

SEQUENCING: SAMPLE MESSAGE ON TREES

Once you have settled on your grouping scheme, you will need to decide how to sequence material within it. Within any given division of your grouping scheme, what comes first? What comes next? What comes last?

Random Sequencing

Have a look back to the grouping scheme shown on in Figure 17. Under “White Pine”, you’ll see a section on Alberta. Within that section, I’ve sequenced the threats as follows:

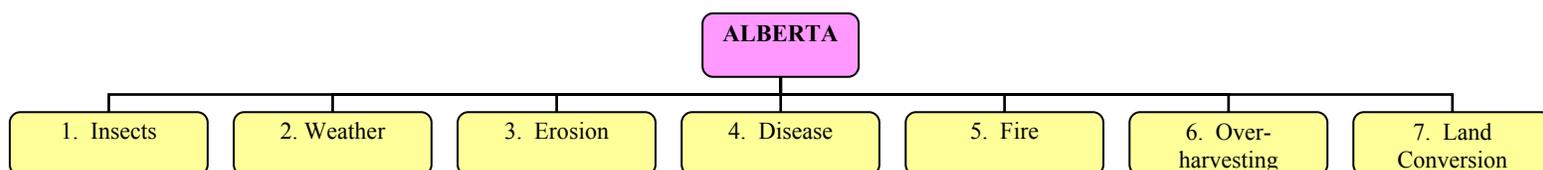


Figure 20

That sequence is random. There is no reason that one threat has been placed before another.

Alphabetical Sequencing

I could give the sequence it a measure of reason by rearranging the threats in alphabetical order:

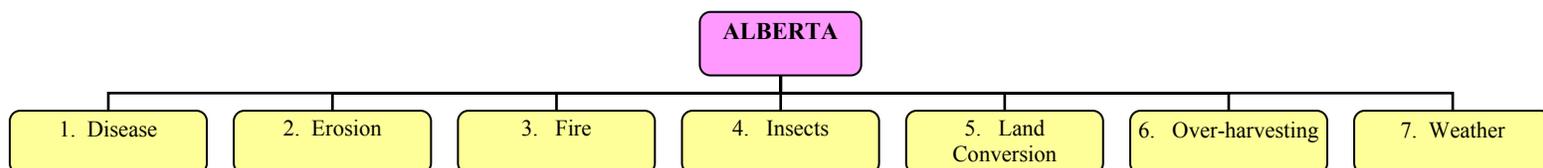


Figure 21

Numeric Sequencing

For such a short list, however, alphabetical ordering doesn’t accomplish much. Another approach might be to attach a dollar figure to each threat in terms of loss to the forest sector as a whole. Using obviously fictitious figures, here’s what I might come up with for the dollar values:

- \$168 — disease;
- \$131 — erosion;
- \$238 — fire;
- \$105 — insects;
- \$101 — land conversion;
- \$108 — over-harvesting; and
- \$127 — weather.

With this information, I can now sequence the sections in order of the economic impact of each threat, starting with the highest impact. Here's the resulting sequence:

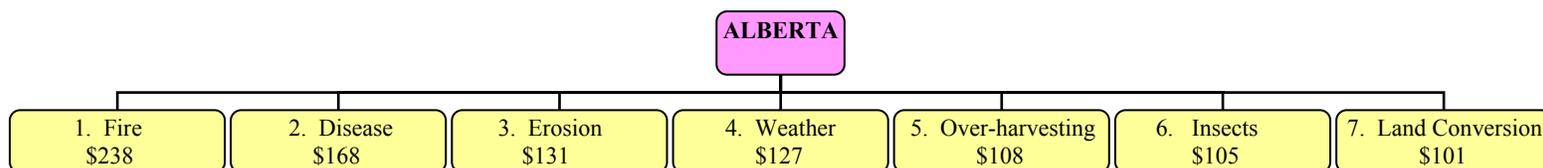


Figure 22

Here are two other numerical sequences that I could have used instead:

- number of hectares affected by each threat; and
- estimated cost of addressing each threat effectively.

Yet another sequencing criterion might be the priority assigned to the threat by stakeholders.

Sequencing the Next Level Up

Geographical Sequence

Jumping one level up in the grouping scheme in Figure 17, you'll see that I've sequenced material under in rough geographical order. I start in the east and move west, pausing to jump down to the northeastern U.S. before leaving the eastern provinces. Here's the sequence:

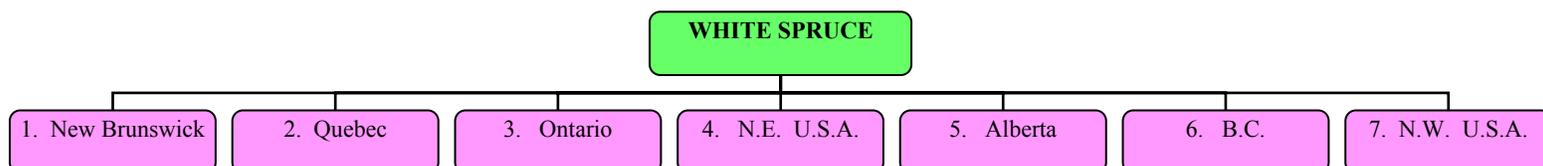


Figure 23

As with the threats themselves, I could have sequenced the material in alphabetical order of the regions. Again, however, that is probably not a useful criterion for such a short list.

Numeric Sequence

Alternatively, I could assign a total dollar value to the threats in each region, just as I did with the individual threats (again, using obviously fictitious dollar figures):

- \$116 — New Brunswick;
- \$241 — Quebec;
- \$292 — Ontario;
- \$348 — N.E. U.S.A.;
- \$978 — Alberta;
- \$997 — B.C.; and
- \$876 — N.W. U.S.A.

Using that criterion, I come up with the following sequence, starting with the highest economic impact:

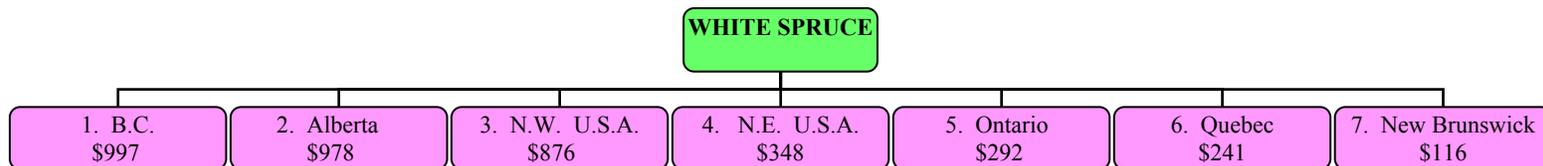


Figure 24

Those are just a few examples of sequencing. For your own messages — each with its own objective and its own audience — you must decide for yourself which of an infinite variety of criteria will be best-suited to your needs.