

INFORMATION AND SERVICE EXCHANGE BETWEEN STATE FISH AND GAME AND FEDERAL CONSERVATION-INFORMATION AGENCIES¹

By James R. Harlan²

I'm pleased that my long time friend, Malcolm King, asked me to appear on this panel to meet old friends, make new ones, and, hopefully, contribute something of value to your meeting. Further, I am delighted that information and education subjects have such a prominent place on the program of the Southeastern Association this year. This has not always been the case in the past. It indicates to me that our policymakers and administrators are recognizing more and more the value and need for broad public support for the success of their natural resources programs and that they are expecting positive results from the efforts of their I & E personnel.

In view of this greater reliance on I & E personnel to generate support, you, in turn, need to be more effective in your efforts.

I believe that we have many untapped I & E resources and services available in both State and Federal agencies that could be used, and since we are all committed to the same objective—wise use of natural resources—we should seek out and use these availables whether they are of State or Federal origin.

"Where are these tools and what are they?" is a question that needs to be answered.

In the Federal Government, all departments having responsibilities in natural resources management have information offices in Washington. Most of the bureaus in the departments have similar offices. Much of the Federal conservation-information material originates in these bureaus. These aids may include press releases, speeches, booklets, books, motion pictures, TV and radio shorts, photographs, graphics, exhibits, and a host of other items. These are available to the State agencies, for the most part cost-free, in limited quantities and many in some quantity. Often these are of real value to the State fish and game departments.

When I was Superintendent of Information for the Iowa Conservation Department a number of years ago, we had a fire prevention promotion going. I asked for and received 25 thousand copies of the Smokey Bear song from the Forest Service. I think during the next couple of years more school kids in Iowa knew the words to "Smokey the Bear" than to the National Anthem and it was easier to sing, too.

In the past, the FWPCA has provided the State conservation departments with large quantities of water pollution control handouts for distribution through your many outlets. The first I recall was a Mark Trail cartoon book with a water pollution theme. We had some 200 thousand copies when we offered them in bulk lots to the fish and game departments. We were oversubscribed by 300 thousand, and 10 years later we still have requests for this out-of-print booklet.

Other bulk "penny handouts" we have been able to provide in the past include *Be a Pollution Detective* (a reprint of Mike Huduba's SPORTS AFIELD piece) urging fishermen to report pollution-caused fish kills to State authorities. Six hundred thousand copies were distributed through your agencies to our mutual advantage. *Water Pollution, America's Shame* (a reprint of Lou Clapper's fine article), *A Citizen's Guide to Action For Clean Water* by the Izaak Walton League, and several others have been made available.

¹ Presented at the Information-Education Session, Southeastern Association of Game and Fish Commissioners Annual Meeting, Baltimore, Maryland, October 22, 1968.

² Conservation Consultant, Federal Water Pollution Control Administration, U. S. Department of the Interior, Washington, D. C. 20242.

In addition to information offices at bureau level, many Federal agencies have regional offices where much of the contact with the State agencies develops. If you have not already done so, I encourage you to get on a first-name basis with the information officers in your region and determine what they can provide. Often your information objectives are identical. You all are aware of the fact that it is much easier to work with someone you know personally and who knows you. When each of you understands the other's sphere of operations and problems, a rapport can be established that is valuable to you both, your respective agencies, and to the public generally.

The Water Pollution Control Administration's information officers and the States in which they operate include Jim Bowyer, located in Charlottesville, Virginia. The States within his jurisdiction are the District of Columbia, Maryland, North Carolina, Pennsylvania, South Carolina, and Virginia. Our Southeast Regional Information Officer is William Shipp, headquartered in Atlanta, Georgia. In his jurisdiction are Alabama, Florida, Georgia, Mississippi, and Tennessee. Arkansas, Louisiana, New Mexico, Oklahoma, and Texas are in our South Central Region, with offices in Dallas, Texas. Edward Lee is our Information Officer for these States. Gilbert Gigliotti of Cincinnati is in the Ohio Basin office which includes Kentucky, Indiana, Ohio, and West Virginia.

If any of these men are present, will they please stand and introduce themselves.

Will any I & E personnel from other Federal agencies stand and introduce themselves.

Of course, many of the people who can give you a hand and need your help are not here and I would refer you to the National Wildlife Federation's Conservation Directory for their names, addresses, and their specific areas of natural resources interests.

Be assured we want to help you when we can, and don't be timid when you ask. We are sometimes surprised ourselves what we can provide when asked by a State conservation organization for materials or information services of various kinds.

The Federal Water Pollution Control Administration currently has a number of printed materials available in quantity. One of these is the publication *Clean Water, It's Up to You*, a booklet prepared by the Izaak Walton League's Citizen Workshops for Clean Water for America.

Other popular publications that we distribute are: *What You Can Do About Water Pollution; A New Era For America's Waters; Pollution-Caused Fish Kills 1967; Needed: Clean Water*; and *About Boats and Water Pollution*.

In addition to these publications, we have on hand a series of Fact Sheets covering such specific areas as construction grants; the Water Quality Act of 1965 and Clean Water Restoration Act of 1966; the various types of research, demonstration, and training grants and contracts that are available; comprehensive planning; and estuaries.

All of these materials contain valuable public information, and most have a short shelf life. If you can use any of these publications advantageously, we will be glad to hear from you.

Late in November or early in December, we expect to have a new booklet, *Showdown*. This 24-page booklet will give an overall picture of what FWPCA is doing in water pollution control.

I know Jim Lee will have more to say on this subject and I don't want to encroach on his topic matter, but I will be glad to answer questions from the floor as time permits.