

“HOW AND WHY”
A SURVEY OF INFORMATION AND EDUCATION
ACTIVITIES IN THE SOUTHEASTERN
STATES

Participating States: Alabama, Arkansas, Florida, Kentucky,
Louisiana, Maryland, Mississippi, Missouri, North Carolina,
Oklahoma, South Carolina, Tennessee and Virginia.
September, 1963

Prepared by:
GUS ALBRIGHT, *News Editor*
Arkansas Game and Fish Commission

POLICY

Does your state have a “spelled out” written policy to guide its I&E functions? Yes—2, No—11. If not, do you think it should have? Yes—6, No—5.

Is your Division represented in overall Department policy making? Yes—6, No—6, Part Time—1. If not, do you think it should be? All replied “yes,” except one state which gave no answer.

When a public relations problem occurs, does your Director or Commission ask for I&E advice on how to handle the problem? Yes—8, No—3, Rarely—1, Sometimes—1. If not, do you think your Division should be called in on such matters? All said “yes.” One state qualified by saying: Usually, yes. The Director seems justified in deciding each on its own merits.

Remarks: “A written policy is necessary for only the new personnel. Old heads should have the policy memorized. Our Division does not sit in on Commission meetings; therefore, news releases are second hand.”

“The Division Chief attends all top level conferences, acts as Secretary for the Staff.”

“We are in the process of developing a written policy. Although such written policies cannot cover every eventuality, they are useful for most purposes. As a Staff Officer, Information is in on most decisions.”

“In the past we haven’t been in on the policy making, but it appears that we soon will be.”

“In our case the Commission’s I&E authority is spelled out rather distinctly in the organic law that establishes the Commission. Simply turning over this part of its statutory function to the Commission’s Education Division seems to provide adequate guidance.”

BUDGET

What is your total I&E budget? The total for 12 of the 13 states reporting is \$1,916,222. The one state not included in this figure reports \$34,700 for I&E salaries, explaining that the various Divisions furnish printing supplies and the Administrative Division furnishes equipment, travel, etc.

Budgets of the 12 states ranged from \$38,000 to \$369,865. The average per state is \$159,685. What percent of the entire Department budget goes to I&E? The lowest state is 2 percent and the highest is 8 percent. The average per state is 5-plus percent. Compared to the budgets of other Divisions and other considerations, six reported their budgets as adequate and seven said it is too little.

Do you assist in the preparation of your Division’s budget? Yes—12, one state didn’t give an answer. Six states reported that in the past three years, their I&E budgets had increased, five remained about the same, one was decreased and one state didn’t report.

EMPLOYEES

How many employees with primary I&E responsibilities? The number by states ranges from 2 to 18; however, the state reporting two also has five regional I&E employees. The average per state is eight.

How many employees with only part-time I&E responsibilities? Six

states have an average of two. Do you have regional I&E employees? Eight states report "no." Five states have an average of four each.

EXHIBITS

Each state provides some kind of exhibit service. This varies by state from very limited to very extensive. Number of states providing exhibits for county fairs—10, sport shows—12, state fair—2, SCS fairs—1, garden clubs—1, boy and girl scouts—1, for museums—1 and others 6. The lowest number of such events serviced by a state each year is three, the highest is 80.

Do you have an aquarium in your headquarters building? Yes—3, No—10. Do you have a wildlife exhibit in your headquarters building? Yes—6, No—7.

Remarks: "Our Division personnel divides its time at fairs, boat and travel shows."

"We have one man in charge of exhibits. He uses field personnel when needed."

"Our Division is charged with playing three major sport shows, the state fair and four regional fairs. All other fairs are at the discretion of the Field Agent Supervisor, who makes and mans all of his exhibits (some I&E help). We have aquariums in three fair buildings in the state."

"We do not believe exhibits are a very important part of our program."

"We have a policy of one county fair to each Commissioner district and three state fairs—a total of 11 fairs per year by set policy."

"Most local exhibits are handled by game wardens with assistance of Education Division. None works on them full time."

