

"KEEPING OREGON GREEN"

Handbook for Field Men of the Keep Oregon Green Association

by

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HANDBOOK FOR FIELD MEN OF THE KEEP OREGON GREEN ASSOCIATION

INTRODUCTION

Message to Field Men

As crusaders against man-caused forest fires you field men of the Keep Oregon Green association are charged with a responsible but opportune task. The job ahead is one of arousing public vigilance in the "blackout" of fire carelessness. Too long have cigarettes been left glowing in the duff; too long have camp fires been neglected; and too long have so-called "brush fires" roared over the hills of Oregon, leaving behind scorched earth and wasted acres.

State forestry records show that 75 per cent of all forest fires are man-caused and that, over a 20-year period, an average of 1700 such conflagrations have occurred annually. Last season through initial Keep Oregon Green efforts and favorable weather this average was reduced to 312, a new low, but not the prevention goal which calls for reduction of man-caused fires in Oregon to the zero margin.

Remember, however, that the job ahead is not one of condemning man for his carelessness. Rather, it is one of instilling individual pride, a gradual public awakening to the effect that Oregon is a forest state, that its economic welfare is largely dependent upon the continued harvest of its forest and agricultural crops. Such an approach will lead to an appreciation of a Green Oregon, and a desire to join in an action program against fire.

Remember, too, that as field representative, you must take the lead in directing the campaign against the enemy. Apply the rules of the Association--think protection, talk protection, and act protection. In order to get your message across, constant repetition will be necessary. Governor

Sprague emphasized this principle when he wrote, "As a constant reminder against fire carelessness we must tap the individual on the shoulder every morning."¹ In brief, repetition will sell the objectives of a constructive program such as Keep Oregon Green.

In conclusion, don't overlook other problems involved in actually maintaining a Green Oregon. You should know the problems of state and private forestry and their joint attempts with help of the Forest Service in matters of reforestation, taxation, recreation, and use-management. Sympathetic public attitudes will depend upon some understanding of this forestry feature. The immediate task is one of prevention awareness, and the building of a KOG membership organization will be your mark of success toward meeting this goal.

One word of caution--"So You're Out to Keep Oregon Green" is not held as a panacea for all public relations problems. Instead, based on past KOG field experience, it is meant to serve as a prospectus of the job ahead. If it will accomplish that and perhaps give you an inkling as how to do more effective salesmanship in education, the writer will indeed be gratified.

Part 1

AIM OF THE KEEP OREGON GREEN ASSOCIATION

The immediate, or short range, policy of the KOG association is to bring about an aroused public attitude in the problems of fire carefulness. Forest, field, and farm fires are matters in which the public has a very personal "stake". Loss of timber, wild life, esthetic values, forage and grain, personal property, and of life itself may result from fire. These losses affect the security of man and are, therefore, of primary interest to the public.

We might conclude that the KOG message calling for all-out mobilization against fire is the attention-arousing device used in launching a more complete program of forest planning in Oregon. Once the attention has been gained, public interest can be centered on an appreciation of other forestry problems, or concepts which aim for continuous forest production.

To cite a concrete example, for years the public has had the romance of the giant firs instilled into its pattern of thinking. Overmature, decadent Douglas fir, long past the harvest age, have been heralded as "God's living monarchs," "Our Heritage for Posterity," and such other banal generalities. So well has the general public learned this lesson in "preservation" that in many instances the timber harvest is viewed with alarm and chagrin. Realization that young, junior forest stands can replace the stagnation of the over-ripe must come. Forest giants just don't occur and live forever. To bring about an appreciation of green junior forests so that the public has a more healthy outlook on the renewable recourse is then one of the long range KOG objectives.

An old saying, "Can't see the forest because of the trees," has direct application here in Oregon. Surrounded by vast timber storehouses, we are too often inclined to overlook our "green gold". Although Oregon--with 75 per cent of the nation's standing timber and with 58 per cent of the land area unsuited for use other than the growing of trees--is truly a forest state, little local pride in their heritage is shown by Oregonians.

The problem here is one of educational promotion, and you as a representative of the KOG association are a "natural" for the selling of constructive attitudes and a better home morale toward forest values. Just as Iowa's citizens boast of their section as a corn state; as Minnesota's boast of their 10,000 lakes; so also should Oregonians boast of their "green" state. The neighboring state of Washington with its popular slogan of "evergreen" state has outstripped Oregon in using its forests as a builder of local pride and as a paying attraction for drawing a prosperous tourist trade.

Dr. George W. Peavy, president-emeritus, Oregon State College, in a speaking tour for KOG in the summer of 1941, outlined a six-point action program for the educational association. These points were: 1, fire prevention through education; 2, greater recreational use of forests; 3, reforestation; 4, forest management; 5, forest taxation studies; and 6, a more vigilant program of forest law enforcement.

