

# Media Tool Kit



## SFI WORLD RECORD TREE PLANTING ATTEMPT

### WORLD RECORD ATTEMPT:

**MOST TREES PLANTED IN 1 HOUR SIMULTANEOUSLY IN MULTIPLE LOCATIONS BY GROUPS OF 25 TO 100**

**MAY 20, 2015      1:00 – 2:00 PM EASTERN**

**Thank you for taking the initiative to be a part of this Tree Planting World Record attempt.**

The key objective is to represent the organization's dedication to responsible management and conservation of healthy, sustainable forests and to support the communities that depend on healthy forests.

### **What is your role at the World Record Tree Planting?**

SFI's World Record Tree Planting attempt is an important milestone for SFI. You have a crucial role of acting as a representative of SFI, and reporting from the event to virtually share the experience with your local community, and industry as a whole. It's about **communicating, engaging and sharing the experience** in an organic manner that's appealing and relevant. How can this be accomplished?

- Tell the story for others: Report on things that others can virtually experience.
- Personalize the experience: Be casual, fun and don't overuse technical language.
- Communicate: Update your network in real time with event news.

In this media toolkit, we've provided a range of tips and guidelines to prepare you for possible interactions with media, and how to best leverage social media to share the experience with others. Included: interview tips, media do's and don'ts, guidelines to effectively shoot photos and videos, and how to best utilize social media.

### ENGAGE WITH THE MEDIA: INTERVIEW TIPS

Local media will be invited to capture this milestone and may approach your team with interest in receiving a statement or interview for further information about SFI's Guinness 2015 Initiative. Each team will have a designated contact (media representative) on-site to handle media inquiries.

For those designated as a media representative, please find guidance below to help with conversations that may occur with the media. We also encourage you to refer the media to SFI's communication team who are happy to handle the request:

If you would like to issue your own press release, please contact our communications team for sample quotes from Kathy Abusow along with approved SFI messaging.

#### **Canada Teams:**

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### How to Give a Great Interview

It is important to always keep in mind that you are speaking on behalf of SFI, and avoid offering your own opinions and thoughts on the subject matter. To help guide the conversation, we've created a few key points to reference when speaking to media, and recommend committing these to memory.

### World Record Attempt Key Points

- Teaming up with Guinness World Records, SFI has organized a world record-setting attempt that is not only an exciting endeavor but is also one that is closely aligned with SFI's important sustainability goals, as well as those of its partners and communities.
- SFI recognizes the importance of engaging with the communities that support its commitment to responsible forest management. That is why SFI is collaborating with local teams from more than 40 locations to break the world record for the most trees planted simultaneously within a one-hour period by teams of 25 to 100 participants.
- This tree-planting initiative is only one part of SFI's ongoing efforts to work with communities and promote sustainability. Through its conservation and community grants program, launched in 2010, SFI has awarded 38 conservation and 25 community partnership grants totaling more than \$1.9 million to foster research and pilot efforts to better-inform future decisions about our forests.
- SFI is the only forest certification standard in North America that requires its participants to support and engage in research activities to improve forest health and productivity, as well as the sustainable management of forest resources.
- The future of our forests depends on the actions we take today. Only by working together to invest in conservation and promote community engagement can we ensure that our working forests remain healthy and productive for generations to come.

## INTERVIEW TIPS – Cont.

### SFI Key Points

- SFI Standards promote sustainable forest management in North America and responsible procurement of forest products around the world.
- SFI now represents over a 250 million acres / 100 million hectares of certified land across Canada and the United States. SFI has a diverse group of organizations that use our standards, including forest owners, forest managers, manufacturing agencies, government agencies, indigenous peoples, universities and conservation and community groups.
- SFI has been an independent, non-profit organization since 2007 and is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.
- Since 1995, SFI Program Participants and their partners have invested in logger training for environmentally responsible timber harvesting that has reached more than 150,000 professionals, and the community based, grass roots SFI Implementation Committees ensure linkage and relevance to local communities.
- SFI has also awarded more than 60 SFI Conservation and Community Partnerships grants since 2010, totaling almost \$2 million, to foster conservation and community-building projects. When leveraged with project partner contributions, that total investment exceeds \$7 million. This scale means that the SFI program is having an ever-growing and meaningful impact on forestry practices in communities across North America.

### Handling Difficult Questions

If you are asked a difficult question, please refer the media outlet to the SFI contacts listed above.

