

From: [Cooke, Amanda](#)
To: [Crow, Sarah](#); [Patterson, Emily](#); [Rawcliffe, MacKenzie](#)
Cc: [Kuebler, Caroline](#)
Subject: RE: ISRP and Standard Setting Communication Items
Date: Tuesday, January 07, 2014 5:23:33 PM
Importance: Low

For your records Sarah for when you report out to PEFC:

Today we published the press release to the ATFS website which includes a shout-out in the What's New section of the homepage: <https://www.treefarmssystem.org/atfs-announces-independent-standards-review-panel>

It was shared with all AFF staff, on Facebook <https://www.facebook.com/AmericanTreeFarmSystem/posts/10153748160215556> and Twitter: <https://twitter.com/AmForestFndn/status/420681577534746624>

I created a PR Web release which was published to the newswire targeting the following industries: Environment and Paper / Forest Products. I shared this with 51 industry and trade reporters in North America. If needed, specific contacts on this list can be pulled in the future.

Amanda

Amanda C. Cooke
Media & Marketing Manager
American Forest Foundation
NOTE OUR NEW ADDRESS!
2000 M Street NW, Suite 550
Washington, DC 20036
202-765-3755 (NEW Office) | 202-420-9155 (Cell) | [ac350](#) (Twitter)
www.forestfoundation.org
www.mylandplan.org

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[Check out AFF's Resources for Woodland Owners: MyLandPlan.org and Woodland Magazine](#)

From: Crow, Sarah
Sent: Saturday, December 28, 2013 3:02 PM
To: Patterson, Emily; Rawcliffe, MacKenzie; Cooke, Amanda
Cc: Kuebler, Caroline
Subject: ISRP and Standard Setting Communication Items
Importance: High

Greetings all,

Below and linked is a flurry of ISRP website and outreach related material, questions and items. I tried to ID point people for each item for clarity. There may be some overlap between Emily and

Kenzie, as I think you have your own communication trains going

Website Copy (Emily and MacKenzie)

Website copy is all in this folder (<N:\Center for Family Forests\Certification\ISRP Independent Standards Review Panel\2015-2020 ISRP\Communication and Outreach\Website Copy>) (This folder may be different from previously established ones. I found a duplicate ISRP folder that may have come from our folder re-org Kenzie. I reviewed each to ensure we have all the content, then, deleted the slimmer version.)

- The overview is the main page and all others can link from there.
- Please note that it ALL needs a copyedit. So, if you could run your eyes over each page for typos, I would very much appreciate it.
- Please note: I create a sidebar and links document for things to go along the side and that are linked throughout the pages.
- All items that are to be linked are underlined.
- Notes to support web assembly are in highlighted in yellow.
- A note about bios is below.

Editing and Clarity

- Caroline, if you have time and can run through the pages, for clarity, that would be wonderful.

Linking (Emily and MacKenzie)

- We should create buttons with links to the ATFS Standards Review Process on
 - The ATFS Homepage
 - The AFF Homepage
 - Anywhere else?

ISRP Bios (Kenzie)

- Right now, we have bios for Sinclair, Hill, Hulka, Perry, Diop, Heyde and Austin. All forwarded to Kenzie; please proof all/edit as you see fit, as they are different voices, some are bullets, etc.
- I am waiting of the others but in the event they do not send them..
 - Bill Street is the PEFC Council Chair so his bio is online somewhere.
 - Here is a link to a place I know that Barry Graden's bio is:
<http://www.texasforestry.org/files/TFA2013MeetingWeb.pdf>
 - Will McDow: <http://www.edf.org/people/will-mcdow>
 - DeAnn should have one for Clint Bentz
 - We should also have one on file for John Godbee from his election to WOC
 - We are awaiting confirmation from Jessica Leahy so please not do not include her till we get an affirmative nod that she is in.

Press Releases and Email Blasts (Amanda and Kenzie?)

- I assume that the email blasts can be a slightly modified version of the press release?
- Amanda, what is Kathy's status? I have a couple of specific items that I would like to build

into the language to ensure we cover PEFC bases. I was thinking that might be easier to do once we have a draft?

- We have an ISRP call on Friday 1/3/2014 and, during this call and leading up to it, I will get distro info from a couple of folks for partnering orgs that we can use for linking to our site.

For the Commenting Platform (Emily)

- Emily, per PEFC Reqs, we need to send each commenter a notification of receipt of their comments. Can the commenting platform do this automatically?
- Emily, I probably need to do draft copy for that page, telling folks how to use the tool, correct? Once all is set-up, can I navigate it and, then, write the copy based on my experience?

General Questions (All)

- All: Can we create an official email address for this process please? In the documents, I included standardsreview@forestfoundation.org
- Amanda, I included you as the media contact in the website materials; does this make sense?
- Anything else? Anything you all need clarity or more info on?

My schedule

I will be away on Monday but should be on the train home from Chicago by early afternoon. Feel free to call me on my cell, if you need me. I will be in the home office Tuesday (Wednesday on/off), Thursday and Friday.

Gratitude (All)

My hearty thanks to you all for your efforts thus far and in advance with this process. I hope you enjoyed merry holidays and wish you glittering, abundant New Year.

Thank you,
Sarah