

# THE ILLUSTRATED SLIDE LECTURE AS AN I & E TOOL

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It is perhaps a mistake to refer to this presentation as a "paper" since by far the most of the message I want to bring to you is on film rather than upon paper. Further, there is nothing startlingly new about the idea of using colored slides as a means of projecting a point in conservation. I *do* believe we of the National Wildlife Federation are pioneering in the development of some techniques of presentation, however, and it is these which I wish to discuss.

All of us have seen slide lectures. May have been highly educational; virtually all have been highly entertaining. For obvious reasons, both of these constitute goals which we strive to attain in the development of our own slides series. But we are trying to do more than that.

To correctly assay our effort, it's necessary to examine our motives. There are a number of primary needs which slide series have been designed to fill. One is classroom or related education. We felt that that job is being adequately done by others. Another is long-range adult education, a field which we conceive is being the recipient of considerably less intensive and successful treatment. Thus one of our motives is to make the average individual aware of the scope of the conservation problem, aware of the impact of civilization upon nature, aware of the necessity of proper resources management if nature is to withstand civilization's assault.

Toward this end we are developing a series of slide lectures on general conservation themes. I suppose it is inevitable that, at this point, some of you are thinking, "Yes, but the problem is getting the message to the people. How does he intend to whip that?"

We believe that the Federation is in as good position to whip it as is any group in the country. Here's why. The Federation consists of 50 organizations, mostly of sportsmen but embracing many non-sportsmen as well, one such organization in each of the 48 states, Alaska and the District of Columbia. The aggregate membership of these groups rises into the millions. It is our thought that by preparing the slide series in quantity and making them available at bare cost to these organizations, we can get tremendously wide distribution of these educational lectures. Over the years, they should have great effect.

But there is a shorter-range need as well—to alert the public to particular and immediate conservation problems. During the next few minutes, I shall try to show you what we consider to be prime examples of both slide series uses.

Our first efforts in the slide lecture field were aimed at trying to explode the general public apathy which seems to be exhibited toward most resource problems. Convinced that apathy stems from a failure to realize just how big a problem is imposed by resources and their administration, we started production with a general, long-range lecture called "Conservation is Big Business."

I should like to show you that lecture at this time, if we may have the lights dimmed.

## CONSERVATION IS BIG BUSINESS

As you can judge for yourself, this lecture is designed primarily for lay groups, civic organizations, women's clubs and others not having an immediate or direct interest in natural resources conservation. Based on initial reactions (it has thus far been shown publicly only a relatively few times) its impact considerably exceeds even our optimistic expectations.

The key to its success, of course, is wide distribution. To effect that wide distribution, we are reproducing this lecture in quantity. Copies of it, bound in glass, are made available to our affiliate state groups, their local clubs or their interested individuals, at cost—\$35.00 per set. In addition, the individual ordering the set of slides may, by providing us with a tape, have the entire commentary tape-recorded on his own tape so that all he'll need to present the story is projector and a playback. This recording service, incidentally, is made without charge for anyone acquiring a set of the slides.

Already, this slide lecture has caught on. Several dozen copies of it already have been purchased by various of our state affiliates and it is anticipated that eventually, there will be several in use in each state. We believe that, in this fashion, a tremendous number of people can be contacted.

During the past several months, we have been at work planning other general, long-range presentations. We hope ultimately to do one on conservation projects within the reach of the average rod and gun club. We are planning one on junior conservation club programming. Many others have been suggested and we'll unquestionably deal with them as our own funds and time permit.

We have discovered, however, that there are shorter-range objectives which are just as important. I think you'll be interested in how they developed. When we expanded the field staff of the Federation by adding field representatives in, first, New England, then in the Far West, we made some interesting discoveries. Our two men were two of the best qualified men available. They were well-educated, experienced, capable in the extreme. But neither had real appreciation of problems outside his own area. The New Englander couldn't comprehend the public lands question of the West. He'd never been on the public lands, knew little about them. The Westerner knew little of the problems presented in endless succession by heavy population pressures in the East.

When each man learned, by personal exposure to the other's problems, something about those problems, he was amazed. We decided that if dedicated conservationists could so profit by exposure to each other's problems, therein perhaps lay the answer to some of our failures and some of our successes. We decided to embark upon a slide series aimed at presenting a complete and unbiased picture of the public lands problems. We were still a little uncertain as to how we might put the lecture to use, when there came another development which pointed the way.

The House Merchant Marine and Fisheries subcommittee on Wildlife and Conservation opened hearings in Washington upon legislation to transfer a portion of the Wichita Mountains Wildlife Refuge to the Fort Sill Artillery School at Lawton, Oklahoma. The Army was trying to sell the legislators on the idea that that portion of the refuge which they coveted was wasteland, uninhabitable by wildlife, remote from public access and a dead-loss except to military use.

