

OUT & About



The Pacific Region Outreach Newsletter

Theme: Watchable Wildlife

- From The Assistant Regional Director2
- Outreach Accomplishments ...3
- Outreach Accomplishments4
- Trainings & Workshops4
- MEDIA: Outreach in Crisis..5
- Outreach Accomplishments6
- Upcoming Events.....6, 7
- Outreach Accomplishments7
- Announcements and Awards.....8
- Outreach Accomplishments9
- Resources10
- EPIC: Leaflets as Advertising11

Hot News! New Non-Profit Group

Watchable Wildlife, Inc. serves wildlife professionals nationwide

By Jeanne Clark

Did you know that one out of every three Americans enjoyed some form of wildlife viewing or nature tourism in 1996? That wildlife viewing has emerged as one of the fastest growing forms of outdoor recreation in North America? Or that in the United States in 1996, wildlife viewing generated more than \$29.2 billion in retail sales, 1,024,000 jobs, and \$22.7 billion in wages and salaries? Recently, Watchable Wildlife, Inc. was formed to help you stay abreast of these trends.

A NATIONAL INITIATIVE

The new group finds its roots in 1990, when 13 government agencies and conservation organizations signed a Memorandum of Understanding (MOU) to form the National Watchable Wildlife Initiative. The U.S. Fish and Wildlife Service, one of the founding signatories, is an active participant in the partnership which includes 20 signatories today.

In less than a decade, these national

partners have developed watchable wildlife programs within their agencies and organizations, supported publication of 36 state or provincial wildlife viewing guides, installed a network of wildlife viewing signs across the nation, sponsored seven national Watchable Wildlife conferences, and other activities.

Throughout this process, the national partners discovered that the MOU did not easily allow for the active participation of individuals, businesses, foundations, organizations, and even other countries.

Watchable Wildlife, Inc. was initiated and is supported by the national partners, who hope that the new non-profit will help advance the goals of the 1990 Initiative.

Watchable Wildlife, Inc. has applied for non-profit, tax exempt status. It's a membership organization incorporated in Colorado, but national in scope. The board of directors include professionals from

See HOT NEWS... Page 6

Economic Conservation

Placing economic values on wildlife-related recreation

By Ted Eubanks

Editors Note: How many natural areas have been lost because the area's biological values couldn't compete with the economic value of a new shopping mall or residences? Economist Ted Eubanks offers a new way of looking at, marketing, and ultimately conserving these natural areas by attracting non-traditional sources of funding and new community partners.

Among the more contentious debates to dominate wildlife conservation in the past decade has been the attempt to place economic value on wildlife-related recreation. Although hunting and fishing have been long been recognized as eco-

nomc generators, only in the past few years have activities such as birding, wildlife photography, and residential wildlife activities become recognized as important industries. The economic values placed by the public upon these wildlife resources have the potential to become tools for conservation.

Most wildlife professionals are aware of the U.S. Fish and Wildlife Service's *National Survey of Fishing, Hunting, and Wildlife-Associated Recreation* and the University of Georgia's

See ECONOMIC ... Page 12

Outreach Plans for Fisheries

Developing communication skills receives high priority

By Dan Diggs

We hear it every day: “We just need to communicate better,” or “Let’s stay in touch on this issue.” Communications skills are a critical performance element for most of us. We must master many modes of communications to be effective in our interpersonal and business communications using technologies such as E-mail, computers, faxes, pagers, and cell phones.

The importance and volume of natural resource issues we face make outreach a high priority — and everyone’s job. Outreach is what we do when we want to inform and persuade others. Our support wanes if we are misunderstood or perceived to be just one of the hundreds of bureaucratic government agencies. Conversely, support for the Service grows when our cooperators, the public, and elected officials clearly understand who we are, what we do, and why we do it.

You may not think of many of your daily activities as outreach, but that’s what you’re doing when you provide information to people who contact your office, post information on web sites, send news releases, invite visitors to tour facilities, meet with community groups or professional organizations, and participate in National Fishing Week or other special events.

More than ever, I have targeted outreach as a critical function in my own position. I’m dedicating time to meet and visit with members of Congress, constituency groups, and internal partners, such as Ecological Services. For example, the regional directorate’s recent visit to Capitol Hill congressional delegations was one of the best team outreach efforts I’ve ever seen. Information provided for these briefings by field offices and regional office staff, particularly External Affairs, was a critical element of our success.

How can we strengthen and broaden our Fisheries outreach program? First, we need to develop a consistent message about our program that can be delivered during any outreach opportunity. This message must be continually repeated to create a consistent, solid, and identifiable public image.

Second, we need to have timely and effective means of sharing information between the regional office and field projects, and between field projects.

