

FORESTRY SALESMANSHIP

by

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April 29, 1941

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Forestry Salesmanship

by

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A Thesis
Presented to the faculty
of the
School of Forestry
Oregon State College

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science
June 1941

Approved:

Professor of Forestry

FORESTRY SALESMANSHIP

Acknowledgements

To Thornton T. Munger, I am indebted for the subject of this thesis.

To George E. Griffith, I am indebted for pertinent suggestions made concerning the problem of attacking the subject of public relations.

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FORESTRY SALESMANSHIP

Introduction

Retrospection:

Many people believe that public salesmanship of forestry is a relatively new endeavor. While this may be true in the United States, it is not so in many other countries where forestry has been practiced over a number of years. One of the first men to spread the gospel of forestry was not a forester, but a prophet of Isaiah who lived in the Eighth Century, B.C. (15):

"From his knowledge of forests and forestry and his use of forest terms in his teachings he has been well called the 'Roosevelt of the Holy Land'. Joel, the Hebrew prophet of the Fifth Century, B. C., was even a greater public relations man than Isaiah, and the outstanding watershed protection and fire prevention advocate of Bible times. It was Joel, who, by implication if not in actual words, originated our present day fire slogan: 'Prevent Forest Fires--It Pays'."

In the early days in our own country, two men stood out as pioneers in this field. One was Secretary of the Interior, Carl Schurz, and the other his able assistant, General James A. Williamson, Commissioner of the General Land Office. Secretary Schurz can be credited with a considerable amount of salesmanship when he introduced President Hayes to present to Congress in his initial message, recommendations "concerning the depredations committed upon the timberlands of the United States, and the necessity for the preservation of the forests". This action resulted in 1878 with the passage of a comprehensive forestry bill in Congress, which stands today as the

first landmark of conservation movements in this country.

To most foresters today, the outstanding public relations movement of the present day, was the selling of conservation in all its important phases to the people of the United States by the founder of the present Forest Service, Gifford Pinchot. In this endeavor, he was given full support and able assistance by Theodore Roosevelt. This was a tremendous task--to turn America into a conservation and forestry minded nation--the means employed, and the battles fought and won, marked this campaign as one of the most effective salesmanships of forestry in the entire forest history of the United States.

Today there is a tardy recognition by foresters of the necessity for public understanding, appreciation, and support in the final forestry problem. The forester has come to realize that people are not given to beating a pathway to his door step to worship upon the shrine of forestry, but if the forester is ever to sell his wares, he must literally preach the gospel of forestry from every housetop so that everyone may hear and understand his message.

The necessity for the correct understanding by the public of any enterprise was well emphasized by Abraham Lincoln in the following language: "Public sentiment is everything. With public sentiment nothing can fail; without it, nothing can succeed". Everyone who has followed the vicissitudes of the forestry movements during the past

number of years knows only too well the truth of these words.

Contemporary:

Today, forestry salesmanship is more than ever needed to put across to the public the increasing number of problems the forester comes up against in his daily work routine. Selling the ideas of forestry in the present era is a complex mixture of salesmanship, law enforcement, and public relationships.

The salesman, in order to be successful in his profession, follows a certain chronological sequences of action, such as the following, in order to sell his product: He sells himself on what he has to sell; he then attracts favorable attention to his product; he arouses and develops a buying interest; he now stimulates a buying desire; and finally, he closes the sale.

In a like manner, forestry salesmanship has its sequences of development through which it must follow to bring about the desired results. It must be in the proper place, at the proper time, with a legitimate purpose, and with an ultimate objective obtainable with the tools at hand.

The complexity of salesmanship, then, combined with lack of adequate appropriations, realizations, men, etc., have put forestry in a very awkward predicament. The profession is desperately in need of all the public support

it can rally to its aid. The answer, therefore, for the forestry profession will be to stimulate public understanding and quicken public interest in forestry problems, so that there may be nationwide support of the practice of forestry principles. That is the broad view of the job which is made up of a large number of component parts discussed in the body of this paper.

