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May 3, 2006

Dear Friends,

The National Forest Foundation (NFF) is pleased to be collaborating with the Public Broadcasting System (PBS), the Forest Service, Golin Harris and local partners to announce the nationwide distribution and airing of *The Greatest Good*. Not only does this important film promise an entertaining and enriching experience for viewers, but it also stands to benefit those of us trying to connect more Americans with the history, beauty and values of their National Forests.

The NFF hopes to attract as many viewers as possible by promoting local PBS air dates and by sponsoring a handful of regional *Greatest Good* events around the country. You too can help ensure the film's widespread viewership. We have attached a toolkit of materials to assist you in reaching out to your community to promote local air dates and/or create promotional events related to the broadcast.

Please let us know if you have questions or need additional support in promoting *The Greatest Good* locally. We appreciate any assistance you can lend and wish you luck in generating increasing community engagement with our public lands.

Best regards,

A handwritten signature in black ink, appearing to read "W. Possiel", written in a cursive style.

William J. Possiel  
President

Enclosure

## Creating an event to promote your local airing of



As part of the nation-wide airing of *The Greatest Good* on Public Broadcasting stations around the country, each region is encouraged to hold a local event to promote the program, and also to promote local activities and initiatives that support the forward direction of the Forest Service.

These events can take any shape that is appropriate for your local area and can involve your local PBS station that is airing the program, local partners who support the Forest Service in your region, recreational outfitters, environmental groups, local universities, the list goes on.

Nationally, the agency has partnered with the National Forest Foundation to create five regional events in the larger markets planning on airing *The Greatest Good*, those markets are: Denver, Atlanta, Chicago, San Francisco and Seattle. To date, these events are taking a variety of shapes, from a press conference in Atlanta, to a VIP reception and public forum in Denver.

The first step in planning such an event is to gauge the value in promoting the program in your area and if you have any partners who would be interested in helping you promote the program.

The next big step is to determine, with your partner, what the best theme is for the event. Is recreation the most high-profile forest-related issue in your area? Is fire management or invasive species a headline-maker in your city? These hot topics will help you create an event that not only brings to light the 100-years of service provided by the Forest Service to date, but also the local action being taken on these topical issues.

The following pages outline a sample timeline to help you manage your event planning after you decide the key factors of event theme and potential partners.

### The Greatest Good—Local Event Planning Timeline

Time until event	Action Item	Responsibility	Notes
- 8 weeks	Identify partners and event theme		
	Draft event agenda		
	Confirm event location		
	Create media tool kit for regions		
- 6 weeks	Identify and confirm speakers		
- 5 weeks	Conduct conference call with speakers for event; provide the theme and tone and request they draft message points		
	Plan event layout (i.e., staging, A/V equipment needed, seating, signage)		
	Distribute invitations to stakeholders, any invitees		
- 4 weeks			
	Finesse key message points for event speakers		
	Plan food and beverages for event		
	Work with event location on staging, A/V, seating, signage		
	Produce signage		
	Draft press release and media alert		
	Create local media lists		
	Identify local media-partner relationships and assign pitching roles		
- 3 weeks	Process RSVPs		
	Finalize numbers with venue, finalize seating arrangements		
	Distribute Media Alert to local media		

	Begin pitching the media about the event, speakers and interview opportunities		
- 2 weeks	Continue working with vendor on logistical elements - confirm microphones, all A/V		
	Conduct conference call with partner, NFF, FS, speakers to go through the agenda and all logistical elements		
	Continue media outreach, finalize press kit materials: Press release DVD of The Greatest Good trailer Speaker bios Fact sheets on Forest Service Centennial, The Greatest Good, and local partners		
- 1 week	Local media outreach, preview interviews when appropriate		
	Finalize signage production and send to venue		
	Confirm seating, tables, refreshments, flags, A/V equipment, all logistical elements with venue		
- 5 days	Re-distribute media alert		
	Print and produce press kit to have on hand at event		
- 4 days	Continued media pitching		
	Continued work with venue		

- 3 Days	Continued media pitching		
	Continued work with venue		
- 2 days	Continued media pitching		
	Continued work with venue		
- 1 Day	Arrive on site, meet with venue, walk through event with speakers, partners, venue		
	Call all local media outlets; redistribute media alert		
Day of event	Arrive 2 hours before event, set up room, test AV equipment, situate greeters, set up media table, microphone check with speakers		
	Distribute press release, line up and organize all media interviews		
After event	Provide photos to media		
	Offer interviews with speakers for media who do not attend; send video trailers and photos		
	Monitor for media coverage and provide reports		
	Send thank you letters to partners, locations and local PBS stations		

## *Inviting the media to cover your local airing of*



The Public Television presentation of *The Greatest Good* will allow the National Forest Foundation and the U.S. Forest Service to continue the dialog with our public about both the importance of our 100-year conservation history, and the next 100 years of service.

