

2/20 short form FERN videos and long form FERN girl power video
TREE - timber research environmental education

90 seconds (general audience)

Short form - reels? Vertical, multi take, one has staff unboxing + just hands unbox

***tool used for measuring trees**

Different ways to measure trees

Accessories

Video on how different tapes measure, 100 ft fern plot outline vs DBH, what are these tapes

How to set up a fern plot, demonstrating the first steps, before and after

Detailed explanation of similarly grouped measurement tools

Brief overview of 'unboxing' FERN toolkit **Multi shots per item**

- Ever wonder how the forest is studied?
- Tools used by real forestry professionals
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To begin you'll want to use the 100 foot measuring tape to establish your Fern plot where you will be taking inventory.

Next, we have aluminum nails and a hammer to secure tree ID tags that help us track the change in our plot over time. We use aluminum because it does less damage if the tree is ever processed in the mill. (could be own video and explanation)

These next two items are used to measure the tree and gaining understanding of its height and diameter.

A blitmore stick is like a long ruler and has calculations to estimate height in diameter. We have a DBH tape (diameter at breast height that has inches on one side and inches divided by pi on the other, This allows researchers to measure the circumference but read the diameter of the trunk.

Every kit should have a Forest Trees of Maine guide to help identify species within your Fern plot Along with a main invasive plant Field Guide so you can better understand your plots past present and future ecosystem dynamics.

Other measuring tools include a caliper, It's arms expand to sit on either side of the trunk and show the distance between those points, that is the diameter.

A clinometer Is an easier way to estimate the height of a tree. this allows us to estimate height using trigonometry.

These next items are to help set up your Fern plots and orient yourself with the location.

Of course you'll need a compass to direct you towards north and setting your fern plot,

Flag Stakes are used to clearly spot marked points on the forest floor, they will be marked at the ends of your plot around 50 feet and other places to keep track of the plot.

Flagging is usually tied to a branch or trunk to Mark a point at eye height, professionals use this tool to keep track of grouping trees and their livelihood. it may be on the edge of your plot or other significant points.

Lastly, you'll want a measuring stick to estimate the height of seedlings and a magnifying glass to look at details up close

To establish your Fern plot, you'll need one colorful wooden post and four colorful grade Stakes marked with a permanent marker included in your kit. The center Stakes act as a...

Long form Girl PWR - 5 minutes (educators, deeper explanation, professional)

***lay out all ideas, what would people wanna know**

Day in the life - Have Subjects make a statement on what fern plots mean to them, why they matter

Who can use these kits, and what are they used for, how to find fern kit

*layout all scenes to include

Detailed walk through of Fern kit

then setup plots if series expands

Shots include plot setup, measurements and tree tagging

Intro - this is the fern kit fern program

Fern plot establishment

Taking inventory/data