

In reviewing our more effective affiliates, we inevitably find a close and harmonious relationship with their state conservation or game and fish departments. This does not mean that our citizen groups will blindly support all state programs. It means they will work closely with the agency administrators, supporting them when they are doing a good job and being critical when they are not. The important thing, we believe, is for the affiliate leadership to get together frequently with the agency administrators to discuss problems and resolve differences—and you I and E people can often serve as middlemen in getting your sportsmen and your administrators together. This procedure inevitably leads to better understanding. The end result usually is a professional, non-partisan administration of natural resources. It all boils down to the necessity of hanging together.

We live in a day and age of power organizations. Mergers are making industrial giants more gigantic. Labor unions are being unified and consolidated for the primary purpose of wielding more power and influence. There are so many lobbyists in Washington that they must register and wear name tags to prevent lobbying one another! The situation at the state level is probably similar in nature, but on a slightly smaller scale. The power plays from all highly organized groups make it extremely difficult for the cry of the conservationists to be heard above the din of special interest caterwauling. It is, therefore, imperative that all who are interested in conserving our resources be well organized, and you conservation information specialists are in a perfect position to promote this kind of citizen action.

The National Wildlife Federation's conservation education pamphlets are a source of many helpful ideas and suggestions for groups wishing to advance conservation knowledge and practices. Single copies are free to individuals on request, and I have a few copies here for you to take home with you if you like.

In conclusion, I would like to mention the fact that the National Wildlife Federation is now accepting individual associate memberships. One of the benefits of membership is our new, high-quality outdoorsman's magazine, *National Wildlife*. Brochures describing this membership opportunity are on the exhibit table here, and you would certainly be welcomed as members. The Federation, incidentally, is deeply appreciative of your cooperation in publicizing our new magazine through your state information media, and stands ready to return the favor should there be anything we can do for you in Washington.

Thank you very much.

BETTER I. AND E. COORDINATION BETWEEN THE BUREAU OF SPORT FISHERIES AND WILDLIFE AND STATE DEPARTMENTS

By WALTER A. GRESH
Regional Director
Bureau of Sport Fisheries and Wildlife
Atlanta, Georgia

Why are we able to meet here today and say that the No. 1 problem facing hunting and fishing as a means of recreation, conservation of our natural resources, and even the future of this Nation is the lack of public awareness of the problem? How can our public be unaware in this age of mass media for communications—in a country with the most extensive educational system in the world? There are several reasons.

Perhaps our first reason is a lack of a unified goal in conservation—yet if our problem is lack of public awareness, it should be pretty obvious that *our* goal—the goal of the I & E people—should be an informed public—a public which is aware of the problems and the efforts of our fish and wildlife scientists to solve them, a public willing to support a program based on the knowledge and experience of these scientists.

Fish and Game Conservation Education has been referred to as an orphan of an orphan. This has been true in many respects. It has certainly been true of the Conservation Education endeavors of the Fish and Wildlife Service and particularly the Bureau of Sport Fisheries and Wildlife. In the years since I have been Regional Director in Atlanta, the States in this region have come a long way and are, for the most part, doing an outstanding job in the field of informing the public. Although it may not have seemed so at regional and state level, those few in Washington responsible for informational work have been working hard with the tools and resources available. Because of their small numbers and the enormity of the task, their work has been spread so thin it appears almost transparent in the hands of regional and state people.

Since July 1 of this year a new approach has been taken by the Bureau to help with the I & E program. This is in the form of a Regional Office of Information and Education. We recognize that one man at regional level with a meager budget is a very small start, but it is a start. With our limited facilities and with your support and encouragement, we will lend our shoulder to the goal of a better-informed public.

I think you will agree that the Bureau's efforts can be best applied to accomplishing a few worthwhile, needed projects and doing them well rather than spreading our activities so thin that little or no accomplishment will be realized.

In this regard also, we are not going to be able to anticipate all the ways in which we will be able to work with you in the states to carry out a unified program. We ask you, and you must let us know, when you think we can help you with a particular program. In the same vein we are going to have to ask you for help frequently. In other words, this coordination between State and Federal I & E programs is a two-way road. For a while, at least, our program in Atlanta is going to seem mighty small compared with yours.

What is to be our program?

To answer this question, you must realize some of our problems. First of all, we have 12 southeastern states plus Puerto Rico and the Virgin Islands that are bubbling over with outdoor activity. Our area has been for years and will continue to be for a long time the nation's playground. One of the reasons for this is the great diversity of habitat from the Atlantic and Gulf Coasts to the Canadian life zone of the Appalachian Mountains. Within these 12 states are 12 different programs administered in 12 different ways, yet all striving for the same goal—a fully informed public. One state will place great emphasis on a school program for Conservation Education, while another will devote more time to the various news media of radio, television, and press. Most try to achieve a fair balance of efforts into all I & E fields of activity. It appears that, with few exceptions where region-wide problems or achievements are covered, our efforts must necessarily fall into the area of local situations where we assist or work together on immediate, common, and, from a regional standpoint, relatively isolated problems.

