

## 2015 SFI Annual Conference Media Coverage

- During the conference, SFI issued three press releases: [Sierra Pacific and Partners Come Together to Save the Fisher](#) (appeared on 169 websites, with a potential audience of 10,868,614), [Pennsylvania SFI Implementation Committee Takes Logger Training for Youth and Harvesting Professionals to New Heights](#) (appeared on 191 websites, with a potential audience of 10,520,459), and [Plum Creek's Rick Holley Wins SFI President's Award for Leadership](#) (appeared on 161 websites, with a potential audience of 10,706,750).
- In addition, SFI's Annual Conference received positive media coverage including 7 unique articles: [PA Environment Digest](#), [Tree Frog Creative](#), [Woodworking Network](#), [The Working Forest](#) and [The StarPhoenix](#), appearing online and print, which was shared on [MSN.com](#). The conference was also highlighted on the [California Department of Fish & Wildlife](#) and [Programme for the Endorsement of Forest Certification \(PEFC\)](#) websites. Of particular note, the team secured interviews with conference speakers Michael Green and Professor Gordon Stenhouse. Additionally, two blog posts were posted: [Conservation Fund](#) and [Good for Forests](#), both authored by SFI staff.
- The sum total of all coverage reached a potential audience of more than 95 million people.