

In wildlife management the primary consideration, of course, is the creation or maintenance of an environment (food, cover, water, etc.) in which the bird or animal finds everything it needs to live. This has and always will be the number-one goal. Without it, no amount of protection, predator control, refuges, restocking, winter feeding or any other step will make any difference—the desired species still will be absent.

The second realization must be that even with the best habitat, only so many of the desired species can live in the area—no matter what you do. You cannot stockpile wildlife. The woods can support only so many deer, grouse and squirrel in the same way that they contain only so many chickadees, woodpeckers and blue jays, for exactly this reason.

The third and most completely misunderstood principle of wildlife management is that the breeding population of any species, game or non-game, on any area tries to fill the world with its kind but cannot do it, because all the forces of nature are against it. It may seem paradoxical, but, on the other hand, nature gives the species the drive to survive and, on the other hand, makes sure they can't overdo it. It is here that predator-prey relationships and all the other factors that knock the population down play their roles. It is also in this area of nature's operation that hunters and fishermen enjoy their recreation. The game birds, animals and fish harvested by sportsmen come from this surplus that the species creates. In some species, it is quite true that seasons and bag limits must be strictly enforced to save the species; however, in most cases, the seasons and bag limits simply serve to distribute the game equally among the sportsmen. The harvest has no effect whatever on the next year's population of those game species.

If you doubt this, why do you think that the few forms of life that men like to pursue for sport are any different from the rest? Why is the world not more abundantly blessed with bluebirds, robins, wrens, weasels, meadow mice, salamanders or hoot owls?

Other thoughts expressed by the children in their wildlife essays which I rated low were those regarding the "misdeeds" of our pioneer forefathers. This kind of information is evidently easily accessible, but to me this is most unfortunate. No one doubts that the forests were burned, the game hunted and some sod busted. But how many tree farms could you have established 100 years ago? How much corn could be raised in an oak-hickory forest? In the light of present-day wildlife knowledge, how much game was actually destroyed? The wilderness species are all that actually became extinct, and you can't preserve wilderness when that's what you've got most of. Many game species became more abundant as a result of man's activities. I believe the children deserve some new insight into just why our forefathers acted as they did. This old attitude actually has branded some modern conservationists as having their heads in the sand—and rightfully so.

In summary, the essays indicate much success in efforts to achieve with youth an understanding of conservation problems and the positive actions that can be undertaken. It is to the credit of the teachers and students that the time has been spent in this kind of study, and it is to the credit of the contest that interests has been aroused and beliefs stated so that progress can be measured.

It is my sincere hope, however, that wildlife managers will take more time to explain to the public their management methods which, according to our wildlife essays, are so poorly understood at present.

## PUBLIC RELATIONS AND CONSERVATION

*By* RICHARD E. HODGES, JR.

Thank you very much. It's a privilege to be here this morning to share with you a few thoughts about this sometimes nebulous field of public relations. I must confess to you that I have reservations about my ability to handle the subject just as Bob Short has announced it. That is "Public Relations and Conservation." These reservations get pretty big when I consider that most every one of you is directly or indirectly involved in this subject every working day. I'm involved in

public relations every day, but I'm afraid I make only infrequent excursions into the field of conservation. Perhaps, however, you will find something of interest in descriptions of several of these conservation activities, which I propose to give in a few minutes.

First, let me tell you a story with a wildlife twist that seems appropriate these days when Community Chest and United Appeal campaigns are very much in the air.

It seems that a group of ladies from a garden club were on a field trip, which included a visit to a rural mink farm. After being introduced to the farmer, they accompanied him to the area in which the minks were being raised.

Among much interested chatter and questioning, one lady asked the farmer "How many pelts do you get from each mink?"

The farmer's quick rejoinder was, "Lady, if you skin them more than once a week, they get nervous."

As has been noted, I earn my livelihood working in an advertising and public relations agency for a number of clients, ranging from potato chip manufacturers to pulp and paper companies—with a number of others in between. My own particular area of responsibility is largely in the field of public relations. Now public relations is closely related to advertising—in that both are concerned with communication of ideas or messages to the public or parts of the public. But we consider advertising and public relations to be distinct and unique activities, utilizing different skills, talents and approaches.

Perhaps I can best explain my point and set the stage for further comments by giving a brief run-down on our own organization. I hope you will excuse the commercial.

Our firm was founded more than 20 years ago as an advertising agency. Within a short time, however, our management determined that we could serve some of our clients more effectively by providing certain services which today are in the provinces of public relations. A public relations department was then formed—the first such independent public relations operation set up by a southern advertising agency.

