

During these times of important decisions, when events move swiftly and dangerously, when brainpower must somehow be channelled into ethics and conservation ought to be accepted as a new social process, it would do well for us to pay attention to the words of the poet, Rabindranath Tagore, who sounded this wonderful creed for all men.

Where the mind is without fear and the head is held high;  
Where knowledge is free;  
Where the world has not been broken up into fragments by narrow  
domestic walls;  
Where words come out from the depth of truth;  
Where tireless striving stretches its arms toward perfection  
Where the clear stream of reason has not lost its way into the  
dreary desert sand of dead habit;  
Where the mind is led forward by Thee into ever widening  
thought and action—  
Into that heaven of freedom, my Father, let my country awake.

## BETTER WILDLIFE RANGER-NEWSPAPER RELATIONS

By CHARLES R. SHORT

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Mr. Chairman, distinguished guests, and members of the Southeastern Association, I wish to express my sincere appreciation to Brother George Kyle, the program chairman for this session, for the kind invitation to appear here today.

This old, old question of whether or not wildlife rangers and field personnel should dabble in public relations work has been kicked around even more than that football used during last year's Georgia Tech-Tennessee game.

During the past few years, people in our business have grown to depend upon them more and more to make our Education and Information programs more successful. In Georgia, we are very dependent upon our rangers. We feel as if our program could not operate objectively without their help.

For example, less than four months ago two rangers from each of Georgia's eight enforcement districts were given instructions on the use of motion picture projectors, films, and slide equipment. Each district was provided with enough equipment to operate.

Since then, 13,861 men, women and school children have been made more aware of the need for conservation and better schooled in principles behind sound game and fish management through wildlife rangers.

But the field of audio-visual education is not the only part of an Education and Information program where wildlife rangers can fit snugly.

They can also be of great assistance in dealing with newspapers in the areas in which they work.

A few years ago, the press gave no extra effort to find and print conservation news. Now, though, hunting, fishing and conservation have become an intergal part of every newspaper.

Although in some cases it is not treated as such, hunting and fishing news ranks right along with football and baseball and other competitive sports in the minds of readers.

And wildlife rangers can provide a sure-fire method of getting news and feature material to newspapers.

Newspaper people in our state agree, and most of them are always glad to get any story with a fresh, local angle. In this area, wildlife rangers are unsurpassable.

As the Education and Information Division's part at ranger school this summer, we asked an experienced newspaperman to instruct our field personnel

on newspaper work and tell them exactly what the press is looking for in the way of conservation news.

Briefly, here's what they were told:

1. That there are many people these days looking for recreation outdoors for the whole family. They all know of state and national parks and that these are scattered all over the 48 states.

However, too many of them don't realize where they are or what they have to offer. Any tips or general information about camping and outdoor living, with a local flavor, of course, can be parlayed into readable and enjoyable material.

2. That if there is game to be had, ordinarily the man who wants to hunt it will find out where it is. But if game is abundant in some areas, the newspapers will want to know and pass the word along. And, if possible, they are interested in any stories of people who have harvested some.

3. That in the broad field of game and fish management and enforcement, there are bound to be new developments of either a scientific or practical nature that will make good stories.

If either the Information and Education Division or wildlife rangers will tell the newspapers, the information can be passed on for public consumption.

4. Suggestions on safety may get tiring, but there are always new people—and veterans—who can profit from them. If rangers will make safety suggestions through their local press, it may help to cut down on the increasing number of outdoor accidents.

5. Some people who hunt and fish are not game and fish hogs, although there are enough of these to cause doubt. And if they aren't completely familiar with the laws and limits, they will occasionally violate.

A lesson can be made of a law or custom that is violated often. A lot of pain and trouble can be avoided by pointing out violations of a particular law as it applies to specific areas. Rangers are qualified probably more than anyone else to spell out the law and its consequences.

6. Human interest stories are probably the ones newspapers will take quickest. Any, true, funny story involving animals, or ones that bring back a memory or tug of sympathy can be used any time.

