



California Firewood Task Force Outreach Accomplishments

July 1, 2013 – June 30, 2014

Events

- 7/23/13 - Poster, banner, handouts, and exhibits at CA State Fair, Sacramento, CA (~500 contacts)
- 8/25-26/13 - Shingle Springs Rancheria Big Time Annual Event, Shingle Springs Rancheria, CA (200 attendees)
- 9/28/13 - Fire Fest, South Lake Tahoe, CA (500 contacts)
- 9/15/13 - Burlingame Green Fair, Burlingame, CA (80 contacts)
- 10/2013 - “Working for Conservation: Active Engagement in Forest and Woodland Sustainability” conference, Davis, CA (100 attendees)
- 11/2/13 - Bay Area Science Festival, San Francisco, CA (350 participants with approximately 28,000 people at the event)
- 11/20 – 11/21/13 – CA Forest Pest Council annual meeting, McClellan, CA (100 attendees)
- 3/19/14 - Ag Day at the Capitol, Sacramento, CA (300 contacts)
- 4/1- 3/14 - Western Forest Insect Work Conference, Sacramento, CA (100 attendees)
- 6/30/14 - Yosemite Valley Visitor Center Shared Heritage Fair, Yosemite NP, CA (300 contacts)

Presentations

- 7/25/13 - Modesto Pesticide Applicators Professional Association presentation by Katie Palmieri on SOD, GSOB, Firewood, Stanislaus County Department of Agriculture, Modesto, CA (100 attendees)
- 8/2013 - Palmieri, K., Owen, D., and Smith, T. - Spring 2013 edition of the Cal-IPC News from the California Invasive Plants Council “Buy It Where You Burn It” campaign to stop forest pests” article
- 9/24/13 - CA Roundtable on Recreation, Parks, and Tourism Meeting presentation by Katie Palmieri on Buy It Where You Burn It 2013 Outreach Campaign (30 attendees)
- 5/14/14 - Alexander, J. 2014. “Public outreach on invasive species” presentation to Southern California Fire Summit, Diamond Bar, CA (150 in attendance)

- 5/19/14 - Palmieri, K., Alexander, J., and Bokach, M. 2014. “Protecting California’s Forests Through Outreach and Education” poster presentation at the national ANREP biennial conference, Sacramento, CA (150 in attendance)
- Monthly - CA Board of Forestry presentations by Katie Palmieri re: updates on SOD/CFPC/Firewood/GSOB (50-100 attendees)
- Presentations at Pest Risk Committees by David Pegos and Austin Webster, CDFA
- Meeting with Customs and Border Protection by David Pegos and Austin Webster, CDFA

Traditional and Electronic Media

- 5/12/14 Tweet – GSOB/Firewood Exhibit at RAST Fire Summit 2014
- 5/20/14 Tweet and Facebook post re. 2014 ANREP Conference GSOB and Firewood outreach
- 5/21/14 - Firewood PSA with 15, 30, and 60 second spots
- 5/22/14 - Joint Firewood TF, USFS Press Release: “Protect California’s Forests and Trees by Not Moving Firewood”
- 5/23/14 - Tweet and Facebook post re: Buy It Where You Burn It message
- 5/25 – 5/31/14 - KKBN covered Firewood PSA on radio

Public Outreach

- Monthly – Season-specific Buy It Where You Burn It message in CFPC newsletter

Outreach Materials

Printed materials:

- 3 versions of campground posters, in English and Spanish (6,200=\$7000)
- postcard-sized handouts (60,000=\$4000)

Giveaway items:

- temporary tattoos (20,000=\$2000)
- lip balm (5,000=\$2000)
- “Forest Protector” badge stickers (2,000=\$300)
- decks of playing cards (1,000=\$5000)

Online education and advertising:

- Website (firewood.ca.gov) (44,517 hits as of July 2014)
- Video PSAs (478 views on CISAC YouTube channel, 78,489 “partial views” and 12,558 full views via AdWords)
- Google AdWords (772,128 impressions for \$4156.92; another \$12,000 pending)

Outdoor advertising:

- Billboards (16 signs with ~35,849,744 impressions; ongoing)

- CalTrans rest stop posters (2 posters per rest stops statewide, though no guarantee they were actually posted)
- Border station posters
- Vertical banners (6=\$2500)