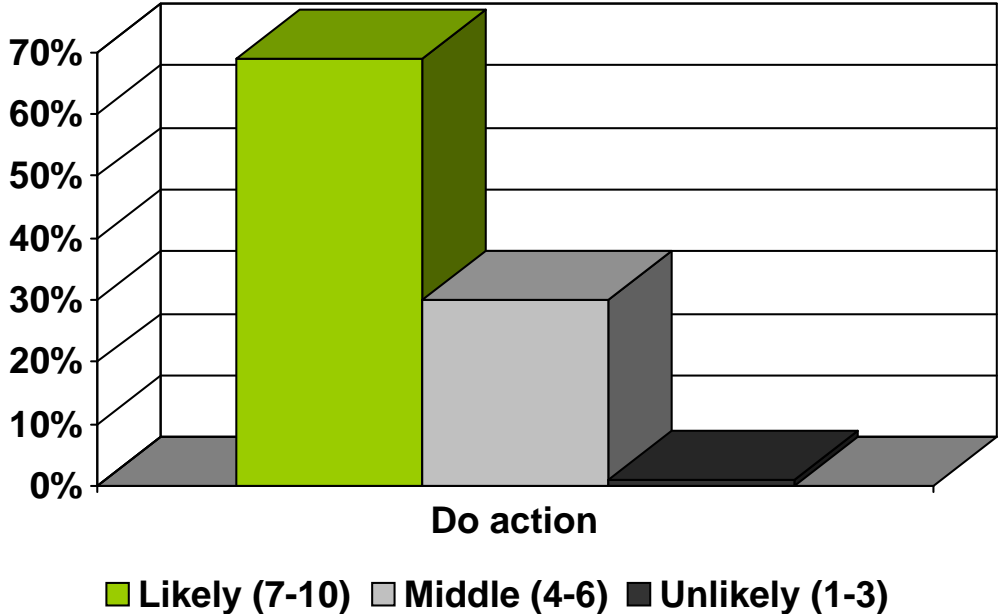
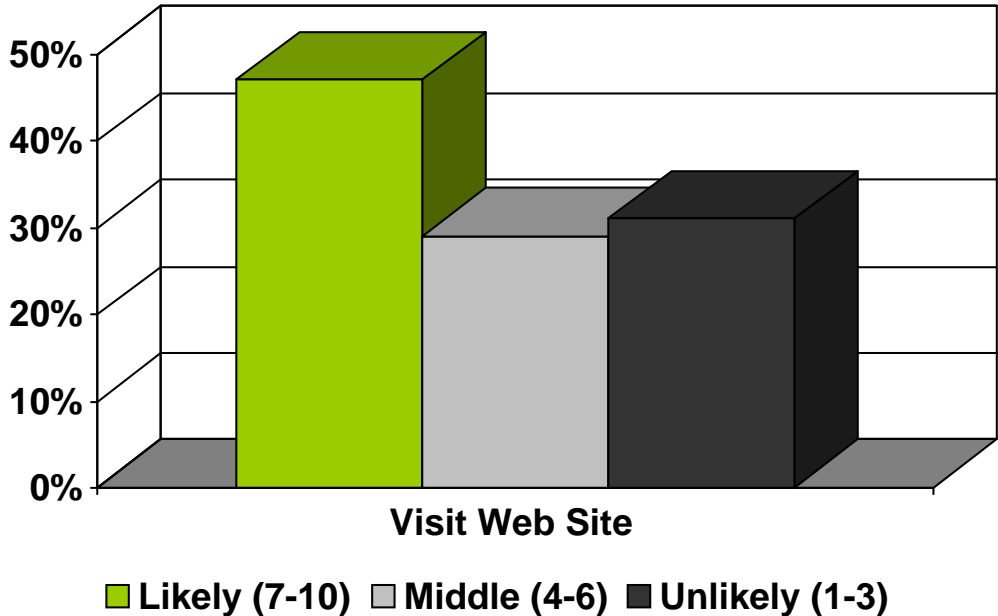
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The result: People understood the message and



... said they were ready to take action



How it works



Messages

What are people
already shopping for?
What do they want?

How can we help
them take action?

interrupt > interact > engage

What can we offer
of value?