These broadcasts will serve as a focal point to remind Americans about the important place the Forest Service has in American history. It will educate stakeholders, volunteers and all Americans about important issues faced by the Forest Service, and how the agency is adapting constantly and looking at the next 100 years.

### **Background:**

The National Forest Foundation developed an agreement with PBS station KCTS in Seattle to distribute *The Greatest Good* documentary. The show was edited to two one-hour length broadcasts and made available for public television stations around the country to pull down off satellite feeds in March.

So far, two-thirds of the nation's PBS television stations have agreed to air the program. The hope is that up to 90 percent of the PBS stations will broadcast the special documentary this spring, summer and fall.

This extensive broadcast will bring *The Greatest Good*—and the history of the US Forest Service—to communities across the country.

Nationally, several large markets will air *The Greatest Good*, including Atlanta, Chicago, Denver, San Francisco and Seattle. Localizing the Centennial story in these markets will create an opportunity to communicate directly with the other local media outlets and the general viewing population. Major events that seek to engage and inspire people about the history and direction of the forest Service are being planned in the above markets. A wide variety of partners are crafting events that relate the Forest Service to local issues, and that highlight the role of the public in managing their lands.

You are invited and encouraged to create local events in your community to promote your local airing of *The Greatest Good*. The following steps and tools are offered to help you work with local media. You can also simply promote the airdate of your local broadcast by following the steps below and customizing the attached media advisory.

If you plan on promoting your local broadcast to other media outlets, you should coordinate your efforts with your office of communications and public affairs specialist, so they can provide assistance and your whole team can support the event.

## Step 1: Create a media list

The first step in creating an effective media list is to determine what contacts you already have.

Ask yourself:

- ✓ Have any reporters or photographers covered events at this place before?
- ✓ Have any reporters or photographers covered news about the forests before?
- ✓ Have any reporters or photographers covered similar documentary screenings?

Make a list of the people you know have covered events like these and you've got the start of a media list.

To supplement this list, do research on the local media outlets' Web sites to see who else might be interested in the airing of *The Greatest Good*. You should also always include someone on the assignment desk, or city/metro desk.

In television, the assignment desk is the central nerve system of the newsroom—it collects all the information about news events and breaking news, and decides which crews are available to cover a story on a given day. In newspapers, the city or metro desk serves this role. You can find out how to contact them by calling the main number at the media outlet, usually available on their Web site, or in the phonebook.

Reporters in a newsroom are usually assigned to a certain "beat." A beat is a type of story that person usually covers: education, police, environment, business. For *The Greatest Good* airings, you should consider contacting environment reporters and education reporters, especially if your event is at a school, or if youth are involved. You may want to consider business reporters if you are in a community where the forests are a driving economic force.

### In your media list, make sure to capture

Outlet	Fax
Contact Name	E-mail
Beat	Regular mailing address
Phone	

Here is a sample of what your media list might look like:

Outlet	Name	Beat	Phone	Fax	Email	Address
WABC	John Smith	Environment	(212) 555-1234	(212) 555-5678	<a href="mailto:jsmith@wabc.com">jsmith@wabc.com</a>	1045 E. 1 <sup>st</sup> St. NY, NY 12345

## Step 2: Complete your media alert

Media is used to seeing invitations to events in a certain format, called a *media alert* or *media advisory*. This format conveys the basic information about your event and makes it easy for the assignment desk to put it on their calendar or daybook. When communicating with the assignment or metro desk, a media alert is the most suitable format and they will appreciate your consistency and professionalism. It is their job to judge each story's newsworthiness, so think about what readers/viewers will be interested in and make sure to communicate those points to the

reporter/editor. A template media alert is included in this package. Customize the sample with your event details.