If the reporter insists on receiving an answer, don't feel pressured to respond quickly. Feel free to take time to listen to their questions carefully, organize your thoughts and find a way to bridge your response back to the key topic at hand. If you're unsure of what is being asked, request clarification.

While you should endeavor to answer the reporter's questions, bridging statements are a fantastic tool to use if you're unable to answer their questions. They help guide the interview back to the subject matter and allow an opportunity for you to provide key messages.

Here are a few examples of bridging statements:

- I want to emphasize...
- What I can tell you is...
- What's important about this /important to remember is...
- Let's put that in context...
- I don't know the answer to the question now, but can try to get the answer for you. What I can tell you is...
- Let me put that in perspective...
- I appreciate your question, however...
- Let's take a closer look at...
- That's an important point because...
- The real issue here is...
- What we are seeing here is...

## INTERVIEW TIPS – Cont.

### Some Final Tips

#### Interviews are opportunities to:

- Get your message across
- Make a good impression – promote, position, explain
- Highlight successes or defuse a controversy
- Influence people's opinions

#### Interviews are not:

- A debate (never argue with a reporter)
- An educational exchange
- A friendly chat
- Off the record

#### On Camera...

- Use appropriate facial expressions
- Don't fidget
- Look at the reporter, not the camera or microphone for in-person interviews

#### DOs & DON'Ts

- **DO** lead the reporter to topics that you want to discuss.
- **DO** seize or create opportunities to re-emphasize your key messages. When a reporter asks if you have anything to add, repeat key messages.
- **DON'T** assume the microphone or camera is off before or after an interview and be aware of conversations you have outside of the actual interview
- **DON'T** give answers when you are unsure or unclear of the facts.
- **DON'T** assume – ever!

Just because they ask the question doesn't mean you have to (or should) answer it.

#### Remember...

- Be prepared: this will provide confidence and that will transfer to your interview.
- Don't use jargon: speaking within your organization or to informed insiders is very different from delivering effective messages to the general public via media.
- Slow down: moderate pacing will improve comprehension, making you appear confident.
- Be concise: keep comments and answers clear and concise. When you've made your point, stop talking.
- You're always on record.

**Good luck on your interview!**

## HOW TO SHOOT A PHOTO AND VIDEO LIKE A PRO

Follow the tips and tricks in this guide to capture your team's Guinness World Record attempt like a pro! Whether an iPhone, smartphone or camera, these tips will help you create a great video and/or photo.

Cameras and smartphones allow you to shoot high-definition photos and video, however the challenge is knowing what to shoot and how to frame your subjects.



Yes!



No!

### Framing Your Subjects

When framing your subject, fill the screen with the target subject and avoid including empty space.

There are three typical shots you can do with a camera: wide shot, medium shot and close-up shot (see image, right).

While the wide shot is great for showing the complete scene, it's hard to tell that the little boy is blowing out the candles on his birthday cake. The close-up shot tells the story. Remember, if you are capturing a video remember to shoot horizontally – **no vertical videos!**



Wide shot



Medium shot



Close-up shot

### Audio

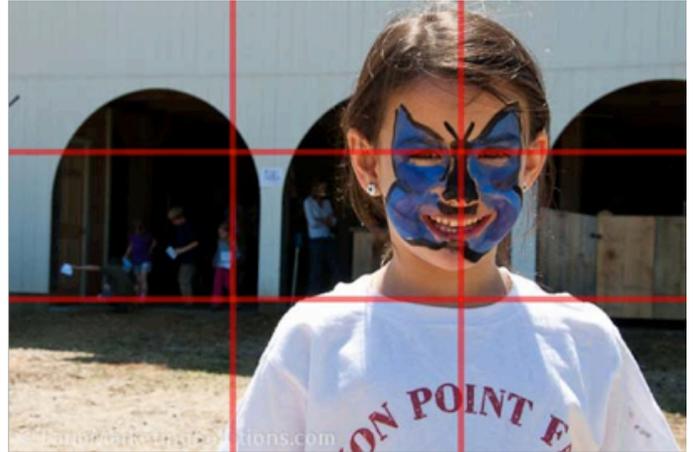
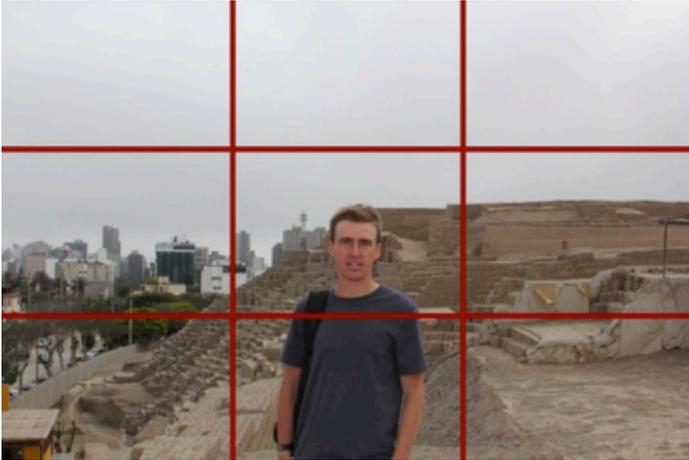
If you're taking a video and don't have access to a good quality external microphone, the first tip we can give you is the easiest to implement: **use your headphones**. Cameras and smartphones will have an audio jack where you can plug in your headphones. By having this plugged in, you'll be able to gauge the audio levels while you're recording. This gives you greater control over the audio quality of your video.

