



PINEMAP Outreach

PINEMAP Annual Meeting
June 4, 2015



PINEMAP Outreach

- We all know PINEMAP is outcome-driven
- Linking disciplinary and even integrative science to outreach products requires additional steps that we don't always think about
- Goal of this session:
 - Identify outreach products that can be generated from the considerable effort going into integrative papers
 - Incorporate outreach product development into appropriate integration platform timeline(s)



PINEMAP Outreach

- Primary audience: planted pine owners and managers
- Secondary audiences:
 - other forest owners and managers: naturally regenerated pine, mixed pine-hardwood, conserved forests
 - general public(s)
 - policy makers
 - others



Context for Landowners and Managers: Climate Effects on Forest Management Activities

Climate

1. Site Preparation
 - Soil amelioration
 - Nutrition Management
 - Competition Control
 - Pest Control
 - Location choices
2. Planting
 - Genetics
 - Planting Seasons
 - Planting Stock
3. Early Rotation Activities
 - Planting Density
 - Release
 - Nutrient Management
4. Mid-rotation
5. Late-rotation
6. Harvests
7. Stand reclamation



Context for Landowners and Managers: Climate Effects on Forest Management Activities

- ✓ Given our research and resources on climate and forestry
- ✓ Given the forest management context
- What products can help landowners and managers:
 - identify and mitigate risks
 - identify and take advantage of opportunities



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Messaging

- Keep in mind that message framing will vary with audience
- Think about what a particular audience needs, and what the fit might be to your product



Process today

- 1 hour: Break into integrative paper groups (choose one that you have the greatest affinity for)
- Consider the major analyses or conclusions that may arise from this work, and consider potential products for these stakeholders:
 - Forest owners and managers
 - DSS layers or tools
 - outreach products like fact sheets, workshops, talks, etc.
 - Policymakers
 - Public
- Extension, DSS, and Education folks will be circulating to act as resources
- Today's deliverable: at least one Integration Timeline element describing an outreach product, a delivery date, and who will be the lead contact for the product
- 20 minutes: Report back to group