### Step 3: Make a plan of action

Whenever you send information to the assignment or metro desk, always use the standard media alert format. They are interested in the ‘who, what, when, where and why’ of a story—and they appreciate brevity. Put yourself in their shoes and think about the hundreds of media alerts they receive each day and try to make their job as easy as possible.

When contacting a reporter who may already have an interest in the event, or with whom you have an existing relationship, you can provide additional information in a more casual manner. You may want to consider:

- ✓ Crafting a “pitch” e-mail to capture their attention and remind them of previous stories they have written that may tie into this story. If you’ve previously met them or worked with them, remind them, and you’ll already have their attention.
- ✓ Drafting a “pitch” script for when you call a reporter. Keep it simple and get the most important facts out first. Base your conversation on the contents of the media alert.
- ✓ Creating a timeline for when you will distribute the media alert, when you will make phone calls and when you will follow up with more information.

Here is a sample of what your timeline might look like:

Date	Action	Assigned to
One week before event	Send out the media alert to Assignment Desks (via fax and email)	K. Smith
One week before event	Send pitch e-mails to established contacts	K. Jones
Five days before event	Make phone calls to all contacts to gauge interest in attending the event	K. Smith
Three days before event	Redistribute media alert to all contacts (by fax and email)	K. Jones
Two-One day before event	Continue to make phone calls and note who will be attending the event	K. Smith
Day of event	Redistribute media alert and finalize RSVP list of whom will attend event	K. Smith and K. Jones

### Step 4: Implement your plan

Once you have created a plan, stick to it. Persistence is the key to successful media pitching. A few key points to remember:

- ✓ The media has a short line of vision. They are most interested in what is happening today, but they do appreciate notice for planned events.

- ✓ Start with the media contacts you have a relationship with, or those you know will be interested in this particular story.
- ✓ Make their job as easy as possible! This is not the only story that they will work on in a given week, or even in a given day. By being a good source of information, you will build trust and respect and hopefully, valuable media relationships that will be useful in the future.
  - Provide as many facts as possible,
  - Make someone available for them to interview, even if you feel like it is something you think they should find for themselves, and
  - If you have information, give it to them.
- ✓ You should consider having copies of *The Greatest Good* at the event, as well as some fact sheets about your organization, the Forest Service and how you work together.
- ✓ Keep track of the media who attend your event and send follow-up information and a copy of the documentary to those reporters who are unable to attend.
- ✓ When your story gets published, send a quick note to thank the reporter who covered it. They appreciate it and will remember your thoughtfulness.
- ✓ Record your success and remember the contact information for future events.
- ✓ Tape the TV segments and clip the print pieces and share them with the Forest Service's *The Greatest Good* communications team:
  - **Susan Alden Weingardt**  
USDA Forest Service, National Partnership Office  
800 Buchanan Street  
Albany, CA 94710  
*510-559-6342 wk; 202-236-8208 mobile*

# THE GREATEST GOOD

A Forest Service Centennial Film

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Contacts: Your Name (123) 456-7890

## **[YOUR ORGANIZATION], USDA FOREST SERVICE CELEBRATING 100 YEARS WITH DOCUMENTARY FILM, *THE GREATEST GOOD***

[YOUR CITY], Month XX, 2006 – [Your Organization] with the USDA Forest Service and the National Forest Foundation is proud to announce the [Your City, PBS Station] airing of *The Greatest Good*, a film developed by the agency to recognize its first 100 years of service. *The Greatest Good* is presented in HDTV, taking viewers on a tour of America's natural wonders from the Adirondack Mountains to the rain forests of the Pacific Northwest. The two-hour film is presented in two parts [Insert local airing plans].

**WHAT:** In cooperation with the National Forest Foundation and [Local PBS station], *The Greatest Good* will be shown on [Local PBS Station] on [date]. The film is narrated by Charles Osgood of CBS News and the original score is performed by the Skywalker Symphony, part of the San Francisco Symphony Orchestra. The spectacular scenery of the National Forests, in concert with previously unseen historical films from the National Archives, makes this film beautiful as well as unique.

Info about event???