Our second tip is quite easy too: **get closer to your subject when in a noisy environment**. One of the biggest audio mistakes people make is trying to film someone speaking from across the room, when there's no way to clearly hear them. Background noise, room echoes and outdoor sound can all contribute to poor quality when filming. By getting closer, you'll not only have better quality audio, you'll also likely get a better shot for your video.

# HOW TO SHOOT A PHOTO AND VIDEO LIKE A PRO

### The Rule of Thirds

Have you ever wondered why your camera and smartphone has a tic-tac-toe grid available when shooting photos or videos? The grid is to help frame your subjects better. Take a look at the two photos below:



The image on the left is a great example of what not to do. There's simply too much empty space around the man's head, and he's centered in the image. In the image to the right, you can see how the little girl's face fills up the frame.

Mastering the rule of thirds is easy with this one simple trick: **make sure the subject's head is in the top part of the screen.** Your goal should be to frame the action using one or more of the spots on the grid where the lines intersect. Or, to put it another way, make sure your subject isn't in the center rectangle.

### Zooming

While it's tempting to zoom in with the digital zoom function of your camera or smartphone, we don't recommend using it. Digital zoom relies on cropping images and enlarging them to fill the screen, which can result in grainy, pixelated images. Always use the optical zoom function on your camera and if your smartphone doesn't have optical zoom (most don't), or you simply need to get closer to your subject, zoom with your feet.

## SOCIAL MEDIA “HOW TO” GUIDE

A great way to capture and amplify the experience is by utilizing social media. How do you effectively use social media? This social media guide will provide teams participating in SFI’s Guinness Initiative with the tools they need to reach their communities and inform community members to this record-breaking attempt.

### TWITTER

Twitter is a free, online social networking service that enables users to send real-time, text-message sized updates (up to 140 characters in length) that can include links, photos, and videos. With approximately 500 million tweets a day and 271 million active users, Twitter serves as an efficient tool to reach a wide audience.

#### Creating a Tweet

##### A good Tweet:

- Creates conversation.
- Is easily sharable.
- Provides links, pictures, videos or quotes.
- Engages your followers.
- Leverages Twitter high traffic times.

People talk about and are interested in what they care about and what’s happening around them in real-time. Use this context to connect your Tweets to what’s most meaningful to your audience in real time.

You can amplify your tweets by including other users, companies and/or organizations Twitter handle – @username in your posts. Keywords or phrases can be highlighted with a #hashtag (pound sign). Since Twitter messages are limited to 140 characters, remember to use a URL shortening service (e.g. bitly) to maximize the length of your tweet.

For easy reference, we’ve developed sample Tweets that can be modified to the audience in your specific location (see below).

#### Sample Tweets

- Excited to be planting #trees with @SFIPProgram: #World Record Attempt for Tree Planting today!
- #World Record attempt for #tree planting with @SFIPProgram [insert other Twitter handles]! Growing future #forests <http://ow.ly/LBLiH>
- Joining over 40 teams with @SFIPProgram across Canada & US right now to break a #World Record for #tree planting! Future #forests.
- Having fun attempting to break #World Record for #tree planting w/ @SFIPProgram [Insert photo taken at event...]

Frequently used Twitter terms: <https://business.twitter.com/glossary>

#### Scheduling Tweets

On event day, live-Tweeting with photos and videos will create a strong buzz in the social management sphere. The frequency at which you Tweet will vary depending on what works best with your schedule at the event. However, there is an option to schedule your tweets in advance by using a social management tool such as Hootsuite (see below for further information).

