

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

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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.

2. If you can't make a personal contact, then phone and discuss the situation calmly and politely.
3. Next best is talking to a group. You can call on various aids here to help you do the job: slides, movies, posters, charts, and filmstrips.
4. Personal letters are good I&E tools.
5. Television and radio are excellent media for reaching large groups and audiences. We are not making nearly enough use of either.
6. Newspapers are still one of the best ways to create good will.
7. Magazine articles fall into the same category with newspapers, but are not quite as timely.
8. Exhibits are good-will ambassadors if done right.
9. Pamphlets, brochures, and other handouts should be attractive with as little copy as possible to get the message over.
10. Demonstration areas are another good media, and they should have a more prominent place in this list.
11. Show-me trips are another way of getting the wildlife management story to the public.
12. Finally, let's class together form letters, stickers, decals, bumper strips, and related material. These are good ways to call attention to our agencies, but if we can't do first-class jobs with this material, don't use them.

I point out these basic media so that we take time to evaluate them. We must spend I&E money wisely as this money is in a glass jar. We also must keep up with the best way to communicate with the public. Now, let's see what we need to strengthen to achieve the good will we should have in cooperative wildlife programs in the South.

*How To Achieve Good Will—*

1. In making cooperative plans we should provide I&E plans for all the agencies concerned.
2. We must present a united front and should only have a good word, at least in public, for the other agency. The U. S. Forest Service has a policy never to criticize an employee of another public agency in public. If we have a problem, we may talk with the agency head, but we never go to the newspaper or other media to criticize another coworker. And I don't need to tell you that it sometimes has been hard to turn the other cheek.
3. Let us give credit where credit is due and not try to hog all the glory.
4. It should be possible for a group such as this to set up some guide lines to go by so that the public has a good image of wildlife people. Guide lines can perhaps be illustrated best by telling about the Smokey Bear Program. Here, there is a policy that Smokey art will never be used in bad taste—on beer or whiskey ads, on tobacco ads, or on any ad that might belittle Smokey. As Smokey is protected by federal law, we have stopped many detrimental items:
  1. Ashtray
  2. Poster
  3. Play tape
  5. Add factors that can help cooperation between agencies.

### CONCLUSION

As public servants we have a responsibility to the people of the South. We must work closely in our I&E programs to explain our aims and objectives to the public. We will not always agree, but let's solve our problems behind closed doors—and never in public.

## LET'S SELL HABITAT IMPROVEMENT <sup>1</sup>

By EDWARD L. KOZICKY, *Director, Conservation Dept., Olin Mathieson Chemical Corp., East Alton, Illinois*

The most basic of modern game management tools—and the one that comes closest to being a cure-all for dwindling wildlife—is game habitat restoration.

Game habitat is the complex of soil, water and plants commonly called "cover," in which game birds and mammals exist. It is the "life range"