John B. Woods, secretary manager, Oregon Forest Fire Association and former secretary to the KOG association, writing in a progress report issued at the close of the 1941 campaign, outlined the following policy:

"The long range objective was to keep forests growing in the state; this could be helped by work in schools, by dissemination of information to the public to awaken consciousness of the importance of forests and forest industries, by emphasis on the need for forest law enforcement, and by maintenance of tolerable conditions for forest ownership. The immediate

objective, however, was to reduce the number of man-caused fires, which could be accomplished by reminding all citizens frequently and in an arresting manner to be careful in the woods, and by the widespread development of a sense of personal responsibility on the part of every citizen to stop careless and malicious setting of fires. Obviously, concentration of efforts would be upon the immediate objective during the fire season."

As field representative you are spokesman for the KOG association, so keep in mind the immediate objective of fire prevention and the long range program leading to public understanding of Oregon's forest problems.

Bear in mind, too, that the Federal, state and private forest agencies are responsible for fire suppression. See that the public knows of their local fire patrol organization. Much needs to be done in this direction, especially in the activities of state and private agencies. The latter two organizations are charged with the protection of 12 million forested acres containing more than 95 per cent of Oregon's commercial timber, yet the public knows next to nothing of their work. It will be your job as KOG representative to see that youth and adult groups come to know the work of their forest warden.

Expansion of fire patrol including all rural Oregon has come about this year through cooperation of the forest protective agencies and the Oregon State College Extension Service. The plan, which makes for complete fire patrol of forest, farm, and field, is under the supervision of the county agents. Rural fire crews, organized on a volunteer basis, have mobilized equipment for protection. Danger of fire sabotage by the enemy, and the threatened loss of crops needed in meeting "Food-for-Victory" production goals were factors which brought about the movement.

In reaching a cooperative project agreement the forest protective agencies and the extension service promised support to Keep Oregon Green association, especially in the organization of Green Guard youth troops.

One point more, while on the job put in a plug now and then for the private industry. They are cooperating almost 100 per cent. Work of the Willamette Valley Tree Farms and various association member mills is of public interest. Last year (1941) the Werner Timber Company held a No-Fire-In-The-Woods party in which Keep Oregon Green was used as the decorative theme. The party was a huge success and provided a basis for statewide publicity, telling the story of industry cooperation in the Green Oregon drive.

Before leaving this section it is well to bear in mind that KOG is a new organization, its policies are flexible and may stand improvement. In your public contact work, if some individual has an idea which may aid the organization, make note of it, and bring it to the attention of the KOG secretary at an early date.

Another person worth your attention is the individual who wants to learn more about protection or other forestry matters. He may want to know specific information about obtaining burning permits; or again he may want technical data, about trees to plant or reforestation. If you don't know the answer, say so, then refer the individual to the proper information source or introduce him to a forest officer who is an authority on the subject.

It is assumed that you are now aware of the Keep Oregon Green objectives. Be sure to know the immediate problems of farm-forest fire prevention, but be prepared to discuss other matters which are of public concern in maintaining a Green Oregon.

Part 2

PREPARING TO MEET THE PUBLIC

Once on the job you will find that field work with the KOG program is primarily of a public contact nature. By listing the necessary qualifications, large commercial organizations have set up certain standards which they employ in sizing up a prospective contact man.² These are:

A. General appearance.

1. Intelligent looking.
2. Regular and pleasing appearance, no apparent deformities.
3. Good posture, carriage and physique.
4. Apparently in good health, energetic, alert.
5. Straight, steady eyes.
6. No evidence of nervous afflictions.
7. Pleasant, distinct voice.
8. Personal care and cleanliness; dress modestly but with good taste.

B. Background.

1. Past experience (for knowledge value).
2. Well posted; knowledge of local territory and forestry (applies more directly to forest wardens).
3. Desirable reputation; where possible, local connections.
4. Apparent understanding of usual courtesies.

C. Mental Qualities.

1. Native intelligence.
2. Interest in the work.
3. Attitude toward employer.

4. Answers questions intelligently.
5. Make clear, concise statements.

D. Personality factors.

1. Pleasing personality.
2. A good mixer and listener.
3. Makes a good impression on the interviewer.

Right now is a good time to take a personal inventory just to see how well you measure up to these standards. While no-one possesses all these traits, much improvement can be made by realizing the short comings and then working for improvement. Careful study shows that public contacts become easier and more effective if the individual studies himself and his public, giving greater attention to the latter.

