

respecting the land and keeping it clean. The theme, we think, is simple and sincere: "Keep it clean, for this land is your land."

Developing the Program

Using these elements, we started with a litterbag for national distribution. Our first order was for 300,000—and that supply is almost gone. On the reverse of the litterbag we printed a pledge, which we hope will appeal to youngsters while not insulting the intelligence of adults. We plan to print the pledge on a pocket-sized card, for classroom and club use.

In production are television film clips and slides and radio tapes to help us make the best use of electronic media. These will feature Johnny Horizon and his theme, "This land is your land."

Is the program catching hold? Two weekends ago, I watched an amazing demonstration of the public's willingness to cooperate. Along the California-Mexico border, just west of Yuma, Arizona, I saw the Federal Government receive the benefit of the enthusiasm of nearly a thousand dune-buggy and 4-wheel-drive fans. They spent a weekend cleaning the publicly owned Imperial Sand Dunes, in places six miles wide and stretching 40 miles to the Mexican border.

Fanning out to assigned areas in their balloon-tired vehicles, they covered assigned areas across the dunes. All they left behind were tire tracks, soon to be covered by the shifting sand.

The results? An estimated 35 truckloads of litter, from car bodies and discarded appliances to miners' lamps and bottles from by-gone days.

We estimate that it would have cost our agency nearly \$30,000 to do this job, spread over such a wide area. As it was, the entire cost was \$150, the value of 3,000 litterbags.

This is the kind of thing the Johnny Horizon campaign can accomplish. We're convinced we have a winner, and we're positive, too, that this campaign can be effective on publicly owned and publicly used lands in the Midwest and East.

CONSERVATION-PUBLIC RELATIONS IN-SERVICE TRAINING PROGRAM

*By James T. Floyd, Chief
Information Education Division Florida
Game and Fresh Water Fish Commission*

One might say that this paper was conceived some fifteen years ago. At the time of its conception, I was serving as a wildlife officer in a small community. The president of the local rotary club invited me to appear at one of their noon-day meetings to present a program on and about wildlife conservation and, being somewhat of a gung-ho type officer I accepted the invitation without hesitation.

Several days passed and the date of the meeting drew near before the sky parted and, with a clap of thunder, I realized that I had placed my foot in my mouth and that I was totally unprepared to present a program to a rotary club or any other group. Believe me when I say it was a panic-stricken wildlife officer that placed an emergency telephone call to the region office to request the aid and assistance of the Regional Information Officer. The previous clap of thunder was repeated, this time accompanied by a bolt of lightning, when I learned that the Regional Information Officer would be unable to pull my proverbial fat out of the fire and I was strictly on my own. I discovered later that he was engaged with other activities and could not place proper emphasis on my meeting of a civic club in a small community. That was his opinion, my personal thoughts being there was no place or no meeting more important than the one to which I was committed.

What the Hell! These were my people. These were the fishermen that I encountered on the rivers and the duck hunters that I checked in the marshes. This

was by banker, my minister, the County Judge, and the Prosecuting Attorney. There wasn't a stranger in the crowd, nor would I be appearing as a stranger. When I recognized this fact, I made a country boy analysis of the situation and decided that the members of the club would not be looking for a professional speaker, or they would have invited the Director of the Game and Fresh Water Fish Commission rather than Jim Floyd, Wildlife Officer. It was at this point that I decided to simply present a collective approach to the same type conservation program I had been presenting individually in the coffee shop and to sportsmen I encountered in the field.

I wish I could say that when the fateful day arrived, I hit them cold and knocked them dead. The truth is that I carefully rehearsed my approach, made a stack of notes and used my new bride as a practice audience. Believe me, at the particular moment I was introduced to the club, I would much rather have been in the swamp apprehending the most hardened gator hunter than addressing the thirty-odd members of that rotary club!

I did manage to get through the meeting and from the apparent interest and questions that followed, I felt, then and now, that my program was somewhat of a success. At least I was able to explain the reason for some hunting and fishing regulations and that the large wire contraptions located in the marshes were duck traps and what banded ducks did to further waterfowl hunting.

To make a long story short, years passed and I found myself in the shoes of the Regional Information Education Officer that could not cancel previous engagements to assist a wildlife officer with a local program. As a Regional Information Education Officer, with the responsibility for conservation information and education over a sixteen county region, I often felt akin to warm butter on hot toast – soaking in at a few spots but spread pretty thin over the entire area.

