

OUTSTANDING COMMUNICATOR AWARD

PURPOSE:

The Outstanding Communicator Award recognizes an SAF member who displays the ability, talent, and skill to lead innovative and exemplary communications initiatives and programs that increase the general public's understanding of forestry and natural resources at the local, regional, or national level.

BACKGROUND:

Communication is vital to improved general public understanding of forestry as identified in SAF's strategic agenda. The SAF Council established this award in 2003 following a recommendation by SAF's national Communications Committee.

AWARD CATEGORIES:

This award is presented to individual SAF members who lead internal and external communications initiatives, particularly those that enhance the public understanding of forestry. Eligible categories are as follows:

1. *Outreach to media.* Development or enhancement of outreach initiatives to local, regional, or national print, broadcast, or Internet media that result in journalistic coverage of forestry issues.
2. *Outreach to SAF members and other natural resource professionals.* Development or enhancement of initiatives, such as SAF newsletters or websites, that help support public outreach efforts.
3. *Outreach to educators and youth groups.* Development or enhancement of initiatives such as field trips and camps for schoolchildren, curricula, or traveling forest programs.
4. *Outreach to policymakers.* Development or enhancement of initiatives such as field tours for policymakers and presentations/meetings with legislators, legislative staff, or other community leaders.
5. *Outreach to the general public.* Development or enhancement of outreach initiatives such as those at local and state fairs, environmental conferences, career shows, and museums.

AWARD CRITERIA:

Nominees must demonstrate success in one or more of the following communications initiatives:

1. The initiative helps gain broadly-based public support by demonstrating that professional stewardship of forest resources is the most effective means to achieve a balance between people's needs from forests and society's environmental goals.
2. The ability of the initiative to provide the target audience with current scientific information related to forestry that can be easily understood by the target audience.

3. The initiative refines and communicates the collective professional forestry view regarding the importance of managing forests.
4. The initiative's role in expanding and/or increasing communication with groups such as environmental organizations, community groups, and elected officials.
5. The ability of the initiative to expand local and national media exposure to the profession of forestry.

In addition, the nominee must be a member of SAF, must not be a recent recipient of or current nominee for the Technology Transfer Award, and must not be a member of the national Communications Committee.

NOMINATION:

The nominator must submit by February 28, for the award that year, the following information on behalf of the nominee to National Awards, Society of American Foresters, 5400 Grosvenor Lane, Bethesda, MD, 20814-2198.

- A biographical sketch (not to exceed three pages) that references the award criteria.
- Two letters of endorsement addressing the award criteria.
- Nomination form – available from the SAF National Office or the SAF website.
- Communication samples, if applicable. Please provide 10 samples of specially formatted samples.

The national Communications Committee will consider all nominees and forward one nominee to the SAF Council for its approval. Unsuccessful candidates may be renominated in subsequent years by letter. Any updated material must accompany the letter. All award criteria must still be met at the time of renomination. Posthumous nominations will not be considered. The SAF national office will contact the nominee only if chosen to be the award recipient. All other correspondence will be directed to the nominator.

AWARD DESCRIPTION/PRESENTATION:

The award is presented at the SAF national convention. The recipient will receive an engraved award, complimentary convention registration, and up to \$500 to cover travel expenses and accommodations.

PREVIOUS RECIPIENTS

2007 No Recipient
2006 Susan W. Bowers, CF
2005 Richard L. Powell, CF
2004 John E. Benton Jr.