

Conservationists Launch “Oregon, Home of the Clearcut!” Ad Campaign

Spotlight on the continued problem of forest clearcutting in Oregon and the potential return to aggressive logging on public lands

Portland, OR – A coalition of four conservation organizations today unveiled an advertising campaign showcasing graphic images of environmentally destructive clearcuts. Highlighting the current shortcomings of Oregon’s private forestlands laws, the ads are in opposition to recent proposals that would force a return to clearcutting on publicly-owned lands in western Oregon. Current and increased logging would cause severe damage to Oregon’s economically vital tourism and outdoor recreation industries.

The ads will appear online, on roadside billboards, and in the Eugene and Portland airports and are accompanied by a new website, www.ClearCutOregon.com. There, visitors can find information regarding logging practices in Oregon, proposals to expand clearcutting on publicly-owned “O&C” lands in the western part of the state, and opportunities to speak up in support of clean water, wildlife, and Oregon’s tourism and recreation industry.

“People across America think Oregon is synonymous with strong environmental values, but we have a dirty little secret when it comes to clearcut logging,” said Sean Stevens, Executive Director of Oregon Wild. “Clearcutting is rampant on state and private forest lands, and now some politicians want to return to clearcutting on our public lands as well. These ads aim to show the ugly reality of just what that would mean for Oregon.”

The ads are in response to recent proposals by Reps. Peter DeFazio, Greg Walden, and Kurt Schrader to effectively privatize 1.5 million acres of publicly-owned land in western Oregon, turning it over to a private logging “trust” to be managed under the weak Oregon Forest Practices Act, where clearcutting is rampant. U.S. Senator Ron Wyden is currently developing his own plan for expanded logging of public lands in western Oregon.

“Forest clearcuts should have no place in Senator Wyden’s bill or any other that touches Oregon’s lands,” said Randi Spivak, Wildlands director for the Center for Biological Diversity. “Most Oregonians, including those who live next to these lands, want more protection for forests and rivers, not the kind of destruction that comes with clearcutting.”

A [recent analysis of likely job growth by Georgetown University](#) found that in Oregon employment in recreation and related industries is expected to grow by 31% by 2020, far surpassing the 3% expected job growth in logging and related industries. Proposals for the future of the state's forests should be based on an understanding of Oregon’s modern economy, and where the greatest opportunities for growth are. In recent years, major national employers have linked their decision to establish facilities in Oregon to the state’s public lands, rivers, and quality of life.

“No one comes to Oregon to go hiking in a clearcut, or fishing in a river that has been buried by a mudslide,” observed Brian Pasko, chapter director of the Sierra Club's Oregon chapter. “Our goal with

this advertising effort is to push our leaders to actually walk their talk, and do a better job of protecting the resources that give Oregon its 'green' reputation.”

Copies of the ads, as well as more information about proposals to expand clearcutting in western Oregon, can be found at www.ClearCutOregon.com.