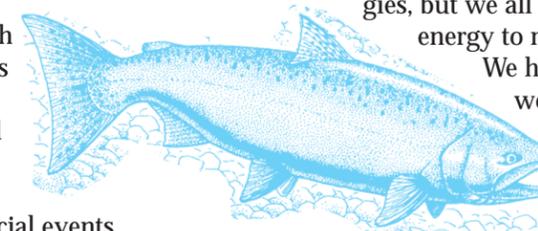
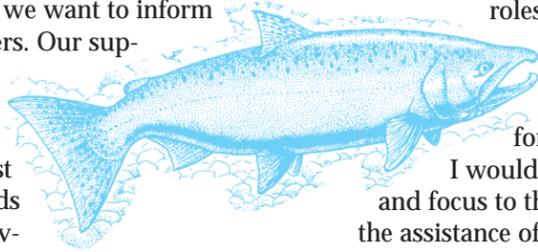
Third, we need to identify the outreach roles to be played by staff, project leaders, and regional office employees, and then we need to develop a process for getting there.

I would like to help bring cohesion and focus to these outreach efforts. With the assistance of External Affairs, I am developing a comprehensive regional outreach plan for Fisheries. This plan will articulate the messages we wish to convey to both internal and external audiences. It will include communications strategies for these audiences, responsibilities throughout the line organization, descriptions of products, and methods for engaging stakeholders. The outreach plan will provide the written strategies, but we all will need to provide the energy to make them work.

We hope the end result will be a working document that will help us inform all levels of elected leadership about the vital roles our program plays in regional conservation and heighten appreciation for the Service’s Fisheries Program.

I truly look forward to seeing our outreach programs evolve. Not only are they necessary, they can be a lot of fun. Just look at the faces of your friends, employees, and guests at the next National Fishing Week event you hold. Big smiles everywhere. We have a lot to be proud of in the Service. Let’s work hard to get our message out. **O**

Dan Diggs is assistant regional director for fisheries.



“Wildlife Watch” Boosts Viewing Success

A ready-to-use viewing skills workshop for local visitors

By Jeanne Clark

You’re in the field and overhear visitors struggling to identify a bird while using a newly purchased field guide. You talk to some parents whose children are playing next to a birdless wetland; the parents said they’ve seen signs identifying several ducks and ask where the ducks went.

As you suppress the urge to say “away from your noisy children,” you realize that these comments tell us something important about many natural areas visitors: They’re unprepared!

The foundation of watchable wildlife is to help people have more enjoyable, meaningful, and successful viewing experiences. Why is this important? If visitors get better at viewing, they can develop a broader view of nature, a conservation ethic, and the ability to make sound environmental decisions.

“Between 1980 and 1990, we saw a 63 percent increase in wildlife viewing activities nationwide,” says Bob Hernbrode, Watchable Wildlife Program Coordinator for the Colorado Division of Wildlife. “We realized we also needed to find ways to teach our visitors how to observe wildlife, use viewing equipment, behave in a safe and respectful manner, and come to better understand wildlife and their habitat.”

These convictions helped to shape the development of Wildlife Watch — a family-oriented, wildlife viewing skills workshop.

TRAINING PROCESS

“Much like hunter education programs and Project WILD workshops nationwide, the family viewing skills workshop is taught by trained volunteers,” says Renée Herring, the Wildlife Watch Coordinator.

Instructors attend a 16 to 20 hour training course, held over two to three days. Each receives an instructor’s handbook with a presentation script, planned activities, and other support materials.

The actual workshop is aimed at individuals and families; each is limited to 20 people and draws a fairly local audience. Participants are located through flyers to other agencies and organizations, mailings, news releases, public service announcements, and by word of mouth.

WHAT DO WORKSHOPS INCLUDE?

Normally the one-day workshop lasts eight hours, is held at or near a natural area, and includes a one-and-a-half hour field trip. The cost is \$30/person or \$40/household. Each registrant or household receives a course handbook, Colorado Wildlife Viewing Guide, and other materials.

The workshop consists of nine modules:

- Introduction
- Getting Face-to-Face with Wildlife
- Habitat is Key
- Wildlife Identification
- Respect
- Where to Go

See WILDLIFE WATCH ... Page 8

What is Watchable Wildlife?

Watchable Wildlife programs address the public’s growing interest in viewing, photography, bird feeding, and nature study. These programs 1) conserve biodiversity; 2) provide recreational opportunities tied to wildlife viewing; 3) educate the public about the values of wildlife and responsible viewing; and 4) create economic opportunities tied to nature tourism. They assume that providing people the opportunity to experience and understand wildlife will lead to an increased commitment to wildlife and habitat conservation.



Photo by Perry Conway

“We realized we also needed to find ways to teach our visitors how to observe wildlife...”