FILMS

Do you have a film loan library? All states—Yes. Do you make occasional purchases of films from other sources? All states—Yes. How many do you complete in a year? One state said three a year, one said three in seven years, three states said two a year, one state said one-half a film a year and seven states didn't attempt to break it down.

How many useable prints now in your film library? By states the numbers are 23, 24, 28, 30, 39, 52, 78, 100, 110, 120, 231, 250 and 500. This question is not clear. Based on the answers, we assume the numbers listed are for actual prints and not different titles.

Do you require reports on the number of persons who view your films? Yes—seven, No—five, and one no answer. If not, do you think you should? Yes—one, No—four.

Remarks: "Our films are mostly shown by field personnel, but the film library is under the direction of the Public Relations Division."

"We maintain a film library at our Headquarters, also two city offices, 12 regions and 10 district forestry headquarters."

"We had approximately 17,000,000 viewers of our films last year."

"We have not made a new film of our own for several years, but are now working on one."

LIVE APPEARANCES

States providing programs for civic clubs—13, sportsmen's clubs—13, church groups—12, garden clubs—12, Audubon clubs—10. Two states provide programs for schools. Ten states provide programs for any group that requests it. Two states qualify the groups to receive programs. The two that do not qualify are: groups with commercial aims, and garden clubs ("too many of them").

How many employees spend at least 30% of their time in this type of work? Seven states reported "none." Six states one to 10, average for the six states is five. Are live appearances mostly from the central office or by local personnel? Central office—five, local personnel—six and two did not answer. Are appearances restricted to a minimum audience? All states but one reported "no." That state reported a minimum of 15 persons in a group is required. Are live appearances restricted by mileage? All states reported "no."

Remarks: "Many state organizations are handled by the state office. Local groups are handled on regional and local level. Law enforcement and other handle some meetings."

"Programming for personnel handled through our Division. Office personnel and field men assigned to specific programs."

"Live appearances originate from the central office but a field man is often assigned. The subject matter of discussion influences the type of speaker assigned."

"Programs are put on by Public Relations men in their areas. If there is a conflict, other PR men fill in."

"We accept any worth-while invitation, but in a majority of the cases local personnel handle meetings. Central office men used at major appearances mostly."

"We use seven I&E people, but a total of approximately 50 persons will make speeches in a year. These come from other Divisions; however, most of these are called on from a local basis."

"We take the game and fish message to any group that will listen."

"We give programs to any type group requesting within our limited capabilities. Usually we arrange for other personnel to make those appearances which I&E can't conveniently handle."

MAGAZINE

Does your state publish a game and fish magazine? Yes—12, No—1. How often? Monthly—6, every two months—5 and quarterly—1.

What is the annual budget? Four of the five states that publish every two months reported—the lowest is \$8,000 and the highest, \$100,000, average of \$43,000. Of the six states that publish monthly, the lowest is \$22,118 and the highest is \$96,000, average of \$71,118. The state that publishes quarterly has a budget of \$10,000 a year. The average of all 12 states is \$55,337.00.

Is the circulation free or by subscription? Free—6, subscription—6. Annual subscription price from 50c to \$1.50, average \$1.25.

What is the current circulation? From 6,000 to 150,000, average—41,209. Do you accept advertising? Yes—0, No—11 and no answer from one. How many employees spend a majority of their time with the magazine? One state reported "none", one state—4, four states—3, three states—2 and three states—1.

Do employees of other Divisions write technical articles for the magazine? All reported "yes." Do you use artwork? Yes—11, No—1. Is the artwork by a member of your staff or hired commercially? Member of staff—9, hired commercially—5, with three states using both. Who prints your magazine, the state or is it contracted? State—1, contracted—11. Considering the cost, limited number of people reached, etc., do you consider the magazine justified? All reported "yes."

Remarks: "We feel our magazine reaches some very important individuals."

"Through our magazine the state sportsmen's organization remains intact. A strong organization of this type is necessary to offset the whims of the politicians."

"Our magazine is one of our best public relations tools."

"The best publicity media we can have, and we can control it better than other media. A more lasting effect on those exposed."

