



To create awareness and appreciation for the value of trees, and encourage an understanding about the protection, management and conservation of the renewable forest

OWIT Union County Chapter 2020 Forest Products Month Radio Ads

Ad 1: Vote

Do you often think does my vote really count? Two thousand twenty is an election year, can I make a difference? Sometimes in rural America we feel as though our vote doesn't count however in many instances if the majority of rural America would vote outcomes would be different. Did you know that in Oregon you don't have to vote on every measure or person for your vote to count? This is _____ with Oregon Women in Timber, October is national forest products month. We urge to you to vote this year and help make a difference. Managed forests are forever.

Ad 2: Fire

As fires are ravaging most of the west coast of Washington, Oregon and California we know that how we think about managing forests in need of change. Through a balanced management program, we can reduce catastrophic fires by eliminating fuel loads and increasing the vigor of our forests while producing forest products that we use every day. October is national forest products month, this is _____ with Oregon Women in Timber asking you to contact your congressman. Let them know that managed forests are forever!

Ad 3: Jobs

Did you know that more than 61,000 Oregonians are employed in an array of jobs related to forests and wood products? These jobs include positions in forestry, logging, mill work, cabinetmaking, engineering, hydrology, business, wildlife management, and research. The average annual wage for these types of jobs is \$54,000. This is 6% higher than the average wage for all of Oregon employment. This message is brought to you by the Union County Women in Timber. Managed forests support rural communities.

Ad 4: National Forest Products Week

October 18-24th is National Forest Products Week. Union County Women in Timber would like to thank all of Oregon's hardworking timber industry employees for their commitment to producing sustainable forest products that are used throughout the world. Thank you for responsibly managing Oregon's 30 million acres of forestland!

Ad 5: Managed Forests

Crowded forests are more susceptible to insect attacks. In 2017 480,000 acres of Oregon timberland were found to have damage from bark beetle infestation. This damage was seen across a variety of tree species, from a variety of bark beetle species – each about the size of a grain of rice! Preventative measures are the only way to combat these destructive insects. Reducing overstocked stands, is the best defense because healthy trees can defend themselves against these attacks. This is _____ with Oregon women in timber. A healthy forest is a resilient forest!

Managed Forests Are Forever