During the years, we have maintained this separate and independent operation. Today we have eight public relations accounts on a continuing fee basis. In addition, we provide public relations service and counsel to any of our 50 advertising accounts who might require help in this field.

The range of public relations work handled by our agency's public relations department is pretty much the same as that handled by any public relations counselor, agency or corporate or non-corporate public relations department. I expect it's pretty much the same as the kind of work most of you are involved in every day. It includes counseling on matters involving public interest; preparing news material on the organization and its products; editing employee publications; preparing booklets, brochures, slide and movie films, annual reports, financial statements and speeches; planning and arranging press conferences, press tours, open houses; coordinating events like sailing regattas, golf tournaments, speaking tours, plant dedications, conventions, presentations of property, and so on and on.

The variety of activities legitimately flying under the public relations flag calls for practitioners in the field to be somewhat akin to that football player who can run, pass and kick, who's pretty good going through the middle of the line as well as going around the end, and, most of all, who can rapidly change pace and direction. I'm sure you all know what I'm talking about.

It seems to us that with so many varied activities categorized as public relations, it's helpful to have some definitions if we are to know just where we stand and understand just what we are trying to do.

Let me give you a definition of public relations which we like and which helps guide us in our everyday activities in behalf of clients with a variety of public relations problems and objectives. This definition is advanced by the International Public Relations Association. It says: "Public relations is a management function, of a continuing and planned character, through which public and private organizations and institutions seek to win and retain the understanding, sympathy and support of those with whom they are or may be concerned—by evaluating public opinion about themselves in order to correlate, as far as possible, their

own policies and procedures, to achieve by planned and widespread information more productive cooperation and more efficient fulfillment of their common interests."

Now that's a real mouthful, and undoubtedly would hardly qualify under the much publicized Fleisch system. However, I think it is comprehensive and complete, and, as such, serves as a good operational guide.

With this background and with this definition, permit me to tell you about some public relations activities of several of our clients which involve to some degree this field of fish and game and conservation which you gentlemen represent. I relate these so-called case histories in order to give you some idea of how we approach a public relations project—and hope that you may find some of the techniques helpful and approaches interesting. Also I hope from these examples a pattern will emerge, pointing out ways in which private corporations assist public organizations to accomplish goals of mutual benefit.

In the interest of time, I'm going to oversimplify the description of the activities. And I also need to point out that activities like the ones I will mention are liable to be events that will take place only once in the life of a company. But from these once-in-a-lifetime examples, some lessons can be learned and some basic organizational thinking ascertained.

A good case in point is the recent deeding by Bowaters Southern Paper Corporation of High Falls Lake and Dam in Georgia to the state, for development by the State Game and Fish Commission as a recreation area. This whole project was a fine example of cooperation between a department of state government and a leading pulp and paper company.

This was a case where public relations benefits were in play all the way. And they started at the top when the Bowaters management recognized that High Falls Lake and Dam in their present conditions were largely useless to the company, which had purchased the facilities along with adjacent woodlands several years ago.

The company could have elected to drain the lake and plant trees on the lake bottom. Instead, they decided to deed the lake, dam and a nearby tract of land to the state for development as a prime recreational area by the Georgia Game and Fish Commission.

As Bowaters' public relations agency, we had the assignment of helping to communicate the fact of this gift and its meaning to the people of Georgia. Although Bowaters has no plant in Georgia, the company does conduct operations here and does business with many of the state's citizens and with its newspapers. In carrying out this assignment, we worked closely with Fulton Lovell, Bob Short and others in the Georgia Game and Fish Commission every step of the way.

After the legalities of the property transferral were completed, a good bit of work had to be done to clear sections of land for the planned dedication ceremonies. This activity—and it was a major job—was undertaken by the Commission with the help of local government in the area of the lake.

Our client's public relations representatives, Commission public relations personnel and agency personnel mapped out plans for the presentation and dedication ceremony. Included were speeches by Georgia's Governor Vandiver, Mr. Lovell and other officials as well as by top Bowaters executives. These speeches had to be written and then coordinated with the program. Bowaters representatives and the Commission's public relations department handled this task.

A check list of projects to be carried out in connection with advance preparations for the ceremony and for the ceremony itself was drawn up. Specific responsibilities were delegated and deadlines were assigned. This check list served as a vitally important work sheet during the period leading up to the day of the event itself.