CHAPTER ONE

The Need for Forestry Salesmanship

There is an ever increasing need for forestry salesmanship in the United States. In the past, when annual increment exceeded depletion, this need was not felt, but the present mode of life and the complexities which it brings in dealing with large numbers of people from different environments, makes the need for public forestry salesmanship an increasingly complex problem, and one which will assume paramount importance in the years to come.

Incendiarism:

If forestry had really been sold to the public, the incendiary type of fire would be a thing of the past, and fires would originate only from natural causes. As it is well known, this is not true, and in some parts of the country, numerous annual incendiary fires occur with surprising regularity in the same areas.

There is no doubt that a great deal of progress has been made in fire prevention, but the results which have been attained are small in comparison to what they could have been, considering the amount of time which has been spent on this job. Despite the best efforts made in fire prevention education and fire control methods, today, the United States is just about holding its own on protected areas, both in the total number of fires, and the

number of man caused fires, while upon unprotected acreage, the amount burned, and the resultant damage, is making a steady yearly increase. In all educational efforts, people agree that fires are harmful and unnecessary, and should be prevented. But the problem of firmly implanting this fact in the public's sub-conscious mind so people will automatically exercise care with fire when in the woods, has not as yet been solved. Much of this failure is probably due to the methods that have been used in dealing with the public to combat mal-practices.

The Forest Service conducts extensive, and often expensive educational campaigns against so called "light burning" and incendiarism, and is often greatly surprised to find, that, in spite of favorable local sentiment and large attendance at fire shows and demonstrations, the number of these types of fires often fails to show the slightest indications of a decrease. The Forest Service and other public agencies have often expected an educational campaign to do the whole job, even when it has been shown from years of experience that "education" must often be supplemented by law enforcement if any headway is ever going to be made against this type of pernicious practice (15). The following reasoning is a typical example of letting education do all the work (18):

"----- have just launched a three year educational campaign to discourage the destructive habit of burning the woods which is so prevalent throughout the South.

"Education is the only effective way in which to attack this problem, and the campaign now under way, backed with a fund of \$150,000, should go a long way toward teaching the people the truth in this connection."

Most of the Southern States have strigent[?] laws against burning the woods, and in all States, burning of any description is strictly regulated. Success in suppressing incendiarism is obviously not merely one of education as suggested above, or of arbitrary law enforcement. The problem to solve is "selling" the ideas of conservation to the people backed up by the law, and supported by the proper public consciousness of this unnecessary evil.

For the year 1938, there were 232,229 forest fires reported, with many more undoubtedly not on record. Of these fires, 9,873 occurred upon government owned, or administered lands, under the protection of the Forest Service, while 76,326 were upon state and private property, protected by the owner, either in cooperation with the United States, or otherwise. 146,030, or sixty-three percent of the total, started upon state or private holdings not protected in any manner.

This means there was an average of one forest fire every two and a quarter minutes for this year in the United States. The total acreage burnt over was 33,815,100 acres, an area as great as the state of Arkansas, and causing damage estimated at \$36,888,460, approximately ninety percent of which could have been pre-

vented if proper measures had been applied and enforced. Of the 86,199 forest fires on protected areas, 22,619 fires were incendiary, while only 7,445 fires were caused by lightning. This appalling number of fires was only exceeded by one other type of fire, smokers, which accounted for 25,053 fires. Of the total number, 69,585 fires were caused by man, and in the last eight years, this figure has not varied appreciably (24). This is certainly a terrible travesty on the efforts at public education in fire prevention. E.T. Allen pertinently asks (1):

"Has it ever occurred to you that we are the best fire-fighters in the world, of which we are inclined to boast, just because we lead the world in permitting fires on which to practice?"

The boasts of national and state forest acreages, annual forestry appropriations which run into millions, increasing number of forestry schools, and experiment stations--all are blotted out by the smoke from these fires. Perhaps foresters themselves have become lost in the smoke, and clamor for more money and more men with which to fight forest fires; for newer and better equipment, for more lookout towers, for more pumps. Meanwhile, the careless and the incendiarist are abroad in the forest stands, both virgin and young growth, scattering fire-brands or tossing smoking cigarettes. Foresters have been too busy fighting fires to find the man who started it. They have been too busy devising new fire equipment

and tools. They have neglected to educate the ignorant and careless in the ways of the woods before they go into them, and they have not enforced existing forest laws.