[To highlight local events and generate attendance]

**WHO:** [Insert names of prominent local or national guests, groups]  
[Indicate media interview availability]

**WHERE:** [Venue name]  
[Room]  
[Street Address]  
[City, State]

**WHEN:** [Day, Date]  
[Time]

### **BACKGROUND:**

*The Greatest Good* documentary brings together national organizations, renowned historians, political activists and key partners to share their perspectives on one hundred years of conservation and the prospects for of the nation's national forests.

*The Greatest Good* broadcast is made possible by The National Forest Foundation. Major funding is provided by the Fausel Foundation. Produced and Directed by: Steven Dunsy and Dave Steinke. Associate producer/editor: Ann Dunsy. Writer: Steve Most. Videographer: Stevan Smith. Narrator: Charles Osgood. Original music: Lance Bendiksen.

*The Greatest Good* is presented nationally by KCTS/ Seattle Public Television and is distributed to U.S. public television stations by American Public Television.

The creation of the Forest Service began a century of change in managing public forests and grasslands, while introducing a new conservation ethic, and a professional workforce to carry it forth. For more information about the film, visit [www.fs.fed.us/greatestgood](http://www.fs.fed.us/greatestgood)

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# THE GREATEST GOOD

A Forest Service Centennial Film

## ***The Greatest Good* explores 100-year history of U.S. Forest Service**

SEATTLE – America’s public lands are its greatest treasures, and the saga of how these lands became national forests—as well as national grasslands, parks and wilderness areas—reveals a signal achievement of American democracy. Celebrating the centennial of the United States Forest Service, the extraordinary documentary ***The Greatest Good*** tells the epic story of the agency’s struggle to use and maintain the nation’s resources in the face of natural disasters, economic demands and political controversy.

Taking viewers on a breathtaking HDTV tour of America’s natural wonders from the Adirondack Mountains to the rainforests of the Pacific Northwest, the two-part, two-hour film also travels through time, exploring the legacy of conservation visionaries Gifford Pinchot, Bob Marshall and Aldo Leopold. Their ideas for the “wise use” of resources, the preservation of wilderness and a “land ethic” have shaped the evolution of the Forest Service and the management of national forests and grasslands. Today the public lands that they helped to establish offer inspiration and enjoyment to all who know them.

Narrated by veteran newscaster Charles Osgood, ***The Greatest Good*** uses rarely seen archival footage and photographs, spectacular scenic images and dozens of interviews to tell a compelling story of the American land. ***The Greatest Good*** premieres on public television stations April 1, 2006. (Please check local listings.)

In 1905, many years before “environmentalism” became a household word, the U.S. Forest Service was created by President Theodore Roosevelt and his Chief Forester, Gifford Pinchot, in an effort not only to conserve disappearing natural resources but also to maximize social benefits from those resources. Pinchot’s mission statement for his new agency declared that “... where conflicting interests must be reconciled, the question will always be decided from the standpoint of the greatest good of the greatest number in the long run.” ***The Greatest Good*** uses this maxim as its starting point and as an organizing theme. It traces Forest Service efforts to deliver the most benefits to the most people while remaining a good steward of the land. It is along this axis, the exploitation of nature and the protection of nature, that the story turns.

***The Greatest Good*** examines conflicts that have arisen in relation to such important natural resource issues as grazing, fire, wilderness, wildlife, watershed protection, recreation and, of course, timber. The film profiles Forest Service employees and environmental pioneers who invented new ways of addressing these conflicts.

Also featured in ***The Greatest Good*** are interviews with renowned historians and political activists, as well as representatives of national organizations and major corporations, who share their perspectives on a hundred years of conservation and the prospects for the future.

Says ***Greatest Good*** co-producer Steven Dunskey, “The management of public lands in a democratic society is inherently filled with controversy, so we decided that we were not going to make a film that was a glorious rendition of a flawless past, that we were going to talk about some of the mistakes that have been made, talk about some of the controversies and talk about what lessons we have learned from 100 years of federal forest management.” In addition to exploring conflicts between the need to conserve and the desire for public use, the film delves into such topics as historical paternalism and past exclusion of women in the agency as well as the controversies and dangers inherent in wild-land firefighting.

The story is presented in two one-hour programs:

**PROGRAM ONE:** Historical images from numerous archives across the country capture the early days of the conservation movement. In an era of unchecked exploitation, a new breed of leaders emerges with radical ideas about adopting practices that will benefit the greatest portion of the population.