The Impacts of Nature Tourism

Keeping an eye toward balancing wildlife and public access needs

By Eileen Hook

The popularity of nature-oriented activities among travelers is on the increase. In California, according to the 1997 Domestic Travel Report, 25 percent of the 249 million person-trips made by travelers to and through the state included some type of nature activity. In fact, "nature" is the largest sub-set of activities listed in the report. California's national and state parks and other natural areas are hosting increasing numbers of visitors each year and are often the main reason people visit and spend money in a community. Are these areas in danger of being loved to death?

In 1995, national park superintendents across the United States were asked whether tourism contributes to problems with water quality, air quality, flora, fauna, and coastlines/shorelines within national parks. Over half of those queried felt that tourism contributed to water and air quality problems

within the parks. Waste disposed by tourists created the most significant water quality problems. Car exhaust was listed as the most significant air quality problem.

More than 84 percent felt that tourism contributed to vegetation and wildlife problems. Trampling had the most impact on flora, while feeding wildlife most affected fauna. About 71 percent felt that tourism contributed to problems with coastlines or shorelines.

How can wildlife and tourism interests work together to lessen the impacts of tourism? According to an article in the Journal of Travel Research, "Consideration needs to be given to maintaining a balance between growth and development and the preservation and protection of the natural environment. ...For outdoor recreation planners, the design and promotion of outdoor and tourism-related activities within fragile or

sensitive park environments needs to be carefully planned and continuously monitored. For travel and tourism industry practitioners... when designing tourism brochures or minimum impact codes for ecotourists, emphasis could be placed on the adverse impacts that specific activities or behaviors can have on the natural environment within the parks."

Responsible behavior by both tourists and the travel industry will help sustain nature-based tourism. Lower density use, smaller scale and dispersed tourism development, infrastructural improvement, education, and training of users and providers are tactics that can help protect the environment and promote nature-based tourism. Contact your local visitors bureau or Chamber of Commerce for ideas and support. **O**

Eileen Hook is a research analyst with the California Division of Tourism.

Over half of those queried felt that tourism contributed to water and air quality problems within the parks.

Support for Ecosystem Management

How can you build community support for a plan or project? This course will help you assess the "forces" within your community, provide two approaches for building support, give you skills to analyze situations and build support, and look at ways to overcome challenges in the process. Deadline is June 28.

Where: Shepherdstown, WV

When: August 23-27

Contact: Randy Rutan (NCTC) 304/876-7495

Signs, Panels, and Exhibits

Learn how to design visually appealing signs, write dynamic interpretive messages, select suitable materials, identify placement considerations, and estimate project costs.

Where: Shepherdstown, WV

When: August 24-27

Contact: Gary Stolz (NCTC) 304/876-7654

Wildlife Watch: Family Viewing Skills Workshop

Provide your local visitors with a chance to sharpen and develop their outdoor skills by offering viewing skills workshops in your community. This pilot NCTC course, developed by the Colorado Division of Wildlife, will train you as an instructor and arm you with materials and a curriculum that covers everything from the basics of successful viewing, to ethics, optical equipment, and more.

Where: Shepherdstown, WV

When: August 31-September 1

Contact: Laura Jones (NCTC) 304/876-7388



Outreach in Crisis

Working the media at a high-visibility event

By Phil Carroll

An overcrowded news conference in an ugly little room. An overflowing multitude of reporters, cameras, microphones, laptops, notepads, and loaded questions.

Major Daily Newspaper Reporter: "What's the worst-case, most horrible thing that could happen?"

Long pause. Coast Guard "Oil Spills R Us" National Strike Team Spokesman: "I'm not going to say; you can imagine it just as well as I can."

Reporter: "Yeah, but I can't quote ME!"

Much longer pause. Spokesman: "Well, ya can't quote me either!"

That's just one of the magic media moments that Joan Jewett, Jean Harrison, Brenda Lincoln, and I enjoyed during the recent multi-agency struggle with the grounded freighter, New Carissa, near Coos Bay, Oregon. We played tag-team information officer for 16 days, working for the Joint Information Center (shortened to "jic," of course).

I started eight days after the ship hit the sand, but just at the beginning of the most visible impacts to wildlife. I walked into a brutally well-organized operation, with hundreds of people working 20+ hour days, including up to 12 information staff from state and federal agencies and a PR firm.

For us, it was a frantic, fun, exhausting, and exhilarating time. We each started out feeling overwhelmed, but left with a sense of accomplishment because we were opportunists. While we had to fit into the information team in rather narrowly defined roles, we were able to recognize and grab fleeting opportunities to get our agency's messages out.

Here are some ways we used the crisis to get our message across:

- "Have you seen this?" This is how we got reporters and government officials to look at pamphlets we were handing out about the contaminants program and Natural Resource Damage Assessment.
- "Heard about briefings?" We kept one ear to the ground at all times so we could field opportunities to insert the FWS point of view. This is how we learned of a



Usually behind the scenes working with the news media, Phil Carroll finds himself in front of the cameras at a huge oil spill.