"The subscription price enables us to know that we are getting the magazine in the correct sportsmen's hands with no duplications; therefore, we feel our low circulation feasible for the Department."

"Our magazine is published jointly by Game and Fish and the Conservation Department. Of the total cost per year of \$50,000, the cost to Game and Fish is \$15,000."

"Our \$72,000 budget is a direct expenditure without considering circulation income."

NEWS RELEASES

How many employees write news releases? One state has 6, one state—5, three states—3, one state—2 and seven states—1. Are all news releases cleared through the central office, or are some handled

region-wise? Central office—11, region—4, with two states using both.

Do you publish a weekly newsletter? Yes—6, No—6 and no answer from one. Do you send your newsletter to anyone who asks to be put on the mailing list? Yes—3, No—3.

Do you include photographs with your news releases? Regularly—0, occasionally—8, on request—2 and no answer from three. Do you write special stories for other publications? Yes—11, No—2. Do you periodically check (clipping service or other) to determine the use of news releases? All states reported "yes!"

Regarding voluntary cooperation from other divisions in regards to news release: Good—8, fair—4 and inadequate—2. Must your Director approve all releases? Yes—4, No—9. In the preparation of releases, do you credit all services to the Director? Yes—6, give credit to the Division Chief or Division employee most directly involved. Yes—9.

Remarks: "Releases of local interest only are sometimes handled by the field personnel in that particular area."

"Regional releases are cleared by Regional I&E on regional level by Regional Managers."

"On rare occasions regional releases are approved."

"We give credit to Director on most important matters. If he is available, we let him check, but only if convenient. Any field man may originate release—bound only by adhering to facts, good taste and policy."

"A policy of the Department enables employees from a local area to give only basic information as a news release, while on the other hand the Division Chiefs are capable of giving information direct from the office."

"Occasionally field men send information directly to their local newspaper."

PHOTOGRAPHY

How many employees spend at least 50% of their time making photos and/or films? One state reported—3, three—2, four—1 and five—0. Do you have your own dark room? Yes—10, No—1 and no answer from two. Does your photographer have other major duties? Yes—10, No—2 and no answer from 1.

Remarks: "Photographs are made by regional I&E, plus Chief of I&E and the magazine staff."

"Each of three public relations men must double in various categories—that is, photos, news releases, magazine, radio and TV."

"Photographer is now regional Game Division employee but in the near future will be assigned full time to visual aids."

Our photographer supervises the entire visual program. Our motion picture pair is technically assigned as biologists in fish and game divisions, but they budget through Information for motion picture work."

"The Editor takes most of the black and white still shots, but he has other duties along with news release writing. Our TV producer also does some black and white still photography as well as the TV work, preparing short 3- to 5-minute film for information. Also 10-15 minute educational films are produced by the Department."

"Two employees spend about 15% of their time making photos."

PUBLICATIONS (other than magazine)

Do you have a Publications Section? Yes—4, No—9. Do you publish materials (brochures, pamphlets, etc.) other than a magazine? Yes—13. Approximately how many such publications do you publish a year? This question was not clear and two states reported on the total pieces of material. The other 11 states reported a minimum of two and a maximum of 27 for an average of 10 per year. Is your Division responsible for editing regulations pamphlets? Yes—9, code books? Yes—6, technical bulletins? Yes—7.

Remarks: "We have our own print shop with three multigraph machines, equipment for photo plates, addressograph and copy-cat machines. We print in 4-color."

"All publications are cleared through our Division. Hunting and Fishing digests are produced by multilith in the Division offices."

"Our Division edits most everything that is published."

"Our Department does not have a Publications Section as such; however, the Chief of the Division and others of the I-E staff proceed with the publications. In addition we publish 32 regular game and fish pamphlets which are passed out to the public. According to policies, all Divisions are to submit any books that are to be written, technical bulletins and other material to the I-E Division where they are edited and then placed in order with the printer of the Division."