If forest fire prevention is ninety percent of forestry in America today, then the first duty of every forester is public education in forest fire prevention. Forest laws are needed in many states, but far more is the crying need to enforce those already upon the books, some of them so ancient that they have been forgotten. The American people must be made fire-conscious; they must stop the careless, the ignorant, the vicious, in their wild orgy of burning timberlands. An outraged public opinion is the only tool that will accomplish this; a conception by all respectable citizens, that the man who negligently or ignorantly is responsible for a forest fire, be classed with the thief and the killer--an enemy of society.

Taxes:

One of the pressing problems of present day private forestry is taxes. In a few years the virtual existence of private forestry will be threatened, and if alleviation does not come, private forestry will probably cease to be. Scientifically accurate taxation plans, schemes, solutions, and timberland "cure-alls", have been made by the hundreds, but to date only the property tax, timberland tax, and the yield tax in certain local areas, are the monuments to former forest economists. The weight of public opinion

sold on forestry would have had a tremendous influence in securing the much needed alleviation legislation (10).

Perhaps the reasons why the economists or proponents of other forestry measures have failed, is first, because they have only sold a small part of the lay public, and that part, the well informed. Secondly, because foresters with scientific attitudes believe that it would be prostituting their abilities if they were to write down to an intelligence with a lower common denominator than their own; that they would be substituting clever journalism for exact logic. But the conclusion is irresistible, that the public has little or no interest in the weightiest of economic problems confronting our timber resources for the simple reason that those who attempt to explain them are incomprehensible when they should be illuminating. Almost the entirety of the information designed to interpret facts of forestry to the unscientific, dulls the imagination of the reader or listener instead of stimulating it. No wonder tax revision measures have died such a quick and certain death in the legislature. Lacking public support, farming and business interests plead that almost anything other than a direct property tax upon land would result in an unfair distribution of the tax base, and the results would be disastrous for them. Their pleads supported by organized lobbies and other types of political machinery, have tramped upon the feeble efforts of the scientific forester

to secure favorable legislation, whereas an organized effort upon the part of all concerned in private forestry, with a wisely directed educational and informational campaign, would result in the rapid passage of these measures.

Any tax, and certainly those in the forestry profession, should be based upon the ability to pay. If then, instead of preaching sustained yield to private timber operators and educating them to remote advantages, a campaign of public salesmanship was launched to revise tax measures to an equitable basis for all concerned, based primarily upon the ability to pay, and that is certainly when the timber harvest begins, timber operators would then practice sustained yield, not because someone educated them to it, but because it was economically feasible.

Other Measures:

Practically all forestry movements in which national government, state government, and private interests play a part, must depend on public support. Congress and state legislation moves slowly unless the urge for action comes in definite terms from the voters. These popular demands are too often based on mob psychology, and not upon knowledge and deduction. The following problems, if put up to the voters in such a manner that action was immediately demanded, would certainly facilitate the cause

of forestry in the impetus which would be given forestry legislation.

1. A program is needed to put approximately ninety million idle acres of timber lands back to work. At present these lands are eroding, causing flood conditions in the low lands, and clogging up waterways, besides not contributing in any way to the financial support of the county, state, or federal government. The tax base has decreased, and many counties in formerly timbered areas face a grave problem of returning these lands to production, or face complete financial failure, as some counties are even now in an insolvent condition.

2. A program by private agencies is needed to secure more cooperation from federal and state governments, both in moral and financial support. It has been too often in the past that forestry is put upon the shelf, while other measures which do not have substance, are given the major part of the appropriations. Without financial support, all the moral support which can be mustered will not be of any avail, and any program under these circumstances will be doomed to an early death.

