

UkiahDailyJournal.com

National Geographic brings redwoods to the world

Jessie Faulkner/The Times-Standard

Updated: 09/17/2009 01:15:15 AM PDT

This isn't the first time National Geographic -- that yellow-trimmed icon of page-turning world images -- has profiled the redwoods, but it may be the most extensive look at one of the North Coast's most cherished resources.

The October issue -- which went online Wednesday -- provides a perspective on the world's tallest trees that even the most enduring locals may not have seen, thanks to the talents of photographer Michael Nichols.

It's a tourism promoter's sweet dreams come true.

"In general, when we first heard about this, we knew it was an incredible opportunity," Humboldt County Convention and Visitors Bureau Executive Director Tony Smithers said Wednesday.

While the bureau often pitches story ideas to local publications and has been known to personally accompany writers on tours of the area's treasures, the National Geographic issue -- due on newstands Sept. 29 -- is an independent effort of what might be the most recognizable of the planet's publications.

As well as amazing photos, the issue includes a pull-out photo of a Prairie Creek Redwoods State Park redwood, a redwood tree jigsaw puzzle, historical accounts of the redwoods, and more.

"This coverage is a major event that has a life of its

own," said Richard Stenger, the bureau's media and marketing manager. "Our job at this point is to leverage all that interesting coverage."

The bureau is well on its way to doing that with thousands of e-mails to media outlets announcing the coverage, online advertising, facebooking, tweeting and more. The most important objective is letting folks know how they can actually visit the redwoods in person.

The coverage extends beyond the most well-known of magazines to television and National Geographic Traveler, a related publication.

Humboldt State University Forestry Professor Steve Sillett, known for his research in redwood canopies -- that unique habitat hundreds of feet up the trees -- will be featured in "Explorer: Climbing Redwood Giants," at 10 p.m. on Sept. 29., channel 261 on Suddenlink.

And, National Geographic Traveler's October issue also named Redwood National Park as among 50 world destinations not to be missed. Only five spots were listed in the U.S., including Redwood National Park.

Terry Hofstra, Redwood National Park's chief of resource management and science, said the selection is a nice reminder of how wonderful a place we all reside in.

"It is a spectacular place," he said.

While Hofstra said he has not yet had an opportunity to take a peek at the October issue of National Geographic, several members of the park's staff worked extensively with the magazine's photographer Michael Nichols, who lived in Orick

Advertisement



Florida Tech
UNIVERSITY ONLINE

Bring the Classroom to Your Home With a Degree Online From Florida Tech

APPLY TODAY!
FloridaTechOnline.com/FD | 1-888-253-5946



Print Powered By  FormatDynamics™

UkiahDailyJournal.com

for a year during the project.

"It was really wonderful having the chance to get to know them, world-renown professional photographers," Hofstra said.

Advertisement



End-to-End Training as It Should Be: 100% ONLINE!

Earn Your Master Certificate in Internet Marketing

- SEO & Paid Search
- Online Branding
- Web Analytics
- Internet Law
- Media Buying
- Social Media

➔ 1-800-268-9943
USanFranOnline.com/FD

Print Powered By  FormatDynamics™