RADIO

Do you send to radio stations tapes and/or records? Tapes—6, records—0. If so, how often? Weekly—5, one state sends tapes seasonal and one state sends a 15-minute tape twice a year. How long are your radio programs? Two states—15 minutes, one—10 minutes, one—7½ minutes, two—5 minutes and one from 3 to 5 minutes. Do you prepare spot announcements? Yes—4, No—9.

Remarks: "We are presently sending to 38 stations."

"We spot radio in the form of regular news releases. Our state has stopped its radio and television programs for the time."

"Fifty-eight stations use our tapes, some commercially. Special spot tapes are prepared prior to opening of various hunting seasons."

"One man makes personal appearances weekly on one city radio station."

"We consider radio tapes to be too expensive. We have all of the radio and television stations on the mailing list for the weekly newsletter, which they use regularly."

"Seventy-three stations use weekly taped shows, most have sold to sponsors."

"Our five regional I-E Supervisors prepare radio programs when called on to do so, and these vary in length of from 5 to 15 minutes. They are usually live shows."

TELEVISION

Do any I&E employees regularly participate in TV programs? Yes—10, No—3. Does your agency prepare a regular TV show? Yes—5, No—8. How often? Weekly—3, every two weeks—1 and one—seasonal. How many stations? Seven states reported. One state services 16 stations, one—12, one—3, one—2 and three—1. Length of program? Two states—30 minutes, two—15 minutes, one 28 and 14 minutes, one—3 to 5 minutes and the time of the program varies in one state.

How many employees devote at least 20% of their time to TV work? Only two states reported—one has two employees and the other state, one employee. Is your TV program sponsored? Yes—1, No—6. Do you prepare TV clips? Yes—4, No—5. How long are your TV clips? One state—3 to 5 minutes, one—1 to 4 minutes and two—1 minute each.

Remarks: "Our programs are given over the state educational TV network. These include three studios and four broadcasting towers."

"We do not prepare TV film clips but I think we should. I feel they serve a worth-while service."

"We have live 28-minute program over one station and a 14-minute program over another station. We have a bi-weekly program in one part of the state and periodic programs over one other station."

"From September through May a program is presented over state-owned station. Other TV appearances are made on request."

"Our field men have three TV shows on a regular basis and one employee does a summer fishing show over a state capital station."

"Most of our TV work is limited to 3 to 5 minute spots; however, we do live TV with the two educational stations of the state."

YOUTH EDUCATION

How many employees spend at least 50% of their time directly in youth education work? One state reports that 10 employees spend 100% of their time in this work. Ten other states with employees spending

at least 50% of their time—One state with 11 employees, one—10, two—5, one—3, one—2 and four—1.

Do any employees spend at least 50% of their time presenting programs in schools? Yes—7, No—6. How many employees? One state—10, one—9, one—5, one—4 and two—1. Are programs given to entire school assemblies and/or individual classes? Entire assemblies—8, individual classes—9. Six states give to both. Do you have regional or county employees presenting programs in schools? Yes—8, No—3.

Does your Division participate in school workshops? Yes—11, no answer from two states. Is conservation, including fish and wildlife, a required textbook subject in your state? Yes—4, No—7. If not required, is it offered? Yes—2, No—4. Do you have at least one employee presenting programs to colleges? Yes—3, high schools? Yes—6, elementary schools? Yes—7.

Do you have one or more employees working at least 50% of the time with youth camps? Yes—6, No—7. If so, how many employees? Five states reported—One state has 5, one—4, one—3, and two—1. Do you have at least one employee working at least part time with youth camps? Yes—9, No—2. Does your agency sponsor a youth camp? Yes—5, No—7.

Remarks: "A natural resource textbook is used six months in our state schools. Our wildlife instructors supplement the text through personal classroom appearances."

"Our major youth program is the Junior Sportsmen's Clubs which are organized through the school systems. Our four field men work directly with these groups. In the summer these four men work with youth camps."

"Resource-use is integrated in the elementary courses of study. Units are offered in junior high school, presented as a course in some high schools and a part of other courses in all high schools. Many courses are offered in colleges—some required conservation for teacher certification. Education advisors work directly with faculty members, assist with workshops, teach conservation courses, present an occasional program in schools, work with camp staffs before camping and offer instructional assistance as time permits. They participate in radio and TV programs. Our conservation agent works with the schools in his area, largely in classroom presentation."