3. A program is needed to develop more laboratories to test methods for closer utilization of forest products by manufacturing industries. At present, industrial wastage represents an enormous loss of raw material, both in the woods and in the mill. A reduction of this loss, can be accomplished by selling the public wood in new forms

for old and new usages, thus increasing the per capita consumption. Where wood is at present inferior, methods should be developed in these laboratories to make it superior and sell it, or, if it cannot be brought up to set standards, it should be discarded, because a good reputation for wood with the masses is far more important in the end than any one single article.

4. Stimulation of public interest in communal forests is needed. This is particularly important, because, by arousing community interest in forestry, the people will become forestry minded, and will automatically practice good forestry and give whole hearted support to deserving legislation. This single item in states and counties whose annual income is largely made up from forest products, and whose income will be in the future, will do more towards securing a permanent place for forestry in the community, than probably any one other single factor.

5. Stabilization of communities is of vast importance to the security and welfare of the county and state. The permanent establishment of lumber mills and wood derivative industries with a consequence stabilization of employment for woods and wood workers, will build a well organized and healthful community, whereas an area where high-grading is practiced, unemployment is prevalent, and ghost towns mark the high-graders footsteps through the woods.

In order to secure the objectives which have been enumerated above, honest, sincere, truthful, and systematic public relations campaigns, combined with a certain knowledge of psychology, should be carried out. There should not be any back slapping one minute, and defacing the next, as has been done by foresters too often. For example, in the past the wrong type of public relations methods have been used in trying to sell forestry to the lumbermen. They painted them as despoilers of our heritage of forests, creators of idle and burned acres, a menace to the cause of forestry, and at the same time, tried to remain friends with them and induce them to put into effect, certain woods practices which were believed to be essential to the right solution of the forestry problem in our country. In return for this, the lumberman retaliated with a publicity and educational barrage, so effectively managed, that it convinced a large number of our citizens, including some forestry and conservation advocates, that the lumbermen were doing more than their share in forestry practices, and the timber problem was non-existent. Figures were even worked up to show that growth is even now, more than depletion. It is no wonder that the befuddled public is misled, forestry practices are still hanging in the air, and the lumberman rolls merrily along, unmolested on his path of destruction.

Forestry salesmanship in the future should strive to enlist the particular industry it affects to their banner,

rather than have this continual strife. Fair, and above board dealings will aid to a large degree, to bring about sound forestry practices and eliminate wasteful exploitation. If resistance cannot be overcome, as for example a lumber company that is leaving havoc in its path and the company cannot be reasoned with, a campaign should then be put into effect as a last resort to impart honest and unbiased information which should culminate with the public demanding that over-production and wasteful cuttings of its heritage of forests cease. The creation of a public sentiment that refuses to tolerate the continual destruction and decadence of the forests must be aroused. Little success can be expected without it, for public opinion, and public opinion is a public sold upon an idea, is the propelling force that enables laws to become effective.

Permanized
OLD RELIABLE BOND

CHAPTER TWO

The Tools of Forestry Salesmanship

There are at hand today, many tools to sell the public on forestry wares. Public salesmanship should make use of as many of these as will accomplish its objectives. The following are some of the tools or instruments commonly used to broadcast facts and ideas to the public: Printed material; newspapers, magazines, circular letters, leaflets, booklets, pamphlets, map folders, calenders, signs, and hand bills: Pictorial; posters, slides, movies, and photographs: Exhibitory; museums, libraries, and exhibits: Spoken; radio and personal contact: Individual induction; planting groups, show-me tours, demonstration trips, extension forestry, arbor day, and forestry week.

Printed Material:

Through the printed word is opened the largest single means of molding public opinion. It can be said that it is also the most powerful in molding public thought. It therefore presents the largest single outlet for forestry educational activities in public salesmanship work.

In the past, foresters have been prone to cloth their writings in abstract and technical words of a dull and scientific nature. They have felt that any depression from the high standards set by their predecessors, would reflect upon them and their profession. As a consequence of these high standards and ideals, it is often stated

today that in writings for public consumption, the forestry profession is fifteen to twenty years behind other professions, or types of organizations, which were on a par at their inception. As it was said by John D. Guthrie (13), "Foresters as a class are prolific writers; they are also as a class prone to shroud their thoughts in technical terms and high sounding language, both fatal to a popular understanding." If the forester wishes to talk to the layman through the medium of the printed word, he must use a lower common denominator in his writings. Today some forestry writers plead that (15):

"In our publicity work we seek the easy way, that will bring the greatest return in column inches, by featuring the news that papers like to print--fire, money, receipts and expenditures, all forms of reaction, wild life and the like. We have done this for so many years that now when we release scientific news and facts on important forestry and allied subjects, nine out of ten editors consider it poor copy and throw it into the waste-paper basket."