Photo by USFWS

briefing for Senator Wyden, and Representatives DeFazio and Dicks just in time to get FWS specialists invited.

- "That's true, but did you know . . .?" Every time we were interviewed by news media and asked to provide some obscure factoid, we also seized the opportunity to bring up the wildlife issues, the FWS's responsibilities, and the future damage assessment process.
- "I know somebody that could really explain the long term impacts . . ." By every means at our disposal, we arranged interviews with "our" experts to supplement the dominant presence of the Coast Guard and the salvage operators. This included arranging several private tours of the bird rehabilitation facility.

"Ouch! Hold still!" Oh, yeah, the spill even yielded my first opportunity to practice biology without a license: rescuing an oiled and helpless grebe from a couple of hungry gulls - in front of the cameras and in uniform.

After all of our behind-the-scenes maneuvering to wheedle our way into the daily coverage, the media was there in full force to record this happenstance event! **O**

Phil Carroll is a public affairs specialist in Region 1's Public Affairs Office.

"Assume that everything you say may be used in a story."

Procession of the Species

They all came together in one long, happy parade: salmon and bear, eagles and trees, dragonflies, drummers, and frogs. Baboons danced with the crowd, firebirds stilted down alleys, and ants came, too, pulled in wagons.

It was the fifth annual Procession of the Species, a community-building outreach event held in Olympia, Washington. It was also the Service's Western Washington Office's first time to participate as a group.

Over 10,000 people stood at curbside on Saturday evening, April 17, to watch the procession. The FWS staff was transformed into a spotted owl, fern, and spider-woman, who held banners and walked down Olympia's streets accompanied by an insect marimba band. The rest of the Service's

entourage followed in costume, too — a lion, bull trout, phoenix, bear, snail, and one eclectic creature who represented "many species going



Photos by Taylor Pittman

down the drain in tornado-like fashion," according to one FWS witness!

Participants donned the look and spirit of animals for

an evening to celebrate art and the natural world as vital components of our cultural life. Preparations for the parade occur for months in advance. In a large, art studio setting, local artists support the outrageous creativity of their fellow Olympians by teaching mask-making, batiking, paper maché creature-building, dancing, and more. Grade school children, state employees, college students, mothers and fathers, seniors, tribal members, and merchants joined the celebration.

The USFWS has previously supported the event with a monetary grant. This year, according to Information and Education Specialist Taylor Pitman, the office also gave their hearts and "soles."

— Taylor Pittman

Hot News!...

Continued from Page 1

agencies, universities, the tourism industry, economists, authors, and other non-profit groups.

WHAT CAN WW INC. DO FOR YOU?

This new organization will offer services to complement national and regional watchable wildlife efforts. It will build upon and advance existing projects, programs, and materials and will also offer leadership in several areas, such as:

- Product design and development
- Information and product clearing house
- Conferences, workshops, and training
- Research and analysis
- Partnership and coalition formation

Nineteen of the 25 board member slots have already been filled. Directors who reside in Region 1 include: Bob Garrison (employed by California Department of Fish and Game); Jeanne Clark (employed by the U.S. Fish and Wildlife Service); Dick Murphy (Ocean Futures); John Poimiroo (former Director, California Division of Tourism), and Wendy Hudson (employed by Defenders of Wildlife/Oregon office). These individuals serve privately, not as representatives of their agencies. **O**

Jeanne Clark is public outreach coordinator at Stone Lakes NWR and editor of *Out & About*. She is also author of two state *Wildlife Viewing Guides* and chair of California's state watchable wildlife steering committee.

Upcoming Events

Volksmarch Wildlife Walk

When: June 19
Where: Centennial Trail, WA
Contact: Richard Odell 509/534-7056

Washington Water Weeks

When: Aug. 28-Oct. 3
Where: Statewide
Contact: Washington Dept. of Ecology 360/943-3642

Oregon Shorebird Festival

When: Sept. 10-12
Where: North Bend, OR
Contact: Cape Arago Audubon Society 541/267-7208

Willamette Confluence Fair

When: Sept. 11-13
Where: Salem, OR
Contact: Oregon State Office, USFWS 503/231-6179

Shark Festival

When: Sept. 18
Where: Santa Cruz, CA
Contact: City of Santa Cruz 831/429-3477

Don't Feed the Fish!