And, the people involved professionally or otherwise can be just as good a story. For instance, the boy who shot his first deer or the guide who showed him how and where.

If you will think back to these tips, you can readily see that wildlife rangers run across stories such as these practically every day—even without looking for them.

So much for newspapers. I think we will all agree that they are waiting and willing to help us bring conservation news and features into the minds of the people.

Now, let's consider how a good wildlife ranger-newspaper relationship aids in the overall Education and Information programs.

First, there's the important question of personnel and time. In most departments, there are not enough men to devote enough time to a widespread campaign of getting news into papers. Then, there is the fact that no cost is involved except an occasional telephone toll.

In Georgia, we have three, including the chief, who work out of the Atlanta office. It is our duty to carry out the administration end of our program as well as meet and try to inform and educate the public.

Carrying out a publicity campaign in one select area is almost impossible because we do not have the time to devote to it.

By delegating authority to qualified rangers, we can concentrate more on other duties and leave local press relations to them.

That brings up the question, "What rangers are qualified?"

The answer is, any ranger who can speak English coherently enough to tell his story to a newspaper reporter, or editor in the case of small towns.

As our newspaper friend pointed out during the school, which I may add was the shortest course in the history of journalism, all stories that appear

in the paper are not on-the-spot staff coverage stuff. More than 50 percent of the type that makes a newspaper came from people like wildlife rangers—those whose professions deal with people and what they are doing.

Our friend pointed out that front page stories are often the result of phone calls or telegrams from a person who was on the scene and recognized the incident for its news value.

There is a distinct need for better relations between wildlife rangers and newspapers all over the country, for what is good news and feature material in one small county may not be of interest to newspapers in other counties and, therefore, does not warrant being part of a newsletter or news release. If a wildlife ranger can pass on the story to his local press, it is not lost.

In summing up this program allow us to say that all that's needed to have a good ranger-press relationship is the cooperation of the rangers. The press, in most cases, is willing.

Also, rangers must be taught the policies of the department and the goals it is trying to reach. It is not beneficial for a ranger to author information or stories that are not in the best interest of the department at large.

By properly training rangers in newspaper tactics and by making them realize that they have information and incidents that will make informational and enjoyable reading, a program such as this can reap big dividends in Education and Information work.

## KENTUCKY'S JUNIOR CLUBBERS GO CAMPING

By ED ADAMS

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Kentucky is in the camping business. No need to mince words, no doubt about it—the bluegrass state is on an all-out camping spree. The unique thing is, this camping spree is a spree producing a better Kentucky—and we feel, better men, also.

This paper is headed "Kentucky's Junior Clubbers Go Camping." It might more aptly be tabbed "camps for conservation."

The Kentucky Division of Conservation Education, and its Junior Conservation Education Program—a program well known and recognized throughout the southeast and the nation—is the particular agency referred to in the camping spree mentioned above. It is a spree, gentlemen, of which we are proud—a spree doing a tremendous job for the commonwealth.

For that reason, we recommend it to your consideration. The job that has been done for Kentucky—and its youth—through the Junior Conservation Education Camping Program is one of hard-to-estimate value. It serves to crystallize the year-long conservation education program carried on in our schools, and it helps to build better men through a youngster's contact with his fellow men and nature. This, in turn, produces individuals trained in conservation, sympathetic to the problems and needs of good fish and wildlife management, and safety at home, in the fields or on the waters of the state.

Our junior club boys started camping in 1945. The program has grown from 15 in that year, to approximately 5,000 this year (this is the camping program alone.) We feel its growth is indicative of its merit. As most members of the Southeastern Association know, Kentucky's Junior Club Program is a year-long education program, conducted in the schools and during the summer months. We feel that the summer month activities are the high light of our conservation education year. The boys feel the same way, for nearly all of the 40,000 enrolled want to attend one of our junior club camps. This number, although very complimentary, cannot be handled within our present budget, so we have had to put our camping program on a competitive basis.

We operate two junior conservation education camps. One is located on Lake Cumberland in south-central Kentucky and the other on Kentucky Lake