This is the typical plead of the forester--that they cannot get their scientific papers published. However, news editors who have made studies of what the public will consume, and what is almost always rejected, will not publish this type of material unless the tone of the article is brought down to the point where the layman can consume it, and it is of interest to him. In a study made of what both country and city editors will print, it was found that purely scientific material, if clothed in an interesting garb, will get space in the papers, and that condensing long stories to items, five to ten lines in

length, insures their publication in many papers of small local circulation that never before ran forestry news.

Today, there appears to be a growing resentment in the forestry ranks of having the news of forests and forestry written so largely by sob sisters and feature writers of the Sunday supplement section. And yet these literary gentry catch the popular fancy with their "fresh air" journalism, while the scientific writer who attempts to break into the columns of popular newspapers and magazines, has his articles politely rejected on the plea of lack of space, but they are really too dull. Foresters are going to have to get right down and compete with these purveyors of snappy copy if they are ever going to get their articles published. And if a forester elects to engage in competition with the hack writers in order that popular forestry will be written from an authentic viewpoint, they may be certain that the more dignified members of the profession will look down upon them and encouragement will not be forthcoming.

A recognition of what is news is also important. Foresters are inclined to have stock-in-trade answers for all news copy. In one case, letters were sent out to a number of foresters asking them for any news which might be of general interest. Very little copy was received and that was mostly concerning technical news. A survey was then made of the canvassed area to see if there had been any news which might concern forestry, and it was

found that there had been a local tornado; a state had purchased large tracts of land for forestry purposes; and in another area, a great forest fire had threatened property of tremendous value. Of smaller news items it was found that in New Hampshire there was a town cursed by an old man and planted, streets and all, to solid forest; a domestic apple orchard lost in the forest and grown to forest form; an exciting local fire happening--human stories, all which are needed to draw attention towards the field of forestry before the more weighty subjects are broached, for favorable mass opinion gained through public education is necessary to bring about the passage of important legislation and the solution of many pressing forestry problems (5). What could be more reasonable than to expect that the creation of this mass opinion should come from the forestry profession?

Pictorial:

In the past few years, there has been a definite trend towards recording news upon film and presenting it to the public either in the form of news photographs or motion pictures. Pictures of foresters actually engaged in their daily work in relation to the multiple usages of the National Forests are needed as public records, in the salesmanship work of informing the public, and giving a clear, undistorted picture of what actually takes place in the routine work of administering the forests.

Good pictures of a ranger fighting to hold a fire while it is small, or directing a crew in a battle against a large fire; administering a timber sale with selective cutting; engaged in any activity which makes the use of summer or winter recreational areas enjoyable to vacationing groups; helping to improve or stock a fishing stream or improving the habitat for wildlife; supervising the reforestation of a fire-killed area; or any other activity of human interest which identifies foresters with the actual work of forest conservation or economics, depending upon what is intended to be stressed or lesson subtly taught, can be used daily by newspaper men of the various tabloids.

In the past, particularly in motion pictures, the film was so obviously a lesson, that the subjects immediately formed an inward resistance to it before the first reel was over. To be successful in this type of work, a theme of general interest to the group to whom it is being shown, should be carried out, with the lesson intended, portrayed, but not in an obvious form. Some themes, or central ideas which could be successfully used in movies, are pictures of recreational facilities in use by the public, showing both what developments have been made and how they are serving the people; others depicting the results of carelessness with fire which caused a vast area to be deforested, or showing homes destroyed, families driven out, industries ruined, beauty

of scenery destroyed, fishing streams choked, erosion setting in; of logging operations, especially those which employ local people, or fit into a subsistence plan of part time woods work. These, and many others can be used with often excellent results, and a deeper understanding by the audience attending of the problems faced and solved by the forest officer (7).