Tips for avoiding a fishing day flop

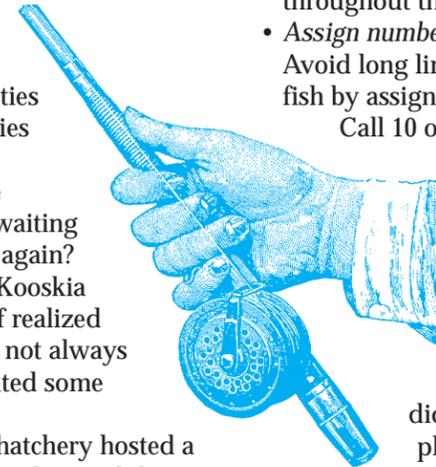
By Susan Sawyer

So you're planning a National Fishing Week event. You've consulted, followed time lines, reviewed check lists, and have every reason to expect everything to run smoothly, right? Volunteers will be punctual and change shifts as scheduled. Fish will be hungry and take the bait quickly, allowing opportunities for many kids to fish. Families will arrive at an even pace throughout the day so there won't be long lines of kids waiting in the hot sun to fish. Right again?

After five years, Idaho's Kooskia National Fish Hatchery staff realized that this fun family day did not always go as planned, so we instituted some changes.

As a result, last year the hatchery hosted a record-breaking 600 junior anglers and this event ran more smoothly than previous years, which drew half the attendance. Let me share how we tamed our monster and made the event fun again:

- **Plan well in advance:** Start by evaluating last years' event within one week after it is held. Begin regular meetings at least six months prior to the next event.
- **Hold volunteer orientation in advance:** Do a dry run a few days before and make attendance mandatory. If they don't attend, they don't help at the event.
- **Match volunteers with activities:** Consider their talents and preferences when making work assignments in specific areas of the event.
- **Begin publicity four to eight weeks in advance:** Build in enough time for monthly publications to carry your story. Ask yourself how far you would drive for a similar event. This helps to determine which media to notify and helps indicate possible attendance.
- **Post schedules:** Display a clear, readable activity schedule and layout map for the public at key areas and on event literature. Post work schedules for staff and volunteers. We placed staff schedules on



laminated 3x5 cards and gave them out on orientation day.

- **Set up registration at a highly visible central location:** Use this as a first point of public contact and to field questions throughout the day.
- **Assign numbers for the fishing activity:** Avoid long lines of people waiting to fish by assigning numbers to children.

Call 10 or more numbers at one

time and display the numbers on a chalk or dry erase board. The "take a number" system significantly improved traffic in the exhibit area — an area people often didn't visit because they didn't want to lose their place in the fishing line.

- **Use a loudspeaker:** Generate interest in activities and exhibits, inform the public of last minute changes, and announce staff shift changes by using a loudspeaker. Be sure to test it in advance to assure the amplification is adequate for your size of crowd.
- **Keep activities close to each other:** Avoid making people walk long distances between activities when possible. Ours were within 50 yards of each other, an important consideration, especially when it's hot.
- **Announce when the fishing pond will close:** Be sure to let people know what time fishing closes in the program and on signs; back this up with announcements during the last hour of the event.
- **Provide breaks for staff and volunteers:** Rotate volunteers for major activities. If activities must be closed for breaks, use signs to announce when the activity will resume. Provide a quiet, cool break area for your workers.
- **Don't feed the fish the day before!** Hungry fish bite better, and the kids won't have to wait as long to catch them. **O**

Susan Sawyer is an information and education specialist at Dworshak Fisheries Complex.

More Upcoming Events

Spring Creek NFH Open House

When: Sept. 18
Where: Underwood, WA
Contact: Spring Creek NFH 509/493-1730

Wenatchee River Salmon Festival

When: Sept. 18-19
Where: Leavenworth NFH
Contact: Corky Broadus 509/548-7641

Dungeness River Festival

When: Sept. 18-19
Where: Sequim, WA
Contact: Pam Sanguinetti or Taylor Pittman 703/358-2201, 360/451-8451

National Hunting and Fishing Day

When: Sept. 25
Where: National
Contact: National Shooting Sports Foundation 209/426-1320

Kern Valley Vulture Festival

When: Sept. 26-27
Where: Weldon, CA
Contact: 760/3768-3345
krcc@kernvalley.com

Outreach makes the case!

Three California hunters each received a \$1900 fine for possessing 62 ducks. Real pros at violating game laws, they made several trips to town to store their ducks. Before returning to a different blind, they changed clothes and used a different vehicle. Law Enforcement staff made the case with patient surveillance — and good interview techniques.

Kudos to Dean Rundle

The 1999 Refuge Manager of the Year Award goes to Dean Rundle, San Diego NWR Complex. Under Rundle's leadership, this group of five refuges in the heart of a metropolitan area has tripled in size. Most recently,

he successfully led negotiations to acquire 1,300 acres of prime wetland habitat for which protection has been sought for some time.

Rundle's challenges have included management of dwindling habitats, fostering understanding and support for endangered species conservation, overseeing an urban refuge, and coordinating with diverse groups and government entities.