Our Conservation Education Coordinator has worked for the past 6 years in the Branch of River Basins Studies where he has been exposed to, and worked closely with, one of our common problems, one which requires the close cooperation of both State and Federal governments. This is the area of Federally authorized water development projects constructed by the Corps of Engineers, the SCS, and private hydroelectric interest. Along our natural waterfronts, especially in Florida, this private interest takes the form of small but important dredge and fill problems. The Fish and Wildlife Coordination Act gives the Bureau and the State a strong hand in multiple-purpose planning in these projects. Planning, which if carried out intelligently, will provide for more hunting, fishing, and other outdoor activities rather than a continual loss of the habitat. Loss of wetlands, woodlands, streams, and encroachment on waterfronts are taking place at an alarmingly rapid rate.

Assistant Secretary Frank P. Briggs, at Jackson Hole this past September had this to say about another very important problem which we must work at cooperatively—that is the acquisition of wetlands:

"... at the present time we have our sights set on Federal acquisition of 4,500,000 acres. We estimate that this land is going to cost us, both in fee simple acquisition and in easements, approximately \$227 million.

"The wetlands—more commonly called the potholes—will make up 39% of this total acreage. Additions to present refuges will make up 10%, and new refuges to be paid out of the 'duck stamp' fund will make up 34%.

"We plan to acquire 780,000 acres or 17% of the overall goal through land provided under the Fish and Wildlife Coordination Act."

Section 3 of Public Law 87, 383, the authorizing legislation for the \$105 million loan fund, states that: "... no land shall be acquired with moneys from the migratory bird conservation fund unless the acquisition thereof has been approved by the Governor of the State or appropriate State agency . . ."

This requires that the local people be aware of the need and get behind it 100%.

One of the more important means in this region by which land may be acquired and developed for waterfowl management purposes is through so-called Coordination Act which provides for land acquired by the Corps of Engineers in connection with water resource development projects to be transferred to the Bureau of Sport Fisheries and Wildlife or to the State game and fish agency.

The first acquisition of this type was the land at the Jackson Lock and Dam Project, Alabama. It led to the establishment of the Choctaw National Wildlife Refuge. This was done in a large part through the efforts of local citizens who understood the need and worked to obtain it.

Negotiations for a waterfowl refuge adjacent to the Walter F. George Project on the Chattahoochee River—Alabama and Georgia—at Eufala, Alabama are also in the final stages, made possible again by an informed public who went to bat for a worthwhile project.

Gus Albright, in his well-chosen talk several years ago before this same body brought this need out very clearly and demonstrated with examples in Arkansas some of the shortcomings of both the Bureau and the State in making it possible to arouse the necessary public interest early in the formulative stages of a project.

To continue with our program aims, it is imperative that we, as a Bureau, provide our own personnel located in every nook and cranny of the 12 southeastern states with the tools to do a good job of educating the public with whom they come in contact. This means that for some time to come, our Office of I & E will devote a major portion of its time to providing guidance, assistance, and material to our field personnel.

Some of the needs of our personnel which we will attempt to provide as soon as possible are in-service training aids such as a series of "How To" pamphlets. These will be on subjects such as the preparation of fish and wildlife exhibits, work with youth groups, and preparation of news material. The need for visual aids by our field personnel is great. Here we plan to prepare for them a number of color slide series with accompanying scripts, film strips with narration, and make available other visual and audio-visual aids to the extent that time and funds will permit.

We will continue to develop our film-lending library which during the past year provided 890 showings to an estimated audience of 79,000 persons in Region 4.

Probably no group of people in the fish and game business knows the meaning of a man-power shortage better than you folks in I & E. The Bureau, too, is well aware of this problem; however, none of us can let this become an excuse for relaxing our efforts. The needs are greater than ever—the solutions becoming more and more difficult. I & E is not an end in itself—it is a vital part of a vital need in the total resource management picture. This is the purpose of meetings such as this—to trade ideas, to learn, and to develop a close cooperation to attain common goals.

I do not propose, at this meeting, to set forth methods for coordinating our efforts. I do not believe it can be reduced to a 1-2-3 set of rules or procedures. I feel that it will only be accomplished through the development of a cooperative attitude or frame of mind, or if you will, a realization that we can all do a better job working together.

During the growing pains of our Regional I & E program we will make mistakes. Some may lead to unintentional misunderstandings. We can only hope they will be few and that you will bear with us in getting them corrected as quickly and painlessly as possible.