Step #1: Draw in audience



Step #2: Offer message on website

VISIT MY FOREST

Take a forest break

Find My Forest

Enter your zip code to find a forest near you:

within

What I want to do:

- Hiking
- Fishing
- Hunting
- Camping
- Biking
- Horseback
- Boating
- All

Where I want to do it:

- State Parks
- National Parks
- State Forests
- National Forests
- Wildlife Refuge
- Wildlife Mgmt. Area
- All

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Our forests are some of the most unspoiled natural resources in the United States. Learn more at LNT.org

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Spread the Word

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View larger and with captions

1 of 6 [view larger](#)

Messages about prescribed fires

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Step #3: Interact with “customer”

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within

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1 of 6 [view larger](#)



VISIT MY FOREST

Forests Near You

[New Search](#)

Keep Your Forest Healthy

Help preserve the natural areas near you. Learn more about how prescribed fires help your forests stay healthy at [GoodFires.org](#)

1 / 2 / [NEXT](#)

Searching: 22304

Containing Activities:

There are **19** within 100 miles of zip code 22304 (Alexandria, VA) that match your search request.

Mason Neck



Lorton, VA

22079 (9.878 miles)

Just a short drive from Washington, D.C., this Northern Virginia park offers a range of outdoor activities and programs.

Official Website: [Mason Neck](#)

Conway-Robinson



Manassas, VA

22192 (13.813 miles)

A wildlife and wildflower sanctuary, used for environmental ed, watershed protection and timber production.

Official Website: [Conway-Robinson](#)

Leesylvania



Woodbridge, VA

22191 (15.525 miles)

Listed on the National Register of Historic Landmarks, Leesylvania offers many land and water activities .

Official Website: [Leesylvania](#)

Prince William Forest Park



Triangle, VA

22172 (21.363 miles)

35-miles from D.C. Oasis of nature & history. Picnicking, hiking, camping, orienteering, & more.

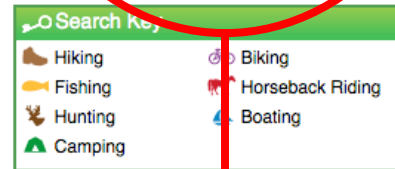
Official Website: [Prince William Forest Park](#)

Caledon Natural Area



King George, VA

22485 (35.767 miles)



Messages for a more engaged audience

Step #4: Fully engaged audience becomes allies of prescribed fire

Good**FIRES**

HOME

ABOUT US

HOW WE DO IT

CONTACT US

GOOD FIRES PROTECT YOUR FOREST

Wade Tract Preserve

Decades of prescribed fires have preserved this rare, long-leaf pine woodlands in south Georgia just east of Thomasville. The forest also serves as a fire-ecology research center.



Fighting Fire with Fire

Fires set by lightning and other natural causes once burned regularly our forests. These fires cleared out underbrush, preventing the buildup of overgrowth that can fuel large-scale wildfires. Today, prescribed fires mimic natural fire conditions to prevent dangerous fuel buildup.

[READ MORE](#)



Helping Animals & Plants

The animals and plants in our forests need fire to keep their habitats healthy. Many species depend on good fires to thrive. Prescribed fires, carefully set by expert fire ecologists, help our woodland plants and animals by re-creating the fire patterns they depend on.

[READ MORE](#)

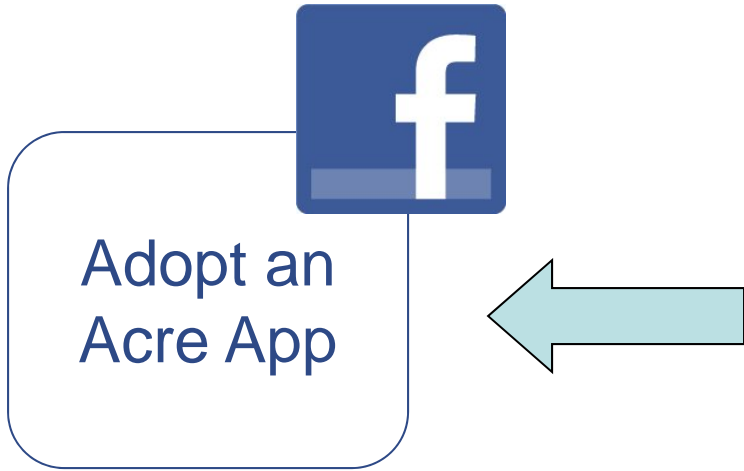
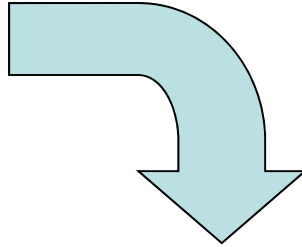


History of Fire

As a developing nation, the United States had a fire-flushed landscape. But as development spread and fire prevention grew, a lack of regular burning led to "fire famine" that hurt forest habitats and created wildlife conditions. That's when land statewards began to recommend prescribed fires.

[READ MORE](#)

In the future: Longer-term
relationship with the audience



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