



WORKSHEET

WORKING FOR FORESTS

People in many different jobs work to sustain our forests. Cut apart the following cards and categorize the jobs by indoor versus outdoor, high-tech versus low-tech, amount of interaction with other people, academic discipline, level of education, or other criteria.



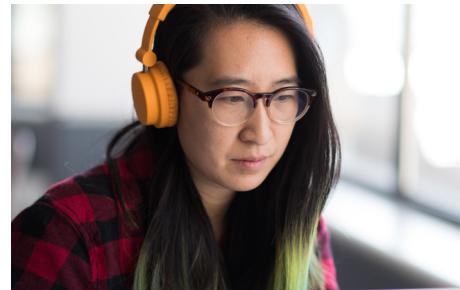
URBAN FORESTER

"As an urban forester, I plant, care for, and conserve tree population in my city. Urban forests provide shade, improve air quality, reduce energy use, absorb carbon dioxide, and add beauty—and I'm proud to support this valuable asset."



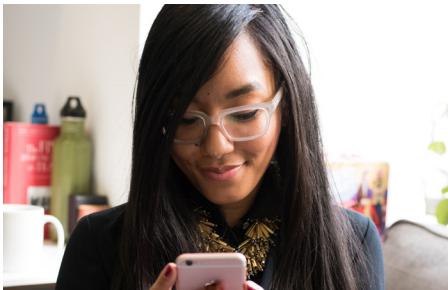
ENVIRONMENTAL LAWYER

"I specialize in legal matters concerning forests. In my work, I may ensure that forest-related laws are carried out, lobby for balanced regulations regarding forests or forest products, or help forest companies draft business practices to become more 'green.'"



GRAPHIC ARTIST

"I enjoy bringing ideas to life visually. As a graphic designer in the forestry sector, I create layouts and production designs for websites, brochures, ads, and reports. My work helps to inspire or inform people about forests and forest products."



MEDIA COORDINATOR

"As a media coordinator for a public forest agency, I create targeted communications and informational content for a variety of media platforms. I research, write, and edit all content, and plan and carry out media and outreach campaigns related to the forest."



TOUR GUIDE

"I plan day or multi-day trips on local trails. I guide visitors through various terrains, answer questions, and ensure their safety through my extensive knowledge of the area. I use ecotourism principles to ensure that we respect the natural world and local communities."



PUBLIC RELATIONS ASSOCIATE

"I work with forestry-related businesses and clients to provide a steady stream of positive news through blogs, press releases, or media coverage. I represent the company at events and develop advertising."