

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"

that must include escape cover, winter cover, food and water, cover to rear young, and even cover to play. A lack of one or more of these cover requirements must be corrected if the habitat is to support game in harvestable numbers. The condition of the soil and its plant covering determines the wildlife yield of any area. Although this concept has been extolled many times in the past quarter century, it is not yet widely appreciated.

Generally, the increased habitat requirements of modern man have worked to decrease the available game habitat and the quantity of most American game species. Man has profoundly changed the types and distribution of game food and cover and has generally destroyed, created or shifted the tenable habitats of game species. To the average hunter, the bulldozing of a bushy fencerow will always lack the spectacular drama of a Cooper's hawk striking a covey of quail. However, the loss to the hawk is temporary; the loss to the bulldozer is permanent.

Like Mark Twain's famous statement, "Everyone talks about the weather but no one does anything about it," little has been done to initiate habitat restoration on the land—the keystone to greater game abundance. The planting of a food patch and the prevention of soil erosion with plant cover will go on each year producing its quota of game—something that all the ballyhoo publicity or speeches in the world cannot accomplish. The problem is to motivate the landowners and sportsmen into an active habitat restoration program.

Almost all of the better agricultural land in any state is owned privately; thus any habitat restoration program will have to be done by the landowner or with his permission. We must supply good game cover in as many places as possible where that cover is compatible with agriculture and will not interfere with the cultivation of a cash crop.

Almost any farmer can be convinced of this undertaking. Cover plants hold soil and are particularly adapted to planting along and in eroded gullies, hillsides and pond borders. Such patches of dense growth attract wildlife. Many landowners, however, are too busy or indifferent to plant such unused areas; and it is in fulfilling this obligation that the individual sportsman and sportsmen's clubs—with the guidance of state game departments—can be of immeasurable benefit to themselves and others.

One of the first efforts to accomplish habitat restoration at the "grass roots" level was in southern Iowa. A total of 7,713 acres of privately owned land was encompassed into a game management program. In addition to technical advice, landowners were compensated for certain practices such as fencing and planting of food patches. The plan was short-lived. Interest in the program quickly waned, and barbed wire bought for game management purposes was soon converted to a more mercenary end—grass on the hoof.

In retrospect, the primary reason for the failure of this cooperative venture was economics and the lack of appreciation by the landowners for the necessity of more game. If their land was cultivated to the fence post, there was always an uncle or cousin who, though admittedly lazy, had some "birds" for the taking and a good supply of cottontails. But, such uncles and cousins have disappeared and good hunting grounds are scarce. Perhaps the American public is now ready, as never before, to initiate a habitat restoration program with private landowners. At least one state in the Midwest—Missouri, the "Show Me" state—thinks so.

Realizing the necessity for a more active game management program, the Missouri Conservation Commission, in 1961, has initiated a series of "Hunters' Workshops" at a community level in conjunction with an accelerated program of land acquisition and habitat improvement on Commission-owned land.

The Hunters' Workshop is an all-out, new effort to sell an upland game program on private land holdings to hunters and landowners. Such a program takes salesmanship on the part of Conservation Commission employees and sportsmen. Each member of this team needs to thoroughly understand his product before trying to sell the program, and he must be convinced that he is going to be successful.

The entire program is under the supervision of a state game biologist. The first step in initiating the program is to hold a series of two-day

short courses for conservation agents in each district. In Missouri, the course includes basic game biology and management principles for rabbits and quail. With this background and a set of carefully prepared slides and charts, the agents then proceed to organize their own community workshops.

Hunters' Workshops are announced in the newspapers. Local conservation agents contact hunters and briefly explain the purpose of the meetings and invite them to attend, along with a farmer friend and buddy. Prior to the meeting dates, the contacted hunters—about fifty in number—are reminded by post card of the time and place of the meeting.

The primary functions of these workshops are:

1. to give the hunter an opportunity to improve hunter-farmer relations;
2. to show the hunter what he can do to improve hunting on the land he hunts;
3. to serve as a method of keeping private lands open to the cooperating hunter; and
4. to provide a means of reaching the landowner, the *private* land where the work must begin, and a man to do the job.

At these workshops, a very brief picture of some of the planned efforts the Missouri Commission is making in cooperative programs is presented to the group. Such efforts are similar to those found in other states, such as:

1. The Memorandum of Understanding with Local Soil Conservation Districts.
2. The Extension Council Program with the Agricultural Extension Service.
3. The youth group activities with the FFA Chapters, the 4-H clubs, Boy and Girl Scouts and the Camp Fire Girls.