One universal human trait is ego, or the personal opinion held by oneself of oneself. As field representative you can make friends by giving attention to the opinions of others. If the layman has his own pet ideas regarding Oregon's fire problems, don't appear so busy that you seem annoyed by his talk. Instead, have a pencil and note pad handy for recording any proposal he may have, if it is constructive. This will inflate his ego, and he'll likely remain a loyal KOG supporter. A good rule to remember is, "Be so interested in the other fellow's vanity that you have no time to worry about your own."²

Primarily a promotional program, the result of obtaining memberships in the KOG association will largely depend upon how well you motivate those whome you contact. Certain appeal devices have long been used in advertising, political campaigns, and in other types of public relations work in order to gain favorable public reaction.³ Psychologists have recognized these appeal devices as the following:

- a. The sense of protection; preservation of life, food, clothing, shelter, caution, justice, pride.
- b. Power of ambition; desire to be the most influential citizen; to build for permanency; for social and economic stability; the desire to organize; the desire for knowledge; leadership.
- c. Popularity; self-esteem; approval of and by others.
- d. Property; desire for gain; increasing possessions.
- e. Affections; home interests; parental love; love of home and country; friendship.
- f. Sensations; sight, hearing, touch, taste, smell.
- g. Sentiment; human interest; agreeableness; service; respect; imitation of those admired; sublimity; faith; optimism.

Undoubtedly, the reader recognized these traits as representative of his own wants. If so, fine. The best way to see yourself and your program is to be genuinely interested in the wants of other people. Their wants are usually synonomous to your own.

During the present war crisis patriotism, or love of country, is a dominant mental activating factor. Because of needed lumber production to fill army and naval building needs, and food production goals likely to become unobtainable because of loss resulting from forest-farm fires, the prevention effort is closely allied to the patriotic drive. The KOG program has made use of this motivating tool in its slogan, "Forest Defense Is National Defense."

Avoid Conscious Use of Appeals

Never make a conscious attempt to use the forenamed appeal devices. To attempt this would immediately brand you as a cheap propagandist. You should, however, become so familiar with the methods of motivation that

they can be used inadvertently, thereby becoming a part of your natural approach in this business of human relationships. An analogy might be cited here, using the news writer as an illustration of the foregoing point. Just as you have now been schooled in the appeal devices, the reporter has been thoroughly schooled in the mechanics of news writing. He has mastered the six fundamental rules of the game, the who, what, when, where, why, and how which make up the good news lead. But does the reporter go over these rules in preparing his copy? No, of course not. He doesn't need to--he has learned the rules of his game so well that his story is written according to accepted style without conscious effort on his part. The same method holds true in KOG field work; the successful representative should know the rules involved in public contact work, and then can apply these rules in a natural, unassuming manner. After all, the public is in the main already sold on the aims of the Keep Oregon Green association, and a friendly, sincere approach will go far toward winning friends and increasing association membership. Other techniques used by the professional public relations expert will develop with experience as you continue the educational drive.

Part 3

"BE PREPARED" KNOWLEDGE OF OREGON FORESTRY NEEDED

Field men must prepare themselves in subject matter relating to Oregon and its resources. The general public will look to you for information, both general and specific, regarding many phases of forestry and protective organizations.

For general information sources, the field men may refer to the following bulletins: The Oregon Blue Book, Report of the State Forester (1940), and Economic Geography of Oregon.

Specific information as applied here refers to subject matter data which pertains directly to forest and farm fire prevention in Oregon. This is the type of informational background you will need. Particular emphasis must be placed on data pertaining to fire prevention, and fire protection. The field representative is expected to know statistics regarding fire causal agencies; average annual number of fires; history and losses involved in major burns such as the Great Tillamook burn; and finally, the record of the 1942 KOG campaign in fire prevention. Information concerning prevention may be found in the annual report of the State Forester, 1940, and in "Laws Relating to Rural Fire Protection," prepared by the State Fire Marshall.

Questions relating to protection are more of an action nature. The public is interested in fire detection methods, crew organization, and on-the-line fire control techniques. Field men not already familiar with the fire activities of patrol agencies should study report bulletins and talk with wardens in the field.

Additional preparatory knowledge needed by the field man is that of policy. Federal, state and the industry each have a constructive program of forest protection and use. Become familiar with these policies insofar as time permits.

In brief, the Forest Service policy is one of controlled cutting so as to insure securing benefits on a national basis; Association-state policy in forestry calls for a local program of cutting regulations within the private forest industry; private policy is largely one of using the existing timber resource, although progress is evidenced in reforestation by the industry.

Remember, as field representative, you aren't expected to know all the answers pertaining to Oregon forestry. The principal job is one of obtaining memberships for the association. In the main, the public tend to be "joiners" because they enjoy the prestige accompanying popular movements. A few folks will show vital interest in forestry matters, and these are the ones who should receive your subject matter attention. In case you don't know the answer, promise to find out; or refer the question to the local warden, state or private foresters, O.S.C. School of Forestry faculty, or to Forest Service officials.

Part 4

CONDUCTING THE "GREEN OREGON" DRIVEGetting Started

First on-the-job requisite is that the field representative know just who is his boss. The man to whom you are directly responsible is R. C. Kuehner, executive secretary, Keep Oregon Green Association, whose offices are in the State Forestry Building, Salem.

Mr. Kuehner will give out work assignments, direct the membership drive, and supervise the entire educational program. Formerly outstanding 4-H club leader with the extension service, he has a thorough understanding of organizational work. Field men will be expected to follow his directions closely.

Before proceeding further with work instructions it would be well to consider the framework of the KOG movement.