Class Wins Award

The votes are in and the winner has been selected. Sherrie Greiger's fifth grade classroom at Carson Elementary in Carson, Washington, has been selected as winner of a local Educational Services District award showcasing top quality hands-on projects within its service area of 30 public school districts.

The instructional unit about salmon, developed and taught by Greiger and Columbia Gorge I & E Specialist Cherie Anderson, integrated science, art, and social studies activities.

Next O&A: The Internet

The fall issue of *Out & About* will feature "things electronic." We'll hear from Ben Fell, the Pacific Region's new webmaster, offer tips for setting up your station's own website, find out what the Service's Web Council is working on, catch up with long distance learning news, and of course, cover some new, fun, and interesting websites.

If you have anything exciting to offer — from success stories to favorite websites, please contact Jeanne Clark before July 4, at 916/979-2085 or by E-mail.

PILOT COURSE OFFERED IN AUGUST

As if all these benefits aren't already compelling, Wildlife Watch also helps fulfill the requirements of the National Wildlife Refuge Act of 1997 [Section 5 (a) (3) (K)] to provide opportunities for families to experience compatible wildlife-dependent recreation. "Not only is this a good idea," says Rick Coleman, assistant regional director of External Affairs, "we are required by law to do it!"

NCTC is offering a workshop for state agencies and FWS employees the week of August 30. Contact Laura Jones to see if space is available at 304/876-7499. NCTC is also considering additional workshops, possibly in Region 1. **O**

Jeanne Clark is public outreach coordinator at Stone Lakes NWR and editor of Out & About.

Developing Viewing Facilities

The best watchable wildlife sites — an accident or by design?

By Dick Kuehner

It's March at a wetland refuge. Dave, our fictitious visitor, has stopped there several times when in the area on business. This time he had enough time before a morning meeting to drive the "Old Coot Tour Route."

As he drove along, many birds took flight. What a spectacle. He remembered seeing fewer birds when he came later in the day. He wondered, were the birds scared away by earlier cars, or was it just the wrong season or time of day?

The straight dike roads sped him past dense bulrush to a raised platform pullout. There is little wildlife near the platform. Was it the wrong season or time of day? Dave wasn't sure. The brochure rack was empty, and there wasn't an answer on the interpretive panel.

At the next stop, Dave decided to walk the trail to see the "purple ibis," the trail's namesake. He quickly covered the first mile, but a quarter-mile beyond the trail was blocked by barricades; signs indicated it was nesting season and only authorized personnel were allowed to proceed. Oh well, he did see a deer and some otters, and it was about time to get on to his meeting.

Did Dave enjoy his experience? Probably. Could the facility Dave visited have been improved by more careful planning, design, and management? Absolutely! Let's revisit these facilities and explore a number of design questions that could be raised while planning improvements.

Refuge entrance: Are visitors welcomed? Is the Service identified? Do exhibits, displays, or brochures describe potential experiences by season, time of day, or wildlife event? Are viewing hints offered? Are these in a "did you know" tone rather than preachy? Is there a sample of wildlife and habitat at this location to offer as a sneak preview of what's ahead?

Auto tour road: Is the road curved to reduce speeding? Is its alignment focused on tour stops, islands, creeks, ponds, and other habitats rather than passing them by? Are features or pull-outs spaced along the route to periodically recharge interest? Do visitors

have to worry about two-way traffic? Are there passing pull-outs so visitors aren't rushed? Does it take too little or too much time to reach points of interest?

Auto pull-outs: Are the pull-outs at truly interesting features? Do interpretive panels or brochures mention wildlife or other sights that might be missed? Is habitat enhanced to hold wildlife; for example, is a pelican loafing island far enough from the road so pelicans are not flushed but close enough to be easily viewed? Are some pull-outs intended to be seasonal? If so, have visitors been informed? How many pull-outs are enough? Too many?

Riparian, multi-level viewing platform: Do the sequential ramps simply provide a way to reach the highest platform, or does each ramp focus visitor attention toward different habitats? Does the structure include wildlife identification and other interpretation? Is the platform designed as an observation blind, to shield the wildlife from the visitors? Is habitat manipulated to hold wildlife at an appropriate distance for viewing and to minimize disturbance? Is the structure surrounded by and focused on wildlife and habitat, rather than being the focus itself? Are comfort facilities located nearby? Are the platforms appropriately-sized for school classes?

See DEVELOPING FACILITIES... Page 10



Information kiosk at Merced NWR leading to elevated viewing platform.

Photo by USFWS

"...the success of the facilities you develop relies more on your planning team — and less on expense."

Developing Facilities...