This medium, next to the printed word, reaches the greatest number of people in this country, and hence it should not be neglected as it has been done. Only one story to date of forestry has been fairly accurately presented as yet. This was from Harold Titus' book "Timber". The reason that this broad field has as yet been untapped is because the men who know it best have kept it to themselves. As a profession, the forester must come to realize that here is a way of reaching millions with the message of what the forest means in the life of a people.

Walter Lippmann once said (17), "Pictures have been the surest way of conveying an idea, and next in order, words that call up pictures in memory."

Exhibitory:

A very effective way to get a convincing story across to the public is by use of an exhibit. Each day, thousands of people attend museums, libraries, and fairs, where the messages of forestry can be illustrated by this simple graphic method.

Great care, however, should be used in setting them up. To be effective, an exhibit must arouse the interest of those for whom the message is intended; it must have its thoughts centered upon the audience. In past exhibits, foresters have set up displays which deeply interested themselves, but the public did not consume them and the project was a failure. A successful exhibit can be had, not by selling fire prevention, planting, or recreation, but by selling what the average man is most interested in, the benefits, and what he will get out of it.

Professor Lowsbury said: "The human mind has an infinite capacity to resist the introduction of knowledge." It must be remembered that, in these cases, people do not go to look at exhibits necessarily to increase their knowledge; they generally want to be entertained. It is far easier to make an exhibit entertaining than to try to change human nature. Most people are entertained the easiest by animation. Off and on lights, changing colors, running water, moving figures, live animals and birds, music, talking, and turning wheels, all will help to make an exhibit entertaining and interesting (7).

The forest activity and the method of presentation should in all cases, be carefully prepared for the particular group at which it is to be shown, or the locality in which it will be exhibited. In most cases, this will mean the preparation of the material for a meeting that is

fairly well mixed, as to age, occupation, and sex. This does not mean, however, that the material cannot be presented in such a way that it will have that important appeal, so necessary in all exhibits. The persons viewing the exhibit should not be made to feel that they personally should be made to do the work, but that the particular organization is doing a big job for them in the best manner it can. If this spirit of cooperation is implied in the exhibit, through careful presentation of material, even the most general subject matter can be used to forcibly bring home the principles of conservation.

Spoken:

Speech in any form has long been one of the effective means of convincing, teaching, or showing a person that a certain program of action is of some value or is not of any value. Today, there are three mediums through which the spoken word is conveyed to the listeners, to influence them in their actions.

First, there is the personal contact, where a forest officer meets a person and spreads the gospel of forestry individually and directly. This is the opportunity to use the most important and effective means at a rangers command of getting facts and ideas across to the public, and of winning their good will. This kind of talk is a meeting of the minds; it will be one man against another. Naturally, the man who knows what he wants, who studies the

the man to whom he is talking, and plans his talk for him, will obtain his objectives over the other (21).

In group contact, the same general principles as given above, apply, only in this case the individual has become many. A convincing, dynamic, and interesting talk by an informed speaker to a fairly receptive audience has many times accomplished significant results for the field of forestry.

Lastly, the radio talk is the latest tool by which the spoken word is conveyed. Millions of people listen to the radio nightly. Broadcasting stations are hard pressed at times to provide interesting programs with which to entertain their audiences. Radio audiences will not tolerate long-winded talks or uninteresting dramatizations. When foresters learn to present their stories in an interesting and entertaining manner, program arrangers will welcome them upon the list of their performers.

These methods of presenting the spoken word are of importance to foresters, and should be utilized more than has been done in the past. Until foresters are given more training in this field, this avenue for public salesmanship of forestry will remain closed until forest men awaken to the fact that they must preach as well as practice forestry.

Individual Induction:

Individual induction is a system by which actual methods of planting, fire fighting, etc. can be practiced by the public. This type of education offers an unexcelled opportunity for lasting salesmanship work.