As a Regional Information Officer, I observed other progressive type officers undergoing the same struggle to convey the conservation message that I had encountered during my initiation with the fateful rotary club. I now had available certain tools of our profession such as movie projectors and film, slide projectors and slides, prepared conservation speeches, and other aids. These I made available to the field personnel but found many of the men unqualified to operate this equipment and reluctant to travel the extra little bit by standing up in front of a club and talk about hunting, fishing or conservation.

It was during this phase that the idea of a public relation seminar originated. The real objective was to train the progressive type officers to operate a projector and properly utilize the other aids. Being a bit selfish I visualized the warm butter soaking into the hot toast in a few more spots, if some of the more progressive field people were better qualified to handle public relation assignments on a local level. The plan was presented to the Chiefs of the Commission tribe who bought idea and cleared the road for operation "Wildlife Officer-Public Relation."

While the imagination machinery was turning, the administrator of community relations from a junior college made the scene with an offer of assistance. I found later that the administrator of community relations was in reality another public relation man that recognized and seized the opportunity to foster his college-community relations by suggesting that the college be allowed to present the program for the Commission.

Some twenty wildlife officers from throughout Florida were handpicked to attend this first seminar and while the records of this first public relations training program are gathering dust in the files, and I made no attempt to unearth these papers, I do recall some of the details.

The school lasted three days. Classes were conducted day and night and included not only instructions in operation of projectors but how to take advantage of a captive audience by preceding or following the film with a personal pitch for conservation. The program included pointers on how to talk to clubs, such as my rotary club, plus a bit on personal and public relations. It, of course, included a pep talk by Bob Aldrich, the Commission Director.

As often said, the proof of the pudding is in the eating and this public relations

pudding must have been good as it placed some twenty field people in a position of having at least the self confidence to accept a speaking engagement, and accept them they did. If my memory serves me correctly, I found it difficult to provide these newly public relation stimulated officers with the necessary tools to take advantage of every opportunity.

The most singular success factor associated with this initial public relations training program may be viewed in some of the officers who attended the seminar. Today one of these serves as Chief of Florida's Law Enforcement Division, two serve as Regional Managers, several as Area Supervisors, several as Regional Information Officers, and while it may or may not speak well of the training, two of the students are now with the U. S. Fish and Wildlife Service. No doubt these men would have reached their present position without the benefits of a three-day public relations program — however, the program must take some credit as one of the factors that brought about the accelerated metamorphosis.

Perhaps we should end on the happy note of twenty gung-ho officers armed with know-how and information spreading the conservation message. Twenty officers all primed to help the Information Education Division do its job. For a while it did appear that the story had ended but along comes the fairy princess to kiss the dormant creature of public relations imagination and eight years later the tremendous potential is again realized and stirred to life. Not with one wildlife officer — public relations seminar but five programs and a statewide application.

The recently completed series of five public relations seminars to some degree followed the plans of their predecessor, insofar as major objective. The pilot program was again launched in one region and again presented by a junior college. Rather than hand picking the more progressive personnel to attend the training program, the opportunity was made available to all within the region and this included Fish Management, Game Management, Law Enforcement and representatives of our Communication Division. Attendance was strictly voluntary and great effort was made to emphasize the fact that should an officer choose not to attend, it would in no way affect his efficiency rating.

If I might digress for a few moments, I would like to read the itinerary of one of these public-relations seminars and several comments from a report relating to this particular rebirth of inservice training.

“PUBLIC SPEAKING, HUMAN RELATIONS AND COMMUNICATIONS”

A College Level, Non-Credit Seminar at
 Lake City Junior College, Lake City, Florida
 By Wilbur Bates
 In Cooperation With
 Florida Game and Fresh Water Fish Commission

Monday, July 8

9:00 — 11:00 A.M. Public Speaking
 Helen Gilbert — Speech Department, Lake City Junior College
 11:00 — 12:00 News Media & Publication
 Jo Haley, Publications Department, LCJC
 12:00 — 1:00 P.M. Lunch
 1:00 — 3:00 News Media & Publications
 3:00 — 5:00 Human Relations
 Herbert B. Attaway, Dean-LCJC &
 Wilbur Bates, Director
 Timer Harvesting Technology, LCJC

