

Out & About



Outreach
Then and Now

FAST FACTS

Wildlife Theater

Wildlife interpretation and the next decade

BY SAM HAM



JIM OUIRING, USNPS

On the face of things, interpreters of wildlife (including fish, which frequently must suffer second billing) have a comparatively easy job. For us, touching human hearts is often easier than it is for our colleagues, who must interpret rocks, bivalves, or other uncharismatic natural resources.

Without question, the charismatic mega-fauna hold center stage. Research by Liam Smith (a Ph.D. student at Monash University in Australia) is revealing the importance of the charismatic players. Smith sent out announcements inviting anyone who had had what they defined as a “profound” experience with a wildlife species to contact him. Not unexpectedly, no one reported having had a profound experience with a clam or beetle or paramecium.

However, in his interviews with people who had encountered whales, cats, and other charismatic species, Smith’s subjects revealed the importance of eye contact

with the animal, and sometimes the appearance of the animal approaching (both indicative of a kind of inferred communication between the observer and the observed). Understandably, the center stage in wildlife theater is built for the species that can appear to be communicating with us. In fact, it may well be their communication (imagined or real) that makes them seem “charismatic” to us in the first place.

The presence of a relatively strong constituency for wildlife suggests that we’ve done a good job of communicating about high-profile species. Our challenge in the coming decade and beyond will be to cultivate a greater public commitment to the entire animal kingdom. The charismatic species will probably remain our primary in-road to the hearts we hope to reach, but the story we tell must increasingly be one about the big picture, the essential system, the essential habitat and the essential (albeit less charismatic) support cast that make the “wildlife” we love even possible. Air and water quality, plankton, krill, reeds, cattails, ants, grubs, and grass must be written more prominently into the script, so that our audiences can better see, understand, and

SUSAN SAUL/USFWS



Former Department of Interior Secretary Bruce Babbitt responds to the interpretive exhibit at Salton Sea NWR.

appreciate their crucial roles in the charismatic wildlife screenplay.

In my lifetime, I do not believe I have seen the U.S. public more divided on issues of the environment. While the star species continue their popularity, onslaughts on the support cast of wetlands, forests, and aquatic and marine ecosystems have intensified. Interpreters of wildlife must dedicate themselves, perhaps like never before, to finding ways to link the widely-loved charismatic players to the things that make them possible. On this 10th anniversary of *Out & About*, it seems an appropriate call to action. Our fish and wildlife deserve nothing less. Nor, it would

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In FY 2004, the Regional Office, CNO Office and field stations together conducted these outreach activities:

- Responded to more than 1,800 media calls
- Issued 156 news releases
- Hosted 137 special events
- Provided 52 Congressional briefings and tours (HI/ID/OR/WA only; CNO data not available)
- Participated in 24 multi-state/regional outreach planning initiatives
- Wrote 452 articles, reports, and briefing papers
- Conducted 24 regional education or outreach programs
- Monitored nearly 2,500 FWS-related print news stories
- Published 4 issues of *Out & About* with 12-15 articles per issue
- Conducted 40 government-to-government consultations with federally recognized Tribes
- Coordinated review of 60 tribal grant proposals; 16 grants were awarded
- Hosted 220 Web sites encompassing 10,633 Web pages

UPCOMING THEMES

SPRING: Environmental Education
SUMMER: Cooperative Conservation

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Out&About

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 Outreach
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 Trainings & Workshops
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Out & About Focus Remains Outreach

Newsletter conceived at 1992 regional conference

BY DAVID KLINGER

It was an idea whose time had come. By 1992, at its first regional conference in Portland, Oregon, the Pacific Region had hit the ropes.

The cumulative effects of the northern spotted owl, the desert tortoise, emerging conflicts over salmon, California water allocation wars, and trouble in

SUSAN SAUL/USFWS



Interior Secretary Gale Norton (right) and Project Leader Jean Takekawa (left) provided photo and interview opportunities during a 2003 Nisqually NWR media event.

the forest paradise of Hawaii had left the Fish and Wildlife Service and its employees bereft and shell-shocked. Contentious legal hearings and protest rallies characterized its most common interactions with the public.

It had become painfully apparent that biology alone wasn't carrying the day with our constituents and our customers.

And when the 1992 regional conference charged a handful of the Service's most visionary employees with producing a coordinated plan for improved public communications, the idea of improved "inreach" — as preparation for more effective "outreach" — took hold.

For once, management took a chance and said, "Let the kids do it!" Regional Director Marv Plenert and his team put some money behind the effort, too.

A team of 20 public use and communications specialists convened for this effort pulled no punches. "The Fish and Wildlife Service in Region 1 is on the 'candidate list' for extinction as an agency in the minds of the American public if it does not quickly adjust to rapidly evolving natural resource issues and changing publics," they wrote in their manifesto later that same year.

What they proposed was a radical shakeup in the lethargy that had characterized the agency's dealings with the outside world. The place to start, they suggested, was through employees talking among themselves via a regular channel for internal communications.

That's how *Out & About* came about.

In the 10 years that *Out & About* has evolved and prospered, it has seldom strayed from its core mission, conceived amid the ferment and angst of an agency in crisis: to deliver "best practices" in the field of communications to the individual employees of the Pacific Region, in simple, easily-executed steps that can be readily translated and adapted from field station to field station.

A year before Portland launched its regional conference, the late CBS reporter Charles Kuralt paraphrased fishing writer Lee Wolf, saying "It's not enough to love nature, you have to learn something about it to fully appreciate the outdoors." His words apply equally to outreach — it's not enough to interact with the public through publications and videos, public meetings, open houses, and festivals and fairs. You've got to learn something more fundamental from the process.