If people have ever actually gone out in the woods and planted trees, or fought fire and the like, they generally become ardent supporters of safe fire practices and conservation movements. Arbor day, and American Forest week, have been set aside so as to enable people to have this opportunity. Foresters should recognize the value of these days and organize programs to keep the public's interest aroused in this type of work.

Qualities for Forestry Salesmen:

Every forester should be in sense, a "salesman", and should have something of the good salesman's attitude, ability, and personal "mixing" qualities. These traits will put across the program, while on the other hand, the converse of the above attitudes will cause resentment, ill-will, and hostile views upon forestry.

Besides the above qualities, it is important for the forester to know just exactly what he is selling, and should have a general knowledge of the forestry problem, and a specific knowledge of the local district in which he is employed, the resources, and the problems. A forester cannot "sell" people forestry or anything else

unless he knows what he is selling.

A forester should at all times strive to be fair and courteous. If the public is going to have confidence in what the forester is trying to teach, he must have integrity, fairness, and courtesy, or their cooperation will never be secured.

In dealing directly with the public in any situation, tact and cooperation should be used. An ill-natured or gruff ranger can make more trouble for forestry in one day, than two other public relations men can patch up in a month. Even in law violations, this should apply, for the law breaker will sometime again return to the forest, and good forest citizenship cannot be secured if there is perpetual friction between a former violator and authority.

At all times, a forest officer should be "on the level". He should do his duties without fear or favor in any particular locality. However, as indicated above, he should try to have his actions understood and respected and even if possible approved. Many times it is not always what the forest officer does, but more on what the people hear or believe he does, that goes up towards making good relationships.

A forester should try to live right and act right, so that he can squarely face each new day. Public esteem for him can only be secured if he lives up to high standards in all matters of personal honor, business dealings, and responsibilities.

The above qualities, while not intended to be an arbitrary set of rules, will go along ways towards placing the whole of forestry upon a firm and established footing, and will secure the publics approval and cooperation in carrying out forestry policies in future administrative work.

FORESTRY SALESMANSHIP

Summary

1. Without public approval based on correct knowledge, the essentials for the permanent success of any undertaking is lacking, and that is just as true of forest work as in business.

2. The major objectives of present day public relations work are: Fire prevention, public education in forestry, getting forestry into the woods, and forestry publicity.

3. The public should have general knowledge of important forestry problems, so that the best use of forest resources will follow.

4. Satisfactory relations are just as important as the correct handling of forest resources.

5. Public ignorance of forestry problems, and the methods used in handling forest resources, indicates that foresters are falling down in their responsibilities of acquainting the public with things they should know.

6. In the long run, forestry depends for its prosperity and usefulness, upon what the public thinks about it.

7. What the public thinks about forestry, depends upon the character of the service rendered.

8. Publicity is one of the most powerful and effective mediums of public relations.

9. Effective publicity is largely a question of a forester knowing his public, using his wits, and doing the right thing in the correct way at the proper time.

10. Foresters should strive to serve the public welfare to the best of their ability and not to try to court favors.

11. All public relations work should be followed by action!

12. Public relationships is also a problem of personality, because most of the dealings a ranger has with the public is with a single individual.

13. A forest officer should always be a good public relations man.

14. The whole essence of public relations work is "the greatest good to the greatest number in the long run."

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UNITED STATES DEPARTMENT OF AGRICULTURE
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I
INFORMATION
General

January 28, 1941

Mr. Rodney Fety,
348 N. 25th Street,
Corvallis, Oregon

Dear Mr. Fety:

Your letter of January 27 is received.

You have chosen an interesting subject for your thesis. It is one which is challenging to original thinking; also, one which is fraught with many pitfalls.

I am glad to furnish you some leads for reference material but have a fundamental suggestion which I would like to make. It seems to me that in writing a thesis on this subject you have a choice of two possibilities. One is that you can probably satisfy graduate requirements by rehashing things that have been thought out and done in the field of selling forestry to the public. This merely would be a piece of hack work in which you could take no particular pride as an author. On the other hand, there is a real challenge to do some original thinking in this field and contribute advanced and original ideas. The latter is a road of progress in any profession, and to travel it is the mark of the leader.