Formulating major policies and co-ordinating the drive is the responsibility of the executive committee. Appointed to this committee by Governor Charles A. Sprague were:

H. J. Cox, Eugene, Secretary-manager, Willamette Valley Lumberman's Association.

Edmund Hayes, Portland, President, Row River Lumber Company.

Dean Johnson, Toledo, President, C. D. Johnson milling operations.

John C. ^{Kuhns} ~~Kubus~~, Portland, U. S. Forest Service, Education and Information.

Stewart Mair, Portland, Western Pine Association.

N. S. Rogers, Salem, State Forester.

Paul C. Stevens, Portland, West Coast Lumberman's Association.

Walter Weisendanger, Klamath Falls, business man.

John B. Woods, Portland, Secretary-manager, Oregon Forest Fire Association.

Mr. Woods served as executive secretary to the association during the 1941 drive.

A state-wide committee, also appointed by Governor Sprague, completed the organization for last year. More than seventy leading citizens made up the committee. However, only a relatively few were actively interested in the program; the remainder were chosen by virtue of office or other qualifications. The field representative may find the complete list of committee heads named on the official KOG stationery.

This year a county chairman has been appointed in each of the several counties. This chairman will conduct the local membership drive, with the assistance of the district field representative. It is understood that the KOG representative will contact the various county chairmen within his territory before launching the membership drive.

If located within an area in which a member of the executive committee resides, the field man may find this person of invaluable service. For instance, if working within the Eugene area, the KOG representative might contact Mr. H. J. Cox, whose offices are located in the Register Guard building. Last year Mr. Cox gave a great deal of his time toward assisting the program with memberships. His aid included selections of membership stations, introductions to leading citizens and button sales to member mills. While the value of such assistance can readily be seen, the field man should look for committee guidance only upon having been so directed by the executive secretary, thereby assuring centralized responsibility and preventing possible misunderstandings as to program action.

Organizing the drive

Before leaving for the summer's work, a very personal inventory would be in order. Do you know fundamentals involved in dealing with people? Do you know the Keep Oregon Green policy? Do you know the organization of the association and how it will affect you and your work? If so, we are now ready to consider the task of mobilizing group support. Once out in the field the field representative is largely on his own. The organization of KOG committees requires far more effort than merely following job instructions. It requires a great deal of personal initiative or "push", plus much patience and tact in dealing with people.

The writer recalls one situation which occurred in a nearby Willamette valley town during the latter part of the 1941 Green Oregon drive. One of the active Garden Club women had been appointed chairman and a sub-committee consisting of four assistants had been chosen. The plan agreed upon by the KOG assistant and the chairman was that an organizational meeting would be held in the city hall on a specified date, and that the chairman would notify the other heads of these arrangements. When the meeting occurred, the field representative found that his chairman had completely neglected to plan for the meeting. Not a single committee member had been notified.

Imagine the disgust of the field man who had travelled from Salem to meet with the committee. Fortunately, he had arrived in town a little early. He contacted most of the committee heads--the chairman did finally make amends by contacting a few and got them together by promising that their pictures would be taken for the Portland papers. The meeting went over in good fashion, and the group pictures later appeared in both the Journal and Oregonian.

Incidentally, while the preceding incident was given as an example of one way to meet a given situation, a mistake was made in the very beginning--the field man should have chosen a more reliable committee chairman.

Yet another mistake was made at this eventful meeting. The main purpose of it was to establish membership quota goals. The idea was fine but the goal set--400--was far too high. It was never reached and committee workers became discouraged after a time. Had the quota been set at 200 instead of 400 committee workers might have easily met this number and gone above their set goal. Better morale would have been the result, with the record made an outstanding one.

If membership quotas are used again this year, keep your sights within a conservative figure. Don't attempt to oversell your program.

In defense of early attempts made in establishing quotas last year it is well to recall that the season was a wet one. Then, too, the system was not attempted until late in the summer following the peak of the fire season.

Cooperation with County Chairmen

This year, as previously mentioned, the field agent will work with county chairmen. As these chairmen have already been appointed, the task of the field agent should be a much easier one this season. The big job ahead will be one of planning for membership sales, of assisting county chairmen in these sales, and of public relations work in informing the public of the need for fire prevention. The latter assignment is one of speaking, writing news stories, preparing exhibits, and poster distribution. These will be considered in detail under the heading "On-the-Job Aids" in Part 6 of the handbook.

Organization of Green Guard youth groups will affect the field man in that some portion of his time will be taken for this work. In all probability he will be called upon to talk before the junior groups; to demonstrate care in woodmanship crafts such as building a campfire and in publicizing the activities of the Green Guard.

Youth groups in attendance at summer camps offer also educational possibilities. Here is a chance for KOG membership activity by field men. Last year groups such as Girl Reserves and the Boy Scouts gave valuable assistance in securing adult memberships at the Portland Rose Festival, Washington County fair and the Oregon State fair.