### SOCIAL MEDIA “HOW TO” GUIDE Cont.

We also encourage you to tweet in advance and after the event. General suggested posting times for Twitter are between 1 pm and 3 pm on weekdays and weekends. Mondays thru Thursdays are peak posting times. Avoid posting after 3 pm on Fridays.

#### HOOTSUITE

Using a social media management tool gives you the ability to manage all of your social networks and schedule messages for future publish. Hootsuite is the most widely used social media management tool and can be used to easily and efficiently schedule Tweets and Facebook posts, monitor conversations, and analyze content.

#### ADDITIONAL RECOMMENDATIONS

- Increase frequency of social media posts leading up to the event.
- Create a social media schedule for different channels.
- All teams should use the same profile description in their Twitter profile:
  - #World Record attempt for #tree planting
- Use a standard SFI logo combined with your company logo and/or team name/location to streamline branding for the initiative.
- Teams representing companies with existing social media accounts can leverage these to publicize the event.
- Individual participants with existing social media accounts can also leverage these to increase reach.
- Include URLs to social media accounts on business cards, email signatures, websites, etc.

#### FACEBOOK

Facebook is the most widely used social networking site in the world. It enables users to connect with their audience by sharing status updates, photos, videos, and links in daily posts. It is another free marketing tool that is easy to use and allows for teams to share key messages to publicize the initiative on a regular basis.

#### Creating a Facebook post

##### A well-crafted Facebook post:

- Stays in line with your key messages and brand identity.
- Offers value to your followers (e.g. is entertaining, educational, etc.).
- Includes a photo.
  - FYI, the ideal photo size for a Facebook timeline is 403 pixels by 403 pixels.
- Uses shortened links.
- Includes a Call to Action (e.g. “Click here.” “Like this.” “Share!”).
- Uses relevant hashtags to categorize posts.
- Uses @mentions to link to another company, news website, etc.
- Is concise.
  - FYI, posts with 0 to 70 characters have much higher engagement levels. The suggested maximum length for a post is 140 characters.

## SOCIAL MEDIA “HOW TO” GUIDE Cont.

Facebook’s News Feed algorithm determines what content shows up where in a user’s news feed and is more or less dependent on three factors:

1. Engagement levels with a post.
2. Relevance to the user [e.g. have they interacted with the person posting before?]
3. The timeframe at which the post was posted in relation to the previous post.

Sample posts – if possible, incorporate a photo with the day-of events.

- Excited to be planting #trees with Sustainable Forestry Initiative and [insert group] in the #World Record Attempt for most trees planting in one hour today! Over 40 teams across Canada and the U.S. are on track to break the record. Get outside and help plant trees – Good for you. Good for our forests. [insert photo]
- #World Record attempt for #tree planting with Sustainable Forestry Initiative and [insert group]! Growing future #forests <http://ow.ly/LBLiH> [insert photo]
- Joining over 40 teams with Sustainable Forestry Initiative and [insert group] across Canada & US right now to break a #World Record for #tree planting! Future #forests.
- Having fun attempting to break #World Record for #tree planting with Sustainable Forestry Initiative and [insert group] [insert photo]

### Scheduling Facebook posts

The frequency at which you post will depend on what works best for you. Make posting a habit and increase frequency as the event draws closer, during the event and after the event.

General suggested posting times for Facebook are between 1 pm and 3 pm for both weekdays and weekends, with the peak time for posting at 3 pm on Wednesday.

FYI, the highest traffic times for Facebook are:

- Wednesday from 7 am to 8 am
- Weekends from 9 am to 11 am

## SFI PROMOTIONAL RULES & GUIDELINES

The SFI off-product mark may be used in communications that explain and/or promote the Sustainable Forestry Initiative program's services and an organization's participation in the SFI program to others. Here are some guidelines to keep in mind if using the SFI off-product marks:

- If any of the off-product marks are used in written communications, the following statement must be included in an appropriate location (e.g., bottom of the page or on the back of a brochure), "SFI Marks are registered marks owned by Sustainable Forestry Initiative Inc."
- The SFI off-product mark is registered with the U.S. Patent and Trademark Office and in Canada, Mexico, the European Union, Japan, China and South Korea, and must be accompanied by an ® to indicate that SFI Inc. owns it
- The tree/leaf portion of the off-product mark may not be displayed by itself, but must always be accompanied with SUSTAINABLE FORESTRY INITIATIVE.
- The off-product mark may not be combined with any other logo or image in such a way as to create a third logo or mark.
- The off-product mark may appear within a photographic image or illustration.
- Companies should consider including a reference to the SFI website in any document where an off-product or word mark is displayed.
- The SFI label ID number shall be added under the mark (for media and SFI-sponsored projects, the organization should use SFI's number: SFI-00001).
- Companies should contact SFI if using language to describe SFI that SFI did not provide.