Continued from Page 9

Purple Ibis Trail: Is the trail's design described at the "trailhead" — its length or time required, focus, best seasons, a loop or a terminal feature? Are interpretive panels or leaflet stops well-spaced and focused by season? Are the panels well-written, using active verbs and illustrations that are realistic and accurate? Is the accessible trail made of hard-surfaced material and does the texture differ at stops to indicate there is something to see? Does the trail alignment focus on views of special interest?

Tour route end: When the trail returns to the trailhead, is there a sign that provides closure for the experience, such as "thanks

for coming," a suggestion of where to go next, a reminder of where they can get more information, etc.?

These questions offer a starting point for identifying some of the design details that make successful wildlife viewing facilities. They can help outdoor recreation planners, biologists, managers, engineers, interpreters, visual information specialists, contractors and others involved with designing facilities to develop plans that forge a balance between protecting fragile resources and offering exciting and fulfilling wildlife viewing experiences. You'll find that the success of the facilities you develop relies more on your interdisciplinary planning team effort — and less on expense.

If you'd like to see a full-color publication detailing how a watchable wildlife site was developed — from assessing potential sites and resolving design considerations to completing the project—please contact the EPIC office (503/231-6176) and request a copy of the Cape Meares National Wildlife Refuge and State Park case study.

Dick Kuehner is chief of Region 1's EPIC office.



Interpretive panels at Merced NWR

Photo by USFWS

Native Plant Events Directory

Looking for some opportunities to see wildflowers — or to promote wildflowers at your own site? This handy directory lists events related to native plants throughout the country. Includes wildflower hotlines. For copies contact Jenny Valdivia, External Affairs at 503/231-6120. Check out the Native Plant Conservation Initiative's website at <www.nps.gov/plants/>.

Wildlife and the American Mind

Get a copy of this compendium of research and surveys, assembled by Mark Damian Duda, Steven J. Bissell, and Kira C. Young, which covers public opinion and attitudes toward fish and wildlife management. Produced with Federal Aid funds, copies are available from your state wildlife agency federal aid coordinator. You can also contact Tony Faast for more information at 503/231-6128.

Planning Trails with Wildlife in Mind

This handbook provides a primer on the interactions of wildlife and trails, and a checklist of possible steps to consider in trail planning. It was developed for Colorado State Parks by Helmund Associates. To receive a copy, send a 9x12 stamped envelope (with six, first-class stamps) to Colorado State Parks Trail Program, 1313 Sherman St., Room 618, Denver, CO 80203, or download the materials at <www.dnr.state.co.us/parks/>.

Fishing Events Website and Information

Use the American Sportfishing Association's website to register and promote your event or to find out what's happening in your region. The website is: <<http://www.gofishing.org>>. If you register a National Fishing Week event, you will receive posters, Public Service Announcements, and free publicity. To register, go to <http://gofishing.org/event_coordinators/regevent.htm> or follow the links to "Free Fishing Events."

ENTIRELY EPIC

Leaflets as Advertising

Take a lesson from the automotive world

By Kendal Morris

What is the purpose of a leaflet? If your answer is "to inform people about our field station or program," you're only half right. Leaflets aimed at the general public have another, equally important purpose: to win support and generate interest — in other words, to get people to "buy" the "product" the Service is providing. Leaflets are our advertising!

When it comes to producing leaflets, you are the "client" with the product to sell and EPIC is the "ad agency" that will design the advertisement to sell your product. Why do we make the kinds of design recommendations we do?

A look at car advertisements is instructive. None of them go into detail about how the cars are built; at most, they hit only key features which should interest the target audience. The most effective ads appeal to the emotions, not to logic. Some mix powerful images with evocative music (Lincoln); some play the human interest angle (Saturn); while others imbue the car with a "personality" (Volkswagen Beetle). Words are used to support images, not the other way around.

This doesn't mean that your leaflet should avoid providing information. But it shouldn't read like a condensed wildlife management textbook either. Here are some tips from the advertising world that make for a successful general leaflet:



AN EYE-CATCHING COVER

The cover is the "hook" that makes people decide whether to pick up the leaflet. Therefore, the cover photo must be appealing and eye-catching. The Service's design guidelines, which state that close-up shots of wildlife are preferred for leaflet covers, acknowledge this basic fact.

MORE IMAGES, LESS TEXT

In advertising, powerful images, not text, are the best way to win people's hearts. Let

photos or graphics tell as much of your story as possible.

HIGHLIGHTS, NOT DETAILS

Your introduction should tell people, in only one or two sentences, the single most important reason why they should visit your field station or support your program. The introduction will have the most impact if coupled with an evocative image.



Then, give people an overview of your program's or field station's highlights, and the information they need to know to have a safe and enjoyable visit. Let people know where they can go for more detailed information or other resources.

SIMPLICITY

Sometimes our clients want to add more information or photos to a leaflet, thinking that more is better. The result can be a leaflet that looks busy or cluttered — and readers that tune out. Simplicity is no accident: It's the result of a very deliberate process, of paring down all the information you could include to only that which is essential.