I mention this thought rather in detail because I frequently am depressed as I see the younger generation of foresters diving into the pool of public relations and coming up with new discoveries of the same old things that have been tried and used for many, many years. I do not mean by this that the experience of the past should be discarded; rather what I try to say is that this experience should be used as a foundation upon which to erect a new and better structure.

In discussing this subject I always like to warn against undergraduate foresters pointing directly toward public relations work upon graduating. This would lead the graduate into a blind alley and would not give him the necessary background and experience for the career

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ladder in the Forest Service particularly. While public relations is a valuable and necessary part of the forester's work, it must be based upon thorough training and wide experience to be most successful. We would have scant respect for a merchant who put in an elaborate window display and conducted an expensive publicity campaign and then had no goods on the shelf to justify his publicity efforts.

On the other hand, I believe that every forester should, if possible, be well grounded in some of the fundamentals of public relations activities. In the Forest Service we consider the administrative and research lines to be the two career ladders for technically trained foresters. Specialized positions in public relations are filled by selecting men from these career ladders who have demonstrated their fitness and ability over a period of years. The public relations specialist in the Forest Service is primarily concerned with leadership in this field, and with training, organizing, and directing public relations activities of all personnel in the Service. So, I should say that the professional forester should first be sure that he has a thorough training in the technical aspects of his profession and then, if he will superimpose upon this basic training some skill in public relations functions, he will be better equipped to serve and to advance.

Public relations is much more than merely making speeches or writing newspaper articles. It requires a sound knowledge of human relations and an ability to deal successfully with people. This, of course, is true of any profession.

If the student forester can secure practice in public relations skills without neglecting his technical training, this would be a very desirable thing for him to do. Fundamental in the list of public relations skills is an ability to use the English language effectively (I find that many graduates are deficient in this). In this connection, I would refer you to my article entitled "Technician's English", which appeared in the Annual Cruise, O.S.C., 1931, Volume 12, Page 64. The things I said in that article still are true.

I am enclosing copies of three pamphlets which have been issued for use of our field men dealing with three of the basic skills in public relations. These are: (1) "Dealing With People"; (2) "Forest News Reporting"; (3) "Talking Forestry". I believe that you will find some useful suggestions in these publications for your thesis. For further reading in this field, I am enclosing our annotated booklist No. 3, which presents a carefully selected list of standard texts in some of the more important fields of public relations.

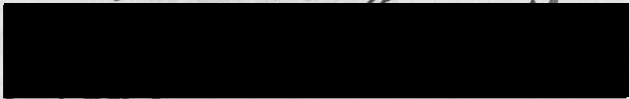
Rodney Fety

In regard to your question as to what phases of forestry should be emphasized: I am enclosing also a copy of our circular of January 10, 1941 "Notes for illustrated talk on THE FOREST PROBLEM". This will give you a lead as to what the members of the Forest Service are talking about at present and may be helpful in answering your question. Fundamentally, I think that land use is a good basic approach. Corollary with this, of course, is the necessity for sustained yield management. A mistake that a good many foresters make in approaching this problem is to attempt to force their ideas on the public. In the industrial world the first step in a marketing program is to make a consumer survey or analysis. On this is based the right sales approach. While we cannot do this to the same extent as it is practiced in the industrial world, the forester can at least, and I think should, carefully consider the public: What its needs are; what its reactions will be to his proposed presentation; and how the material as presented will affect the public welfare. The public is interested in itself and its own welfare and not in you and your professional problem. You will find some discussion in the technique of this approach starting on page 4, chapter 2 "As A Man Thinketh", of the pamphlet "Talking Forestry".

Since there seems to be a lively interest in this subject at Oregon State, I would suggest that the enclosed reference materials might well be placed in your college library so that other students may have access to them if they are not already filed in that library.

I hope that the foregoing suggestions may be of some value to you. I should be very glad to have you introduce yourself to me at the Fernhoppers' banquet next month when we might be able to discuss this matter somewhat further.

Very sincerely yours,


GEORGE E. GRIFFITH,
Division of Education and Information.

Enclosures