

**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](http://www.forestfoundation.org)  
[www.mylandplan.org](http://www.mylandplan.org)

***We grow stewardship every day.***

**[Join our online community of more than 13,000 forest lovers...Like AFF on Facebook today!](#)**

**[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](mailto: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