Future Oregon forestry is largely dependent upon the junior citizens of the state. By encouraging membership in the "Green Guard" and by working with all youth groups you will be of help in molding good citizenship. You will also find that boys and girls of the junior high school groups can help you in many ways in conducting the membership drive.

Part 5

WINNING PUBLIC SUPPORT

With the danger of war sabotage of the forests and grain fields by the enemy the public has gradually come to think that its forests and farms must be safeguarded against fire destruction. They have come to think, and rightfully so, that any fire, whether by enemy attack, by sabotage, or by carelessness, is a direct threat to their security. Role of the lumber industry in publicizing its contribution to the war effort has instilled a feeling of pride in contributions to the war effort. Other factors, too, affect this new approval of the prevention program. Among these are the fire training program given 1000 Oregon youth by the state forestry department and the extension of fire protection to field and farm under a cooperative agreement with the county agents of the O.S.C. extension service.

Significance of this new approval of forestry is that the public not only will cooperate in fire prevention but is actually interested in joining the Keep Oregon Green Association. Results of the 1942 prevention program convinced public leaders of its value. Never before has there been such widespread interest in forest fire control. The matter of winning public support thus becomes not a problem but a program sure to win with general approval.

The job ahead of the KOG representative then is twofold. The first objective is to carry out a publicity program which will tend to meet not only with public acclaim but will actually make people want to join and wear the familiar tree button.

The second objection is that of conducting the membership drive so that folks will have a ready opportunity to join. It is in this field of

membership that the representative can work with the greatest degree of success. Experience gained from the 1941 drive showed that individual contact is the best approach in securing membership.

In the next section of the handbook certain publicity devices which make for public support will be presented. Then, having put these devices into practice, the field man can go all out for KOG membership.

Careful preliminary planning in laying out the KOG local county organization has simplified the work ahead of the representative. Through appointment of a local county chairman the organization framework has taken form. In winning public support the representative will in a sense serve as liaison officer between the county chairman, community leaders, and the general public.

Community leaders can be contacted through recommendations of the county chairman; the local forest warden; the secretary to the Chamber of Commerce; or designated leaders named by the executive secretary. You can arrange for luncheon meetings and introduce the drive in that fashion. In some cases the local member to the Governor's KOG committee will willingly give use of his time in introducing the field men to influential citizens.

Picking the Committees

In seeking community leadership, beware of the bland individual who unhesitatingly promises to help in every way he can. All too often this individual is inclined to make empty promises. All too often he seeks self-aggrandizement, and his results show little genuine interest in fire prevention. Experience in 1941 with membership station cooperation has convinced me that the "hail good fellow" individual usually puts out little effort in the end.

On the other hand the conscientious business man who hesitated before accepting the charge of handling button sales usually made the best membership record. Great care should be taken in the choice of the community leader. One with keen personal interest and initiative in the program will bring membership and good will results. The individual who seeks free publicity or lets himself in for too much other outside activity will likely prove of little value to the organization.

One other criteria to consider in the selection of community leaders is the public attitude toward the individual. Is the person respected as a contributor to civic betterment? Do people seek his advice or set him up as their leader? Or, in a nutshell, will the public join KOG partly because Jim Brown heads the local committee? If so, you have selected the man for the job.

Visit the local editor

Before proceeding too far with organization in a given locality, it would be well to call on one of the town's most influential persons--the local editor. Explain your mission and tell something of the Keep Oregon Green aims. It is likely that he will tell you of his paper's past support in the program. If so, let him know that his cooperation has been appreciated. Take an interest in his paper, and if you see it has better make-up than the average news sheet, don't hesitate to tell him so. Avoid too much "smooth talk," or "apple-polishing," both of which are familiar phrases to the student worker. Editors are constantly on guard against press agents' talks; they are accustomed to all pressure tactics, and will see red if their support is solicited by any method other than a sincere approach. For the most part they are interested in conserving the forests of Oregon and will back the KOG movement with editorial and publicity support.

One good tip in this game of bettering the relationships with the editor is to enter his office armed with a good bit of news copy. Information as to the progress of the campaign, fire statistics, new fire patrol equipment data, or any other forestry news, if given a local lead, will make a hit with the editor. You can even make a better hit by pounding out a news story on one of the typewriters in his own office.

To illustrate the publicity role of the editor in the KOG promotion we can first consider the public relations angles. Public speaking, radio broadcasts, posters, exhibits, and motion pictures are media for bettering public relations. This public relations program is like building a house. After getting it built a light is turned on. News publicity is that light.

You will find that the editor is one of the most loyal supporters. It would be well to cultivate his friendship and to solicit his support.

"Before the Mike"

Local radio stations provide a good outlet for reaching the public. The field representative should contact the station manager and seek his support in the Green Oregon drive. Suggest that he make use of the fire prevention plugs as often as station policy permits. Most radio stations have 15 minute fill-in periods which might be open for your use. There is ample opportunity for arranging for round table discussions, with the local warden, the county chairman and yourself participating. Such programs need careful preparation. They will be considered in detail under the radio section in Part 6 of this handbook.