We decided that the best way to meet their testimony was to send a photographic combat team to the Wichitas and obtain pictures with which to show the Congress what was involved. Accordingly, the three field men of the Federation made a hurried trip to Oklahoma. Working under the pressure of time and fearful that Congress might any day act upon the transfer legislation, we were successful in putting together an admittedly incomplete but graphic slide series and presenting it, although unofficially, before various members of the subcommittee.

You'll note that I said the series was incomplete. As I speak, we have a man in the Wichitas completing the last set of pictures which we need for the Wichita lecture. We know it'll be effective because we saw how visibly moved by the presentation were members of the Congressional subcommittee—which, incidentally, failed to report out the transfer legislation. It may or may not be significant that the author of the legislation lost his campaign for reelection.

I wish I could show you our Wichita series. Unfortunately, we have been so rushed for time that we've not had time to duplicate them and the only set is in possession of the man who is completing the job—Dr. John D. Bulger, our northeastern field representative and the author of the well-known Let's Build series. However, if new legislation is introduced next year, we'll have the lectures ready in quantity, ready to do a job of moulding public opinion.

To give you an idea of what we did in the Wichitas, I've brought along some U. S. Fish and Wildlife Service slides borrowed from a former employee of the refuge. They'll give you an idea, though I believe our own pix are infinitely better.

Through the medium of the slides, we took the Wichitas to Congress! May we have the lights out, please.

Here is the entrance gate of the Wichitas. The Army wanted it, among other things.

We showed the subcommittee longhorn cattle, one of the last remnant herds of this romantic and dramatic animal of the old southwest.

We showed 'em strutting wild turkey gobblers, a collection of pictures of which one of America's great authorities on the wild turkey, said that they constituted the "finest photographs of wild turkey ever filmed."

We showed 'em part of the great herd of bison, popularly called "buffalo," which roams the refuge and which attracts a tremendous public following on this, the second most heavily publicly used refuge of the nation.

We showed 'em remote, sylvan "wasteland" spots like this, in the area the Army coveted.

We showed 'em grass belly-deep to a longhorn cow. If this land was valueless, someone forgot to tell the longhorns.

We showed 'em areas of enchantment.

We showed 'em pictures they could understand because they were pictures they could walk into.

Eventually, the Congressmen became fairly well acquainted with the refuge—and fairly well convinced that our story was accurate. There are barren rocks in the Wichitas, but, as someone pointed out, they've been worn smooth by the countless feet of millions of Boy and Girl Scouts climbing over them.

We showed 'em lakes and picnic retreats.

Maybe it is wasteland to the Army. But most of us know enough of the Army's concept of waste to thirst for more knowledge on some of their presumptive claims. And to bison, longhorn cattle, elk, deer, wild turkey and other wild creatures a good home isn't wasteland.

Members of the subcommittee warmed to our story, just as the public long since warmed to the Wichitas.

We told another story, too—the story of what happens to an area subjected to intensive military use.

Foxholes, endless miles of discarded communications wire, trees and shrubs denuded by the concussive effects of artillery fire, these formed that story.

The Army, incidentally, tried to bargain. If they could have a portion of the refuge, they'd agree not to fire on it while school busses were moving through the area (some school children must be transported across a portion of the refuge each school day). While conceding that it was damned white of the military to agree not to make targets of the school kids, we wondered how valid was the promise, recalling a promise in 1953 that the military had no plans for expansion into the refuge in the foreseeable future.

Such pictures aren't always pleasant but they tell the story.

And so our success with the Wichitas. Needless to say an accurate, pithy commentary went along with the pictures.

Our success with the Wichita series—which, incidentally, will also be reproduced in quantity and made available at low cost to our state affiliates and others—has led us to adopt a technique from the military. The National Wildlife Federation is organizing conservation crisis-spot combat teams.

When we ran into a tough conservation problem in New York state we sent a "combat team" in to assist our New York affiliate in fighting the battle which developed. We believe our pictures had much to do with New York's resistance to the NENYIAC proposals.

We know that ultimately, land grabs will be made again by those private interests who'd like to make off with a chunk of our public lands. Late this month, we'll have a combat team in the Kaibab in Arizona finishing up pictures on public lands problems. Not only will they make a valuable addition to our file of long-range educational slide lectures but they'll give us some ammunition for the public-lands scrap to come.

In short, we believe that when any great American resource is threatened, we'll be able to put a combat team to work on it. Usually these teams consist of two or three or more men. One is assigned the picture-making job. Another is a researcher to dig out the facts and put together the story. If a third is needed, he assists in either or both jobs.

Let me just give you an idea of how we'll attack the public lands problem. When the question arises, we'll try to take a substantial cross section of Americana into the great public lands country. (May we have the lights down, please.)

We'll first try to show a typical western ranch operation, setting the stage for an impartial recounting of the problem.