**Pages 11-13 provide guidelines on using the Guinness Name and Trademark. Please note, the use of Guinness logo is subject to fees and approval which would be the responsibility of each Team should you choose to use.**



## Use of GUINNESS WORLD RECORDS Name and Trademark FREQUENTLY ASKED QUESTIONS

### **Question: How can I use the GWR name or logo for editorial purposes? What defines editorial purposes?**

‘Editorial purposes’ means the use of the Guinness World Records name within a context such as news reporting, current events and/or for the statement of facts in a press release, in a news section on a website, or in a timely mention on social media platforms.

Think how the word ‘Olympics’ is used by news broadcasters – that’s fair, editorial use. It’s not being used in the course of commercial activity (i.e. in connection with a company’s goods or services), but to describe the factual happening of an event. In your case this would extend to a press release describing the attempt in an objective manner.

A few more pointers:

- Editorial use can be dependent on context. A press release in the news section of your site is likely to be fine, but the same release splashed across your front page for an extended period of time would fall outside use for editorial purposes
- The GWR logo can never be used for editorial purposes

### **Question: What constitutes using the Guinness World Records name for “advertising/promotional purposes”?**

Simply put, your use of the GWR name or logo beyond that outlined in the above section will constitute use for advertising/promotional purposes particularly where you are a commercial entity. This includes use of the GWR name or logo on goods and services, materials for use at an event, and general advertising.

Below you will find a brief table showing the different uses of the GWR name and whether we consider them to be editorial or commercial in nature.

Please note that the table is not an exhaustive list and we reserve the right to object to any use of the word mark (including outlined in the table) where we consider it has gone beyond editorial use:



## Use of GUINNESS WORLD RECORDS Name and Trademark FREQUENTLY ASKED QUESTIONS

USAGE OF GWR NAME	EDITORIAL	ADVERTISING
Press release	●	
Press packets/media alerts	●	
Media interviews	●	
News story on website	●	
YouTube video	●	
Internal email communications	●	
Brief mention on social media	●	
Extended social media campaign		●
Paid-for advertising		●
Bartered advertising		●
PSAs		●
Marketing assets (flyers, posters, etc.)		●
Infographic		●

**Question: I don't understand why a licensing fee is involved to use the GWR name. Please explain.**

Time and again, brands, companies, and organizations tell us—and show us--how valuable the association with Guinness World Records is for their event or campaign (i.e. in connection with a company's goods or services), and we hope you find that to be the case as well.

If you are using the GWR name or logo with the intent to promote or sell your goods or services it is particularly appropriate for GWR to ask for a fee to reflect this potential increase in sales arising as a result of using GWR's name.



# US COMMERCIAL RATE CARD

	PRODUCT	RATE
<b>ADJUDICATION PRODUCTS</b>	Fast Track	\$700
	Certificates	\$25
	Record Consultancy	\$4,000
	Official Record Event	\$8,000
<b>LICENSING PRODUCTS</b>	Online Owned Media Usage & Press Release (per territory, excluding online videos)	\$5,000/month
	Post-Event Logo Usage (Prorated from \$5,000/month owned media)	Less than one month: \$500/day Over one month prorated by week (Ex. 6 weeks is \$7,500)
	Paid For Advertising	Up to 10% of media spend \$2,500 MINIMUM
	Digital Content Creation (Ex. Online video)	\$5,000 per video
	On Pack and Point of Sale	Up to 6% of suggested retail price of on-pack \$5,000 MINIMUM
	Event Assets Value (T-shirts, on-site banners & signage, giveaway items etc.)	\$1,500 for up to \$3,000 of event assets
	Signage	\$10 per 1,000 viewers \$2,500 MINIMUM
	Additional Records (Assuming one adjudicator)	\$4,000 for 2nd record \$2,000/record for each additional record
<b>LIVE PRODUCTS</b>	<b>GUINNESS WORLD RECORDS LIVE!</b>	From \$30,000