"Influencing People"

The American Institute of Propaganda Analysis lists seven devices of propaganda which are widely used in influencing people during various promotional campaigns. These are:

1. Name calling--used to discredit an individual or organization.
Examples: Isolationist; Pro-German; War Monger.
- *2. Glittering generalities--identifies program with virtue words.
Examples: War Effort; The American Way.
- *3. Testimonial--makes use of names of prominent persons in endorsing program. Self-explanatory.
- *4. Plain folks--identifies program with common citizens; becomes a part of their way of living. Example: Fireside chats; cowboy politicians.
5. Card stacking--Use of deception in order to win support; omission of fact.
- *6. Band wagon--follow the crowd; become a "joiner" because it is the popular thing to do.
- *7. Transfer--carry-over device used to appear good in eyes of public.
Example: Use of American flag at Bund organization meets is a nefarious example.

These examples preceded by a star are well suited for KOG use in winning public support.

The name calling and card stacking devices are highly unethical and are of no value in carrying out a long range educational program. During the present war period use of the glittering generality device can and is being effectively employed by the Keep Oregon Green Association. The banner slogan "Forest Defense Is National Defense" illustrates its use. From the standpoint of winning public support the device is an excellent one. It drives home the great need for intensified protection during the war period by tying in forest-farm protection to the all-out war effort. Without question it will loom as the greatest single factor in winning public support and membership to the association.

Second in importance to the glittering generality device is the band wagon technique. All of us tend to conform to the accepted popular pattern. Most of us are "joiners". We like to become associated with popular movements,

and the Keep Oregon Green program is becoming accepted as one of the popular state movements. Actually, citizens are joining up and wearing the pin because they want to be accepted as progressive folks, as good Oregonians. By conducting the drive so that membership is associated with good citizenship, wearing the pin will become the mark of the enterprising Oregonian. (It may be noted that the connection of the forestry program with good citizenship is a practical application of the transfer device.)

Before leaving the subject of propaganda and its device methods it is well to point out that because we aren't accustomed to the terminology, all too often we regard the terms as mysterious, and the very word "propaganda" has come to have a sinister connotation. Actually the campaign issues are a part of our daily life. They provide the basis for advertising, publicity programs, and appear in every public speech. They constitute the American way of influencing public opinion. During the Keep Oregon Green season ahead you will be using these methods and it is well that you become familiar with these tools, as they are effective in winning and keeping public support.

Contacting the Individual

Having carried out a program which acquainted the individual with the program the real task now becomes one of contacting the individual or securing memberships.

Adult membership is of two degrees. The individual may secure the fir tree pin by giving 25 cents contribution or he may take out a sustaining annual membership at \$1. The KOG license plate may be had with this membership or with 25 cents plus the regular membership fee of 25 cents.

Membership sales will be of two kinds: namely, those you sell yourself during the contact work, and those which will be sold by cooperating committees. While the field man may be able to take many memberships, he will perform best if he can get others to handle membership drives in each locality. The fact is that the able field representative should keep himself busy by keeping others on the job conducting the membership drive.

Heading the various cooperating committees will be the county chairman. He will serve as director of the local membership drive, and it is through him that the representative should work.

Quite likely the volunteer committees will take up the membership drive with enthusiasm and active sales effort. Then, as the fire season becomes increasingly acute, the committees will weary of their efforts. When the novelty of the drives wear off, the committee heads will be inclined to lay their membership forms aside and "slacken off" in the Green Oregon effort. Then the field man must command all his ingenuity in order to stimulate further membership action.

Redoubled publicity programs, plus motivating meetings held frequently, will offset this lassitude. New ideas will be needed, and a vigorous pledge renewal will be required. One way to meet the situation would be by establishing quotas about July 15. Committee workers would then enter a competitive race in securing memberships. The best local sales member might then be awarded a merit citation from the State Forester. Through news and radio publicity much achievement recognition would be given the individual. This award idea could be carried even further, for district winners could be named, and then still later a champion state KOG booster could be chosen.

Such a proposal is suggested as a "shot in the arm" method of maintaining committee membership drives. As field representative you will likely think of even better ways of maintaining enthusiasm. Incidentally you may find need to check up on your own KOG drive. Even those conducting the prevention program sometimes become "rusty", so keep your committees and yourself mentally alert throughout the season.

Certain publicity media have their role in swelling memberships and in selling Oregon forestry. These media, therefore, make up your kit of tools. With them you can keep the Green Oregon program "ticking". Considered in detail in Part 6, these public relations media are: personal contacts; public speaking; the newspaper; the radio; the exhibit; the poster; the bulletin and pamphlet; and field tours or "show me" trips.

Part 6

ON-THE-JOB PUBLICITY AIDS

Presented here in outline form are the primary publicity aids which have been stressed as aids in gaining memberships to the Keep Oregon Green Association. Each is worth individual study, and when all are considered they make for a unified educational movement in forest fire prevention, reforestation, timber management, or other vital informational phases of forestry.