"Five regional I-E supervisors have equal districts and work in schools and with youth groups the year-around. We do not charge the local personnel with this responsibility, rather handle it through the I-E Supervisor."

"We have an annual 7-day conservation camp."

"I&E employees cannot cover schools statewide. We do most of our work in schools by working with the Law Enforcement Division, utilizing the game wardens stationed locally — I&E helps in obtaining and preparing material for presentation."

ANNUAL REPORT

Does your agency publish a formal annual report? Yes—7 annual and 5 biennial, No—1. Is your Division primarily responsible for assembling and editing the annual report? Yes—9, No—1 and three states didn't report. Is your annual report voluntarily made available to the press? Yes—10, No—1 and two states made no report.

Remarks: "Our annual report is published in our magazine, and our Division edits the report."

"We are going to multilith annual reports and print a "show piece" biennial report henceforth."

"In addition to going to the press, our annual report is mailed to the sportsmen's clubs of the state (approximately 300), to all libraries, legislators and county attorneys."

IN SERVICE SCHOOL

Does your agency sponsor an In-Service training school for employees? Yes—8, No—5. How often? Annual—3, semi-annual—1, as needed—3. Are all personnel in the Department required to attend

an In-Service training program? Yes—3, No—6. Is your Division primarily responsible for planning the program? Yes—3, No—3. Approximately how many days does the school last? Seven states reported. The number of days are: 21, 14, 12, 2 to 7, 3 and 2. One state requires the game managers to attend 2 to 3 days and the game wardens 7 days. Is an In-Service training period required of new employees? Yes—8, No—1.

Remarks: "I think an In-Service training program should be a must of every conservation program."

"We have occasional seminars and classes that may last from two days to four months, depending. All new employees get two weeks indoctrination. A new Conservation Officer gets four months."

"In-Service training for law enforcement and refuge personnel."

"The In-Service schools are only to orient the employees as to new policies and procedures. As to a training period, we train new employees six weeks, one week in each Division and other work of the Department."

"In addition to In-Service school, it is mandatory for game wardens to attend first-aid, gun-safety and boating-safety classes."

"We have separate schools for game managers and game wardens; game managers, two to three days and game wardens, one week."

INTRA-DEPARTMENT BULLETIN

Does your agency publish an intra-department bulletin for employees? Yes—7, No—6. How often? Monthly—6, bi-monthly—1. Is your Division responsible for the intra-department bulletin? Yes—6, No—2. Whether or not your agency prepares such a bulletin, do you think one is worth while? Yes—11 with no dissenting votes.

Remarks: "Such a bulletin is worth while if properly prepared."

"We don't publish such a bulletin but are considering starting one soon."

"We did publish such a bulletin until about a year ago. Our experience is that it is difficult to get the right kind of information to the Editor so the bulletin can be prepared on a regular schedule."

RATING OF SERVICES

Each state was asked to rate the following nine categories, each in its importance to the game and fish program of that state. It was requested that each category be rated on its own merits, rather than in relation to another category. All states but one turned in ratings.*

The nine categories are: Exhibits, films and photographs, live appearances, magazine, news releases, publications (other than magazine), radio, television and youth education.

On the basis of 9 points for the category rated first, 8 points for the category rated second, etc., here is the order of rating and the number of points for each category. (The highest possible score is 108.)

News Releases—88, Magazine—82, Youth Education—66, Films and Photos—63, Publications (other than magazine)—61, Live Appearances—60, Television—43, Radio—41 and Exhibits—32.

Conclusion: The person who prepared this questionnaire realizes that the differences in organizational make-ups in a few instances made it difficult to give positive answers to the questions.

He is also aware of the complexities involved in rating the categories; the fact, too, that the type of program a state follows and the emphasis that may be placed on certain services will determine largely one's evaluation of a particular category.

*The one state that does not publish a magazine did not rate this category.