We'll give 'em a look at the cattle-raising business and the ruggedly individualist men who follow it, men who carved out our western economy.

We'll take 'em into the hayfields of the West and show the importance of that short Western hay-crop.

You can't raise cattle without hay.

We'll try to show how antelope fit into the agricultural picture. If your eyes are sharp enough, you'll spot seven antelope in this picture.

Some western livestockmen profess to see the antelope as a serious competitor to domestic stock. Yet this rancher, president of our Wyoming Federation of Sportsmen's clubs, a wealthy cattleman, is more responsible for preserving the antelope—and the opportunity to hunt them—in his area than any other one individual.

We'll show the dude some of the pleasures of a pack-trip, starting with pack-saddling a horse,

Then loading it and throwing a diamond hitch on the pack,

Then heading for high country.

We'll show him beautiful little high-altitude tarns, teeming with fish.

We'll let him see what happens to a bunch of excited riders when a bull elk crosses the trail, momentarily stopping anyone's ideas of continuing the ride.

We'll give him a look at a different breed of recreation-seekers, men willing to hike 25 miles in and another 25 miles back just to camp for the weekend by an unspoiled lake, catch a few fish to eat and a very few (remember, he'll have to carry 'em out himself) to take home.

We'll introduce him, by proxy, to the joys of a fine little camp on the shores of a magic lake.

We'll let him, in fancy, cook and eat his meals out in the open.

We'll lift up his eyes to the mountains,

Show him a glimpse of bear-country,

And moose meadows,

And elk-parks high in the basins of mountain creeks,

And pasture-land upon which the only livestock that graze are his own pack animals.

We'll show him pristine, snow-fed mountain streams,

Give him a chance to envy the man who sets up a fly-rod beside them,

And further chance to envy what the lakes and creeks produce.

We'll lead him to great, high lakes where golden trout live,

And show him the priceless recreation which is his, so long as those lakes remain unspoiled by exploiters.

We'll show him a rainbow in a snowstorm,

And then, before he becomes too complacent about these things, we'll show him a mining claim in this magic country,

And let him imagine the danger of allowing mining or grazing or lumbering or ANY use to be established as paramount on this land.

We'll show him ranges that have been overgrazed by cattle,

Or sheeped out, as the westerner refers to land that has been abused by sheep,

And then we'll put him beside a mountain camp-fire and dare anyone to deny him his rights to the public estate.

This is our program—a campaign with the camera. There's nothing new or different about what we're doing. But we think there IS something new and different about how we're doing it, our combat teams, our slides series to meet crises in conservation, and our long-range planning in education through the slide series. We're putting great faith in the camera. That's why, when you run across our field-men, you'll find them carrying cameras rather than literature, light-meters instead of display boards.

I hope that in the future we can report to you further upon our progress in a field which, conservation-wise, has been relatively unexplored.

## TECHNICAL LAW ENFORCEMENT SESSION

### THE SELECTION AND TRAINING OF WILDLIFE LAW ENFORCEMENT OFFICERS

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A matter of vital concern to any agency charged with the responsibility of the protection and preservation of wildlife resources is the selection and training of its law enforcement personnel. The success of any Game and Fish Commission rests upon the shoulders of the Conservation Officers. If a conservation program is to succeed, it must be accepted by the people it serves. To the masses of the people, the Conservation Officer is the Game and Fish Commission. He is the man they look to for answers to a variety of questions. His essence is of service and sacrifice. Almost every Game and Fish Commission in the United States owes its life to its enforcement officers. I submit that is a point beyond disagreement. Therefore, the selection and training of law enforcement personnel is perhaps one of the most important functions of Wildlife Administrators.

All laws, rules, and regulations would be merely surplus terminology on the statute books without officers to see that they are complied with. And, the better the Conservation Officer, the better the Conservation program, for it all touches this man—the officer. His selection must be careful; his training the very best that can be given.

If he could be given the protection of Civil Service, it would be well for political appointments for pure political purposes can have no worthwhile effect on Conservation. While the politicians diddle, daddle and trade, the natural resources of this country suffer, dwindle, and fade.

The only way to avoid this most undesirable situation is to establish a system whereby officers may be selected by competitive examination. Candidates would be required to meet certain minimum qualifications with reference to age, education, weight, and height. The written examination should be designed to test a candidate's sense of reason, aptitude and general knowledge of the job. In addition to the written examination, applicants should be subjected to an oral interview by a board composed of persons unknown to all applicants and who have some knowledge of what will be expected of officers. This interview will help to determine the applicant's ability to evaluate given situations, his ability to exercise common judgment and other qualities, as may be discovered by the posing of questions. These two phases of the examination, written and oral, determine the grade of the applicant. A list of names ranked according to grade should be certified by the examining board to the Game and Fish Commission.

Then, before offering employment (beginning with the highest ranking applicant and working down the list) the applicant should be interviewed by a