A. Personal contacts.

Daily field associations will give you an opportunity to talk with hundreds of people. Conversations with the individual present an opportunity to talk fire prevention. Public relations experts hail word-of-mouth information as the best method of selling the promotional program. Keep this outlet in mind when "bullfesting" or engaged in business conversations with others. In short, talk forestry.

Certain aids in this matter of human relationships (getting along with people) have already been stressed in Part 1 of the handbook. Review these relationship rules. Above all, have a sincere interest in the problems of the other fellow. Be considerate, and above all remain loyal to the message you are selling others.

B. Public speaking.

Giving talks before various civic groups will be of material help in perfecting the field public relations work. Aids in speaking as presented here will help the field representative deliver his message in a more effective manner.

Important rules to remember are:

1. Choice of subject. In choosing the subject, keep the audience in mind. While your main theme will be fire prevention, the subject material can be adapted to the audience. Talk wild life preservation to sportsmen; talk roadside beauty to Oregon Roadside groups; and talk timber values to lumbermen. These are sketchy examples of what is meant by fitting the subject to the audience.

2. Organization of material. Delivery is dependent upon organization of material. Many speakers who appear before various groups make up a card index file containing skeleton outlines for varied talks. Similar card forms could be made by the KOG representative, with subject matter to fit the audience. Once made and indexed, the cards could be used time after time. A given card pertaining to man-caused fires, for instance, might show fire statistics over a period of time; give quotations by forest authorities; or suggest remedial measures in reducing the number of such fires.

3. Preparing the outline. Choose a central theme or idea for the talk, and then build a written outline about the subject. Writing on "Talking Forestry," George E. Griffith, in charge of Information, U. S. Forest Service, region six, has suggested a model outline for use in the delivery of a fire prevention message. The outline follows:

1. Introduction.
2. Basic Facts.
3. Something Wrong.
4. The Remedy.
5. Appeal for Action.

For the beginning speaker this outline will outline will serve very well in motivating the public toward membership in KOG.

4. The delivery. When the big moment arrives and you face the audience, here are a few things to keep in mind:

1. Avoid rushing; wait until you have the attention of the audience before beginning.
2. Never apologize; the audience dislikes it,⁶ it wastes time, and has no purpose. Do your best in a sincere, enthusiastic manner.
3. Keep your eyes on the audience; avoid looking at your feet or gazing out the window.
4. Warm up to your subject and "lose" yourself. Don't fret over an emotional tension when you first begin. Such tension may be desirable, for it means you have the "power to deliver the goods."
5. Speak with animation; avoid the monotone, dull drone of the colorless speaker. If sold on your own message you will soon learn to speak with force.
6. Speak in terms of the audience; take forestry down to earth. Most speakers fail to do this. Mr. Griffith recalls that he once referred to watersheds in the course of a talk, assuming that the audience knew what it meant. After the program a young woman asked if "watersheds" were anything like "snowsheds" which she had seen along western railroads.²
7. The conclusion; before sitting down have a roundup of points covered in the talk. Finish the speech with confidence, then sit down. (Note: If time permits suggest to the chairman that you are prepared to answer questions. That approach often helps in clarifying issues.)

C. News reporting.

It is assumed that the beginning KOG contact man understands the elementary rules of news writing: the who-what-when-where-why and how of journalism.

Although familiar with these rules in preparing copy, most of us need to brush up on our "nose for news". Enumeration of various phases of the

Keep Oregon Green program may help in learning to recognize the news possibilities which surround you during the summer's work. Events or conditions which make news include:

1. Selection of membership committees in each county, community, and city.
2. "Green Guard" organization and activity.
3. Talks or committee reports.
4. Progress report on membership drive.
5. Local fire situation.
6. Forest closures.
7. Visits by State Forester, executive secretary, and other important officials.
8. Seasonal fire warnings, as on Fourth of July.
9. Endorsements; quote leading citizens.
10. Local reforestation.
11. Rural fire protection, farm and field.

Other forest news not directly tied to the program but which may convey the KOG message are:

1. Use of gadgets in fire patrol: radio, haze meter, psychrometer, lookout fire maps, emergency rations.
2. Dispatching, state and local.
3. Fire fighting; cooperation, Federal, state, and private operator, pooling of resources.
4. Crew work programs; location, activities, training.
5. Suppression records; fast "blitzkrieg on fires.

6. Wildlife stories.
7. Logging; new methods in cutting; Oregon Conservation Act, how it assures reproduction.
8. Equipment; warehouse fire tools, kinds and how assembled for ready dispatching.
9. Sportsman's information; fishing and hunting conditions.
10. "Open house"; visitors' day.
11. Forest laws; operating restrictions.
12. The weather; lightning storms; safeguards against getting struck by bolts when in woods.