The main purpose of the Hunters' Workshop, however, is to explain in detail some of the habitat restoration techniques that are particularly adapted to individual Missouri farms for quail and rabbits:

1. The farm pond area—multiflora fence, pond plantings and adjacent annual food plot.
2. The bulldozed brush pile—"instant cover" for many forms of wildlife. Annual food plot or ladino clover adjacent to the brush-pile.
3. Annual food plots—located beside natural cover. Planting must be protected from livestock and vice versa. Good planting sites free of livestock are beside hedge rows, brushy rows, pond areas, odd areas and along the edge of woodlands. These plots are a quarter-acre in size and one per twenty acres is considered sufficient.
4. Field border seedings and plants—to provide additional cover for travel lanes. In Missouri, *Sericea lespedeza* is an excellent field border plant. Multiflora rose is another.
5. Odd areas, gullies and ditch banks—offer good habitat development possibilities. *Sericea* seedlings, food plots and tree plantings offer possibilities in such areas.

None of these habitat improvement techniques are new. They have been recognized procedures by game managers for years. But our success in applying these techniques to the land has been insignificant beyond the demonstrational phase. Their simplicity and long-term benefits have not been sold to the lay public. State game lands can be used as effective demonstration areas and can serve as the locale for field days to demonstrate some of the basic habitat restoration techniques. To date, most game agencies consider the job complete at the demonstrational phase and fail to initiate a "sell" program.

We have had a fine and proven product but haven't thought it necessary to do a little door-to-door selling. The Missouri approach is logical and sound: sell habitat restoration directly to the individual landowner or through the cooperation of the local sportsmen.

Slides and charts are used to implement the discussion by making the audience cognizant of the various techniques that can be employed in their immediate area. The plan is a cooperative venture between the hunter and the landowner. The group is given written instructions on

the costs and where to purchase annual food plot mixture, *Sericea lespedeza*, ladino clover, wildlife bundles, trees and multiflora rose.

In September of this year, the upland game program in Missouri was reviewed, and it was found that since last February game management training sessions have been held in all districts. These short courses gave the conservation agents the necessary biological background to draw up complete game management plans on farms.

Upon completion of these sessions, workshops were initiated in all districts. Over 500 complete farm plans have been mapped to date. After evaluating the 166 meetings, it is apparent that in some counties more emphasis needs to be placed on the landowner than the sportsman. The ideal prospect is the sportsman-landowner, seeking to improve his own hunting opportunities.

So, let's put the "sell" in game management. Let's not adopt the attitude that the landowner is coming to us; let's seek him out with the assistance of active sportsmen.

Most states do an excellent job of creating interest in wildlife through the media of television, radio, news releases and feature stories in state magazines. But there is little or no follow-up with a selling program that could increase this resource. If you will permit the analogy, it would be the same thing if our corporation stocked its warehouses with one of our new products, conducted a national campaign to advertise its merits, and then never bothered to establish a distributorship. It takes the personal touch to sell a new item, and to me this is the "missing link" in selling habitat restoration.

Workshops, field demonstrations and volumes of literature on the subject are no better than the total habitat improvement that they are instrumental in achieving on the land. We have the proven management techniques and the latent sales force and will. Why not organize these resources into an effective task force to sell habitat restoration on a personal basis to the landowner?

Missouri has developed an effective means of selling habitat restoration—every conservation agent is a combination instructor and salesman; every sportsman, a potential salesman. Can't the selling program in Missouri be duplicated—or even improved upon—in the remaining 49 states?

## RADIO'S TEN COMMANDMENTS AND THE PROMISED LAND

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Mr. Chairman, I thank you for those kind words. It makes an old Alabama boy feel good to come back home to such a nice welcome. And it's especially good to be on the campus of alma mater.

Your fellow broadcasters in Georgia send their best regards to everybody here at the University except Bear Bryant.

But then you might expect some difference of opinion on a matter such as football.

The same thing happens in other fields of endeavor.

A doctor friend of mine—an obstetrician—tells me that a lovely young woman came to him for an examination—and when the examination was completed, the doctor said—"Congratulations—Mrs. Jones, I have good news for you."

Whereupon the young woman said—"Doctor it's not Mrs. Jones. It's Miss Jones."

"In that case"—said the doctor—"I have bad news for you, Miss Jones."

Yes—viewpoints differ widely—especially among broadcasters.

Some broadcasters long for the days when the only noise on radio was static. Other broadcasters think radio sounds just fine—and they wish the government and the public would quit complaining about it.

My friend John McMillen of *Sponsor Magazine* once said to me: "Broadcasters are the biggest group of hypochondriacs and neurotics in