Tuesday, July 9

9:00 — 11:00 A.M. Public Speaking
 Helen Gilbert — Speech Department, LCJC
 11:00 — 12:00 Audio Visual
 Bill Ceely, Dean, Vo-Tech Division

12:00 – 1:00 Lunch
1:00 – 3:00 Human Relations
	Herbert B. Attaway, Dean, LCJC & Wilbur Bates, Director of Timber Harvesting Technology, LCJC
3:00 – 5:00 Writer's Viewpoint
	Monroe Campbell, Outdoor Writer, <i>Jacksonville Journal</i>
Wednesday, July 10	
9:00 – 11:00 A.M. Public Speaking
	Helen Gilbert – Speech Department, LCJC
11:00 – 12:00 Camera Tips
	Major James T. Floyd, Chief, Information Education Division Game and Fresh Water Fish Commission, Tallahassee
12:00 – 1:00 Lunch
1:00 – 5:00 Human Relations
	Herbert B. Ataway, Dean, LCJC & Wilbur Bates, Director of Timber Harvesting Technology, LCJC

Now for the comments from the report: These were made by one of the Regional Information Education Officers who was directly responsible for the operation of the seminar within his region:

"To begin this report, it must be stated in complete honesty that I was something less than excited about the prospects for undertaking such an assignment. My reasons were that I did not feel enough officers would request to attend the seminar to make it worthwhile and that the ones who did attend would not apply themselves either during the seminar, or apply anything that they would learn during its presentation.

The Lake City Junior College was selected to present the seminar due to its central location within the region. Also, the college is familiar with this type course, as it presents similar programs for the public as well as private industry.

My first misgiving was proved to be unwarranted, as 22 officers and biologists from all field divisions in the region applied to attend the seminar. Secondly, it was obvious after about one hour of the first class that the officers attending deserved more credit than I had given them. The men proved to be especially attentive to the instructors and apparently, considerable effort was spent in preparation of each individual's "homework".

Individual assignments by the instructors required that each officer be on his feet in front of the class six times to give a talk prepared by himself. One of these had to be presented with the use of a visual-aid and the results indicated that serious thought went into each speech.

As mentioned previously, the seminar was professionally presented and it is felt that the instructors really wanted the men to get some good out of the program. A general rating of "very good" should be given the seminar.

Surprisingly, the officers were very receptive to the seminar and many of them expressed gratitude to the instructors. Many of the men indicated that they would be anxious to attend any similar training that might be made available.

In conclusion, it is my personal opinion that the seminar was extremely valuable and that the program should be continued at least on an annual basis. While I don't intend to take anything away from present initial and in-service training schools within the Commission, this seminar has strongly indicated the need for professional training for the officers of the Florida Game and Fresh Water Fish Commission."

The five seminars have been completed. Four of these by junior colleges and one by the University of South Florida. The Regional Information Education officers were made directly responsible for the seminar within their respective region and while a general basic framework was followed, they were allowed latitude in which to stretch their individual imagination. Some of the seminars included classes on such items as radio and television appearances, others on how to obtain maximum newspaper coverage on a local level, still others stressed the human relations in the

field of conservation and law enforcement. It must be pointed out that all included public speaking and all were designed to help carry the conservation message by qualifying the message carriers as to ways and means of delivery.

I think that I can say without qualification that most professional wildlife and conservation workers are a gabby bunch. Let a wildlife officer encounter several fishermen or hunters and he will chew the conservation fat for hours on end. The public relation seminar should provide the means for the same officer to chew and the same conservation fat before a school assembly, a civic club or a sportsman organization. All that's needed is a bit of confidence and a well planned, well presented seminar can provide that little extra shot that will allow information and education to spread itself into every nook and cranny.

Inservice training schools are nothing new. In fact, I would imagine that each and every member of any Information Education Branch has participated in one way or another. The greater majority of these are orientated around Law Enforcement or Commission activities and operations. While the I & E Divisions may be invited to participate or even perhaps conduct the training schools, our time is generally limited to several hours of outlining the functions of the Division or a brief review of what's considered good public relations on the part of field people. We may encourage the officers to present talks on and about conservation but we do not have the time or opportunity to really light the candle.

The public relations seminars presented by the Information Education Division of the Florida Game and Fresh Water Fish Commission not only applied flame to the candle wick, it also pointed out the path, painted the more obvious obstacles in florescent paint, and provided a map for an expanded conservation education and public relation program.