HUMAN INTEREST

Saturn's ad agency managers had a great idea when they interviewed Saturn factory workers for its advertisements. Once you've met the people who make your cars, how could you not trust them? Likewise, we can build trust, credibility, and give the Service a human face by using images of Service employees.

ORGANIZATION

People don't want to work to find information. Information needs to be packaged into easily manageable "bites:" one topic per page or two-page spread. Use subheads that will help readers skim and easily find information they are seeking.

Kendal Morris is a visual information specialist and outreach consultant.

"The most effective ads appeal to the emotions, not to logic."

Economic...

Continued from Page 1

“Conservation in the next century will be driven by social, political, and cultural concerns in addition to biological values.”

National Survey on Recreation and the Environment. National in scope, neither allows users to apply this economic rationale at a local (site) level. In order to advocate the case for economic-based conservation at the community level, site-specific studies are required.

For the past decade my firm (Fermata Inc.) has conducted a number of such surveys, one of which I'd like to share. The Texas Parks and Wildlife Department is considering constructing a nature interpretive center focused on birds in the Lower Rio Grande Valley (LRGV). The Department asked Fermata Inc. to develop a series of justifications and economic feasibility studies for this project.

Initially we developed a biological profile of the LRGV. This area is probably the most biologically diverse region in the United States. The four counties in the LRGV have 485 species of birds (many with ranges limited to the LRGV), over 300 species of butterflies (including more than 70 that have only been recorded in the LRGV), and countless unique reptiles, amphibians, plants, and mammals. In the face of such diversity, over 95 percent of the native habitat has been lost or altered. Conservation can be justified in the LRGV based on biology alone!

However, the area is also among the most socio-economically depressed regions in the United States. The unemployment rate varies from 15 to 25 percent, the per capita income is half the national average, and the majority of the children live in poverty. One cannot approach the LRGV's conservation needs without addressing the economic realities of the resident population. In this region, economics and conservation are intertwined.

Nature tourism offers the LRGV an opportunity to both restore natural habitats and

create jobs. Studies in the LRGV revealed that avid birders traveling to Santa Ana NWR stay for 5.8 days and 4.4 nights, and average \$384.33 per person each trip. When considered on an annual basis, wildlife watchers contribute \$36.5 million to the LRGV economy. These direct expenditures multiply into

a Total Gross Output (TGO) of \$87.9 million. When combined with new dollars coming from Laguna Atascosa NWR and the Audubon Sabal Palm Sanctuary, the TGO expands to over \$100 million per year specifically related to wildlife watching in the LRGV region.

This is only the tip of the iceberg. Our studies suggest that these refuges largely attract the most avid recreationists. What these economically-depressed communities need is to attract the more casual recreationists — those interested in birds, bats, butterflies, historical sites, good food, and a nice bed-and-breakfast. If the per person trip expenses remain consistent with those in our studies, each additional 10,000 visitors could yield \$3.8 million in direct expenditures, \$9.3 million in TGO, 156 full-time jobs, and nearly \$700,000 in state and local taxes.

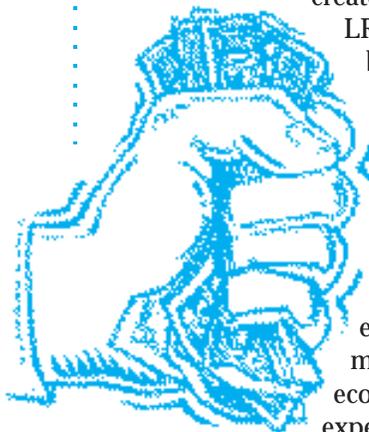
Gifford Pinchot once stated that “Conservation means the greatest good for the greatest number for the longest time.” Conservation in the next century will be driven by social, political, and cultural concerns in addition to biological values. Economics is the “lingua franca” of the world in which we live, and economic-based conservation is an important means of communicating important conservation messages that may have been ignored by the general public. Through nature tourism and recreation, conservation is provided a means of paying for itself.

The LRGV economic survey results helped to make a compelling argument to the Texas Legislature that put wildlife on equal footing with other economic development schemes: Texas legislators recently appropriated \$7 million to develop the World Birding Center for the LRGV. **O**

Ted Eubanks is an economist with Fermata Inc.



Printed on recycled paper



Want economic information that you can use when writing grants, public speaking, or for stakeholders' meetings? Be sure to look at *Banking on Nature* and the *1996 National and State Economic Impacts of Wildlife Watching* — the first of several USFWS reports using statistics from the *National Survey of Fishing, Hunting, and Wildlife-Associated Recreation*. Contact Tony Faast, Federal Aid Office at 503/231-6128.