In its early decades, the U.S. Forest Service has to invent the tools and policies needed to manage public lands. Natural and social disasters including catastrophic fires and the Great Depression have a powerful influence on the young agency.

**PROGRAM TWO:** World War II transforms the nation as well as the Forest Service. The agency shifts from a stewardship role of caring for the land to the role of production, fulfilling postwar demands. The multiple-use concept is put into action, and conflicts develop among competing interests.

In subsequent years, with a more outspoken public and increased environmental activism challenging the interests of logging and ranching communities, the Forest Service finds it difficult to determine the greatest good. A new scientific understanding of ecosystems helps form a vision for public land management that continues to evolve and guide the Forest Service.

Rich in visual imagery and featuring an original music score by Lance Bendiksen, *The Greatest Good* takes viewers on a journey as compelling as it is uniquely American.

*The Greatest Good* earned a 2005 CINE Golden Eagle Award, Platinum "Best of Show" honors in the "Documentary-Historical Event" category of the 2005 Aurora Awards, and the Videographer Award of Excellence in the 2005 Videographer Awards, and was a finalist in the 26th Annual Telly Awards. The documentary has been screened at numerous film festivals, including the Hazel Wolf Environmental Film Festival, the Black Bear Film Festival, the American Conservation Film Festival, the Wild & Scenic Environmental Film Festival, the Big Bear Lake International Film Festival (Audience Award for Best Documentary), the International Film Festival of Uruguay, the Catalonia International Environmental Film Festival and the Environmental Film Festival in the Nation's Capital.

**CREDITS:** *The Greatest Good* is made possible by The National Forest Foundation. Major funding is provided by the Fausel Foundation. Produced and directed by: Steven Dunsky and David Steinke. Associate producer/editor: Ann Dunsky. Writer: Steve Most. Videographer: Stevan Smith. Narrator: Charles Osgood. Original music: Lance Bendiksen.

*The Greatest Good* is presented nationally by KCTS/Seattle Public Television and is distributed to U.S. public television stations by American Public Television (APT).

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**PRESS/PUBLICITY CONTACT:** Pat Mallinson, 206.443.6798, pmallinson@KCTS.org



# THE GREATEST GOOD

A Forest Service Centennial Film

## Program Fact Sheet

- Program description:** Celebrating the centennial of the United States Forest Service, this extraordinary two-part documentary tells the epic story of the agency's struggle to use and maintain the nation's resources in the face of natural disasters, economic demands and political controversy. Narrated by Charles Osgood and shot in HDTV, the film uses rarely seen archival footage and photographs, spectacular scenic images and dozens of interviews to tell a compelling story of the American land.
- Program length:** 2 x 60
- Formats:** HDTV, NTSC Letterbox
- Feed for record:** NTSC Letterbox: Saturday, March 25, 2006—  
Program #101: 2100-2200ET /511  
Program #102: 2200-2300ET /511  
HDTV: DT2A feeds TBA; details will be posted by APT.
- Public television premiere:** Release date is Saturday, April 1, 2006. (Please check local listings.)
- Program tie-in:** Earth Day is April 22, 2006.
- Production and funding credits:** *The Greatest Good* is made possible by The National Forest Foundation. Major funding is provided by the Fausel Foundation. Produced and directed by: Steven Dunsky and David Steinke. Associate producer/editor: Ann Dunsky. Writer: Steve Most. Videographer: Stevan Smith. Narrator: Charles Osgood. Original music: Lance Bendiksen.
- Ancillary products:** DVD: *The Greatest Good*  
Cost: \$24.95 plus shipping and handling  
Book: *The Forest Service and the Greatest Good: A Centennial History*  
Cost: \$20.00 plus shipping and handling  
To order: 1.800.937.5387 or [channel9store.com](http://channel9store.com)
- Interviews:** Local Forest Service personnel are available for interviews with interested press as well as for appearances on public television stations' public-affairs and other programs. To arrange an interview, please contact the nearest National Forest Service office and ask for the Public Affairs Officer. (To locate the appropriate office, go to [fs.fed.us/](http://fs.fed.us/) and select "Phone Directory" for links to each region.)
- Publicity contact:** Pat Mallinson  
KCTS/Seattle Public Television  
206.443.6798  
[pmallinson@KCTS.org](mailto:pmallinson@KCTS.org)
- Station relations:** Tom Niemi  
KCTS/Seattle Public Television  
206.615.5445  
[tniemi@KCTS.org](mailto:tniemi@KCTS.org)