The check list offers some idea of the extent of controlled effort important to the success of such an undertaking. Items on the list, for example, included; preparing news releases; preparing booklet describing High Falls; writing a history of the lake; preparing an invitation list; preparing the invitation itself; mailing the invitations; arranging for press coverage; arranging to have a tent erected; arranging for a fish dinner; arranging for power lines to supply the public address systems and other electrical systems; arranging for a band to play;

establishing parking area and traffic control; obtaining movie and still photographic coverage; setting up a speakers' platform, and arranging placement of people on the platform. The list goes on. You gentlemen probably are well-acquainted with such activities. The important point in carrying off such a project, I think, is to isolate your objectives, decide who you're trying to reach, what story you're trying to tell, and how to reach these particular people with this specific story. Then put it all down—everything you can think of—assign jobs and deadlines and get to work.

The result in the case of High Falls was complete success. The result in most cases, carried out in an organized, methodical—and creative—manner, is also success.

At High Falls, the publicity which resulted was excellent in virtually all media. The publicity was good for Bowaters and it was good for the Georgia Game and Fish Commission. However, we think that the event meant much more than publicity—important as that was. It provided the opportunity for people associated with a major company to work closely with an agency of state government concerned with wildlife resources. This relationship certainly added some new dimensions of understanding and mutual regard.

Furthermore, I would say that the project was an excellent example of corporate responsibility to the public interest, as well as being outstanding recognition of the job being done in this state by the Game and Fish Commission. Successful companies like to be associated with successful, reputable organizations in projects like this or, for that matter, any type of endeavor. The Georgia Game and Fish Commission filed this bill, as I know the other commissions in the Southeast would, too.

Speaking of the success and efficiency of various Game and Fish Commissions, I'm reminded of the story of the two hunters who had been out for several hours, with one of them growing increasingly uneasy.

"We're lost," he called to his companion. "What on earth shall we do?"

"Keep your shirt on," said the other hunter. "Shoot an extra deer and the ranger will be here in a minute and a half."

I would be remiss at this point if I did not pay special credit to Bob Short for the high caliber of his work on the High Falls project. It was a pleasure for all of us to work with Bob and he made major contributions to the success of the event. I'm pleased to have the chance to say so publicly, Bob, in the presence of your associates in this work.

Our agency also serves as public relations counsel for the Southern Pulpwood Conservation Association. As most of you know, the Association was set up to encourage good forestry on the privately owned forest lands in the South. It is actively supported by pulp and paper companies representing 80 percent of the pulpwood used in the region. Other members are independent businessmen supplying pulpwood to the mills. A third category of membership includes anyone interested in conservation.

The Southern Pulpwood Conservation Association conducts a program of education, demonstration and service because of its interest in individually owned farms and other woodlands. The pulp and paper industry itself actually owns only 11 percent of the forest land in the South, a great deal of which is open to hunters and fishermen.

I can assure you that in all of its work, the Association, representing its pulp and paper industry members, is fully cognizant of the interests of the outdoor sportsmen. I say this because I'm aware that in the past there have been occasional misunderstandings in this field.

But recently a game and industry committee was formed with representation from state and federal agencies, other wildlife organizations and SPCA members. The formation of this committee already has led to increased understanding and a genuine spirit of cooperation. Public relations can certainly play an important role in leading toward even greater understanding in the future.

At this point, I hope you're not like the little boy who was hunting in the woods with a slingshot when he encountered a party of high-powered and overdressed hunters from the city. One of these city fellers asked the boy what he was hunting for.

"I don't know," he replied. "I ain't seen it yet."

Well, I hope you see by now that I'm trying to point out ways how, and means with which the public relations activities of some industries are serving the goals of conservation of fish and wildlife.

Let me give you one other passing example of this sort of activity.

Another client of ours—the Carling Brewing Company—some years ago established the Carling Conservation Club. I guess most of you are familiar with this activity—perhaps more than I.

The club's activities are varied, but all are aimed at giving meaning to the slogan, "Yours to Protect, Yours to Enjoy."

The club publishes a monthly newsletter of items of interest to sportsmen. It is also the organization around which a series of excellently produced 15-minute films on a variety of conservation subjects are made available free of charge to television stations all over the country. The film footage making up the bulk of these 15-minute productions is supplied from many sources—including several game and fish departments in the southern states. In addition, interviews with prominent sports authorities are a part of these shows. In this, too, southern game and fish commissioners have been represented.

Another far-reaching aspect of the Carling Conservation Club involves personal appearances by Ralph Seaman, secretary of the club, before civic groups, hunting and fishing clubs, and similar organizations throughout the nation. During these programs, Mr. Seaman presents an outstanding conservation, hunting or fishing film. Over the years, these programs have made a big hit with audiences in large cities and small towns. Mr. Seaman's appearances in the South are scheduled by our office in Atlanta. This year, his itinerary in December and early January includes Alabama and Florida.

