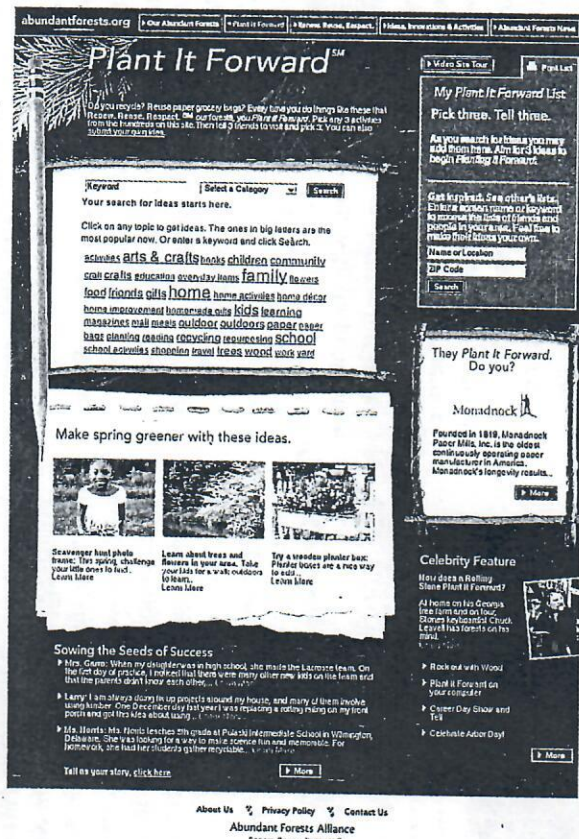




A page from AFA's Web site.

family camping trip, a mom stealing a moment to read a book, and a woman gift-wrapping an elegant present. The idea was to convey the beauty of wood and paper, but also include facts about the industry's efforts to properly manage the nation's forests. Ad placements were made in

such publications as *Ladies Home Journal*, *Time*, *Newsweek*, and *Vanity Fair*. There was also online banner advertising.

Another form of integration was the development of an extensive Web site, www.abundantforests.org. It is a resource for legacy moms and is filled with tips and tools to help them stay engaged with environmental responsibility and to learn more about paper and wood as a renewable resource. In addition to the Scrapcast already mentioned, the site includes such items as a downloadable hiking journal, a "Know Your Trees" page that tell viewers what kind of trees are used for such items as baseball bats and pencils, and how to make your own gifts with paper and wood.

The most recent development on AFA's Web site is an interactive Plant It Forward program. Here, visitors can create a "playlist" of their favorite ideas, post their comments and ideas, and even find others who are registered on the site. The site was highlighted by *Parenting Magazine* as "A Site We Love."

AFA's campaign, which is ongoing, has been a success. In the first year, the campaign generated 234 million impressions (a number based on the circulation of publications and estimated size of broadcast audiences) and 118,000 unique Web visitors, spending an average of 4.38 minutes at the site. More important, survey research shows improved public perceptions about the state of forests in North America, the number of trees cut versus the number grown; and the commitment of the wood and paper products industry to preserving forests in North America.

The \$10 million campaign was named the Public Affairs Campaign of the Year (2007) by *PRWeek*, and it also received several awards of excellence from the advertising industry for multimedia campaigns.

viewers want. . . . Indeed, the Harris Interactive/PRSA survey previously mentioned also found that 71 percent of its respondents agreed with the statement that public relations professionals can "help raise awareness about important issues that the public might not know about."

Patrick Jackson, a former president of the PRSA and publisher of *PR Reporter*, said