The list is by no means complete; however, it can be regarded as characteristic "pegs" upon which to "hang" the KOG message. As you familiarize yourself with the work many other news situations will occur. Good ones which will directly aid the membership drive or will help better the relations with the editor should be written for the local paper. Ordinarily such copy should be limited to a single page, typed with double spacing. In turning in the copy never request the editor to make use of it. The better approach is to hand over the copy and suggest its use, if the editor believes it is news-worthy.

Longer news stories or feature articles should be submitted to Mr. Lynn F. Cronemiller, Assistant State Forester, for editing before releasing to the press. Editing the copy will allow careful checking as to policy. (As defined here, policy is the surveillance of a story in order to see that the writing reflects the aims of the fire prevention organization.) Regular news material prepared by Mr. A. W. Priaulx, Public Relations Director, West Coast Lumberman's Association, Eugene, will be channelled through the State Forester's Office, Salem. Spot news written by the

representative should supplement the official copy, and make for more complete news coverage.

The News Photograph

Supporting the news copy will be the news picture.

The "pix" is recognized as the most widely noticed feature of the modern newspaper, and it rates well as a publicity media. Effective news photography makes use of one of the following emotional appeals.

1. Emotional appeal--arouses sympathy and other emotions.
2. Eye appeal--presents striking subject. Has an unusual feature which catches the eye.
3. Sex appeal--features "leg art," pretty girls. Makes a hit with the public, particularly the male element.

The news picture must tell a story; it must be more than merely lining up a group against the wall and then clicking the camera. Since the "pix" must have journalistic value, a news reporter should be hired to take the picture. Don't rely on the average commercial photographer.

D. The Radio Broadcast.

Becoming increasingly more important as a means of reaching the public, the radio broadcast is a valuable public relations aid.

Having first gained free time to appear before the "mike", the field worker should decide on the type of program believed most effective.

Broadcasts may be one of the following types:⁵

1. Interview. Question and answer discussion between two persons, one of whom is always an authority; or one authority may interview another authority.

Application--Arrange broadcast with county KOG chairman and local warden participating.

2. Panel discussion. A discussion participated in by a number of authorities; generally led by a chairman. As a general rule they do not arrive at an agreement.

Application--Arrange program with O.S.C. forest school faculty participating. You are to act as chairman.

3. Round table. Another type of forum, generally having two authorities and one layman discussing a vital public topic.

Application--Arrange program with forest warden, forest operator, and local banker participating.

4. Straight talk. Should be brief, 8 to 10 minutes, covering one subject; statements concise; some repetition allowable.

Application--you prepare a written talk on "Fire patrol for forest, farm and field," and present it yourself.

5. Complete mixed program. Usually with 4-H clubs or other organized groups; consisting of a straight talk, interview, play and music, both instrumental and vocal.

Application--Arrange for a Green Guard broadcast. Plan an introduction talk to tell organization of youth group, aims, membership statistics. Interview the captain, follow with harmonica solo by troop member.

Don't be afraid to be individualistic in arranging programs; use combinations of these five types and also use your initiative.

Tips on program organization.

1. Radio program should be written in detail.
2. Avoid mere question and answer interview, enlarge upon problem at hand.
3. Subject matter should be on practical basis.

4. Material should be timely.
5. Program should be arranged well in advance of program date.
6. There should be a reason for a radio appearance.
7. Program theme should be selected before personnel.
8. Personnel should be selected to fit into the program theme; selecting persons who have a definite contribution.
9. Where laymen are used, effort should be made to get their opinions.
10. Music should be of good quality.
11. A conversational atmosphere should prevail, particularly in interviews.

Warning: Arrive early, allowing yourself time to "cool off" before going on the air.

E. Posters and Pamphlets.

Most effective use of posters can be gained through use of window displays. Stores handling sportsmen's goods will welcome poster material for use in display, making use of the KOG theme. You may want to suggest such use to the businessman.

At all times see that posters have an attractive display spot wherever distributed. Avoid passing out posters unless good display use is promised.

Pamphlets are for wide distribution to interested persons. They tell the aims of the KOG organization, and help fill the need of public education. Make full use of the pamphlet in the contact work.

F. The Exhibit.

Last year the fair exhibit offered a means of attracting the public and winning Keep Oregon Green memberships. The forestry exhibit is well suited to the county fair, and arrangements for construction can usually be cared for through cooperation with local foresters.



Figure 1

Model County Fair Exhibit, Lane County Fair, Eugene, 1941.

Cooperation of a group of forest agencies with the Keep Oregon Green Association made possible this exhibit, which met with great public approval. Such exhibits give the field representative a fine opportunity to gain experience.

Keep Oregon Green bulletin material was placed on the table for ready distribution to the public.

G. Visual Aids.

"Showboat" motion pictures are available for showing by the State Forestry Department. Slides, moving pictures, and charts are effective means of arousing public interest, especially among rural people.

Natural color slides should be accompanied by a continuous series of comments.

Arrange the meeting so that the talk precedes the motion picture.⁶ An audience begins to move when the lights come on and the spell of interest is lost. Offer to answer questions at the end of the program. The number of questions raised may usually reflect the degree of interest shown by your audience.

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