All in all, we think the Carling Conservation Club, through the various activities I have described, is making a substantial contribution to the conservation of wildlife and other resources. And, in so doing, it is the sponsoring company's hope that perhaps it has made some friends among hunters and fishermen.

Up to now, I have discussed some of the relationships with conservation activities which our firm has had in behalf of several valued clients.

Before closing, I should like to mention that one of our own public relations efforts also involves conservation. We are very proud and privileged to serve in a public service capacity as the volunteer task force advertising agency in behalf of The Advertising Council in carrying out the Southern Cooperative Forest Fire Protection program. This program, which, I expect, will be described more in detail after lunch today by Bill Huber, is part of the famous Smokey Bear series, but with a southern flavor. It was formulated several years ago at the request of the southern states forestry people and the U. S. Forest Service, in order to tackle more directly through mass media the unique and rather serious problems of forest and woods fires in our part of the country.

The word "cooperative" in the title of this program means more than just cooperation between the states, between the states and the Federal Government, between the states and Federal Government and the advertising industry and business in general. I see it as meaning the cooperation of everybody. And certainly your organizations, while not directly involved in the program, have a major stake in its success or failure.

If you're not aware of the details, and you still have questions at the conclusion of Mr. Huber's talk this afternoon, I would like to recommend that you check the forestry departments in your states or the U. S. Forest Service in Atlanta. I feel strongly that the program can use and will welcome all the support you can give it. And perhaps it will prove helpful to your own efforts.

In closing, I would like to reiterate our feeling that public relations is neither propaganda nor press agency—especially in the generally understood usage of these expressions. We see public relations as the reflection of what companies, organizations and institutions are, and of what they do.

Public relations *cannot* for long make something appear different than it really is. It *can* help make sure that people really see a clearer picture of an organization. And it *can* help lead the organization to becoming what it would like to be in the eyes of the public.

In representing the field of conservation, you start way ahead of many organizations. You have a product that is almost akin to motherhood. Your great challenge is not to let this happy fact lull you to sleep as to your opportunities . . . or to your responsibilities to always do a better job.

Again let me say thanks for inviting me today. It's been a genuine pleasure and privilege. Thank you.

## I & E IN SOUTHERN COOPERATIVE FEDERAL AND STATE PROGRAMS

By W. W. HUBER, *Chief, Division of Information and Education,  
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### INTRODUCTION

For nearly twenty-five years, southern federal and state agencies have cooperated successfully in wildlife management programs. In September, 1937, the Pittman Robertson Act was passed by Congress. It provided funds for improving wildlife conditions. As the Southern National Forests had some 10 million acres available for wildlife use, the State Fish and Game Commissions, the U. S. Fish and Wildlife Service, and the U. S. Forest Service entered into cooperative agreements to improve the wildlife situation in the southern states through wildlife management areas on the National Forests. Responsibility for administering the Wildlife Restoration Act, or the PR Act as it is called, was assigned to the U. S. Fish and Wildlife Service.

These three agencies work together on public lands to provide better fishing and hunting for the people—the public. In general, the public relations work of these agencies has been good. But it can be improved. Before going into that though, let's first consider the difference between I&E and public relations.

*Public Relations*—Public relations means the way the public feels about you and your outfit. We are always going to have public relations because we are public agencies. The question is—are the relations going to be good or bad—and how long will the agency be effective if all its public relations are bad?

A good definition of public relations is “conducting an organization so as to enjoy the understanding, approval, and cooperation of the public.” This is sometimes called enjoying the good will of the public. If you lack this good will, it usually means one of three things:

- you and your employees are indifferent to public opinion,
- the public is indifferent—because they lack knowledge of your work,
- or, you're so busy combatting bad press that you don't have time to build good fences.

Basic to all efforts in public information work is a high standard professional job on the ground. Once this job is underway, or sound plans have been made to do the job, then the real information job can start.

*Information and Education*—or I&E, as we in the Forest Service call this part of our work, is the tool of public relations. If we use this tool wisely and a little humbly, we can get public cooperation in our wildlife work. I&E is the planning and development of an action program designed to obtain public understanding and the good will which results from such understanding.

If our work is to progress in an orderly fashion, without the frustrating interruptions of public relation brush fires, the public must be informed. And we need far closer liaison between our respective agencies so that our information programs are complementary rather than contradictory.

*Tools of I&E*—The tools of I&E are the various media that we use to communicate with the public.

1. The best media of course is personal contact, and everyone from the receptionist to the manager must participate. And when things get off base, quickly contact the person or persons responsible.