# THE GREATEST GOOD

A Forest Service Centennial Film

## About the Production Team

**David Steinke** is currently assistant director for public affairs in the U.S. Forest Service's Rocky Mountain Region. A 26-year veteran of the agency, Steinke runs the Region's Creative Services Department, which produces videotapes, presentations, exhibits and Web content and oversees some training and meeting facilitation. Steinke also has been involved with fire for his entire Forest Service career and is currently qualified as a fire photographer and Type I Incident Information Officer, a position in which he provides information officer training.

**Steven Dunsky** has been a writer/producer/director with the Forest Service for the past 15 years. He collaborates with his wife, Ann, who works for the agency as an editor. Their productions are shown in visitor centers from Washington, D.C., to Washington state and from Alaska to Indonesia. Several of their programs have been presented on public and cable television, and the pair has won several awards for their work.



## About KCTS/Seattle Public Television

KCTS/Seattle serves viewers by producing and presenting quality information and entertainment programs that reflect its mission to "inform, involve and inspire."

KCTS' production credits include six seasons of the award-winning series, *Bill Nye the Science Guy*<sup>®</sup>; the Emmy-nominated series, *The Perilous Fight: America's World War II in Color*; the PBS specials *The Video Game Revolution* and *Inside Passage* and the forthcoming PBS documentary *Exploring Space: The Quest for Life* (premiering in March 2006); such popular how-to series as *Nick Stellino's Family Kitchen*, *Chefs A' Field* and *Graham Kerr's Gathering Place*—all distributed by American Public Television—and the APT-distributed science series *The Eyes of Nye*.

KCTS press contact: Pat Mallinson, 206.443.6798 or [pmallinson@KCTS.org](mailto:pmallinson@KCTS.org).

For more information about KCTS, visit [KCTS.org](http://KCTS.org).

## About American Public Television

For 44 years, American Public Television (APT) has been a prime source of programming for the nation's public television stations. APT distributes more than 10,000 hours of programming including *JFK: Breaking the News*, *Simply Ming*, *Globe Trekker*, *Rick Steves' Europe*, *Julia and Jacques Cooking at Home*, *Battlefield Britain*, *Jungle*, *America's Test Kitchen*, *Lidia's Family Table* and classic movies. APT is known for identifying innovative programs and developing creative distribution techniques for producers. In four decades, it has established a tradition of providing public television stations nationwide with program choices that enable them to strengthen and customize their schedules.

Press contact: Donna Hardwick, 617.338.4455, ext. 129, or [Donna\\_Hardwick@APTonline.org](mailto:Donna_Hardwick@APTonline.org).

For more information about APT's programs and services, visit [APTonline.org](http://APTonline.org).



# THE GREATEST GOOD

A Forest Service Centennial Film

These color stills are available for press to download from [KCTS.org/press](http://KCTS.org/press).  
Images may be used only in conjunction with print or online promotion of *The Greatest Good*.

**PUBLICITY CONTACT:** Pat Mallinson  
KCTS/Seattle Public Television  
206.443.6798  
[pmallinson@kcts.org](mailto:pmallinson@kcts.org)

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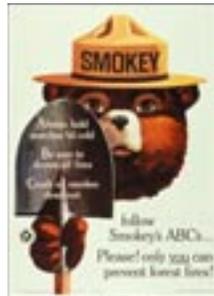
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1. Special agent J.T. Jardine fights a fire in Oregon's Willowa National Forest. Credit: Lubken, 1908.
2. A typical Civilian Conservation Corps enrollee, photographed in California's Angeles National Forest. Credit: E.E. Dunham, March 1939.
3. Gifford Pinchot, an active conservationist, was the first Chief of the Forest Service. Credit: Grey Towers National Historic Landmark.
4. Chief Forester Gifford Pinchot and President Theodore Roosevelt visit on the deck of a steamship during a 1907 inspection trip on the Mississippi River.
5. Please let's use this????
6. A Smokey the Bear poster. Credit: National Archives.
7. Title graphic
8. Composite graphic from the program.