SUSAN SAUL/USFWS

Out & About features "how to" advice from media events, such as Secretary Gale Norton's Nisqually NWR visit.

Out & About has been helping us learn from each other for a decade. I've known multi-million dollar federal resource initiatives that haven't lasted half as long, nor been nearly as successful at winning friends and influencing people as this modest home-grown quarterly tip sheet.

And it has been a home-grown effort, dependent on the spark and drive of the many creative risk-takers who have guided it... but sustained by "rank-and-file" employees who have faithfully contributed to it.

Several intangible and seemingly unapparent qualities have been instrumental to its survival. *Out & About* has skillfully retained its focus. It has resisted the tendency to become an outreach "cheerleader," elevating style over substance.

It has artfully navigated the shoals on which many other government and corporate newsletters run aground; where others degenerate into print equivalents of a "mutual admiration society" or in-house bureaucratic mouthpieces, *Out & About* has retained its credibility.

Indeed, it has done what we promised it would do.

Happy birthday *Out & About!*
 Happy birthday to us! ●

David Klinger was present at the conception, endured the labor, attended the birth, and presided over the infancy of Out & About as assistant regional director of public affairs for the Pacific Region from 1988-1998. He now serves as a writer-editor at the National Conservation Training Center.

Navigating Change

Historic Hawaiian voyage focused on education

BY ANN BELL

It had been eight hours and we had only gone 12 miles. Our bodies had become acclimated to an occasional rain shower, but this was much different. Twelve crew members on a voyaging canoe on a cultural and educational mission were trying to make headway to Midway Atoll National Wildlife Refuge under gale force storm conditions. Our ancestors would have waited for the right weather conditions to sail their canoe into the atoll, guided by the celestial movements of the sun, moon, and stars. Instead, our final effort to reach the atoll was being pushed by the clock: We had to catch the next plane out of Midway.

The vision behind the voyage was about change: we called it “Navigating Change.” Although navigation by natural elements has always been a key aspect to any voyage, Master Navigator Nainoa Thompson of the Polynesian Voyaging Society envisioned a voyage centered on education. He wanted to inspire our children to feel an innate responsibility to better care for their coral reef ecosystem back home. With Hokulea as the catalyst for change, we would compare and contrast the healthy intact native ecosystem of the northwestern Hawaiian Islands with the ailing coral reefs in the main Hawaiian Islands. Ultimately it would be about changing our behaviors and values to collectively and purposefully minimize our negative impacts, take better care of our natural environment, and understand that a healthy environment nurtures us, as well as the earth.

The voyage brought together science, culture, and caring human values. It became a means for the U.S. Fish and Wildlife Service to educate thousands of people in their living rooms and in classrooms. Daily teleconferences via a satellite phone connected the crew member experiences and “Navigating Change” values with over 1,800 students. A satellite phone helped children ask questions generated from a newly developed teacher’s guide, which includes a videotape, poster sized map, and activities developed to conform with the State of Hawaii’s Department of Education standards.

How do we measure the success of the voyage? Three Web sites followed

the voyage, including the *Honolulu Advertiser* Web site. The satellite track and personal journal entries were posted and are still available on the Polynesian Voyaging Society’s Web site at www.pvs-hawaii.com. The voyage generated almost 2,500 column inches of newspaper coverage and nearly two hours of cumulative television news coverage.

Perhaps the most measurable intangible impacts were comments conveyed to me after the voyage. In Thibodaux, Louisiana, students huddled around the only existing speaker phone in their air conditioned principal’s office. “You could have

During her daily watch Outdoor Recreation Planner Ann Bell uses a tether to help her hold the canoe on course.

The voyage brought together science, culture, and caring human values. It became a means for the USFWS to educate thousands of people.

heard a pen drop,” the teacher said. Students anxiously listened to the crackling responses. Among them, hope blossomed. They “heard with their own ears... that people of all races and ethnic backgrounds worked together toward one common goal.” Their teacher also conveyed that “their eyes lit up” as the voyage navigator listed the nationalities that had sailed on Hokulea. Their instructor knew that this historic voyage would help them embrace their next classroom lesson about living together as one, regardless of race — the first step to “Navigating Change.” ●

Ann Bell is an Outdoor Recreation Planner for the External Affairs Division of the Pacific Islands Office.



KAIULANI MURPHY/POLYNESIAN VOYAGING SOC.

USFWS



Hokulea crew members help restore native vegetation on Laysan Island.

The 12 of us had just spent 18 days on Hokulea, a modern-day reincarnation of the ancient Polynesian double-hulled voyaging canoe. After the boat docked, I could feel I had changed. Perhaps I felt a greater responsibility to share with our children the incredible intrinsic values inherent in their own Hawaiian Islands National Wildlife Refuge. Or perhaps it was the way we had functioned together on the canoe. Could we, I wondered, use the same protocols on land to accomplish a collective goal?

KAIULANI MURPHY/PVS



This red-footed booby was among hundreds of seabirds that provided background sound when Bell transmitted satellite phone calls to school children.

Partnerships Expand Outreach Capacity

Some examples from the field

BY SUSAN SAUL



JULIE LAWRENCE

Attendees at a Living with Carnivores workshop browse literature and hands-on educational items.



Example of a bear safe garbage receptacle displayed at the Living with Carnivores workshop in Lacey, WA.

JULIE LAWRENCE



Doug Zimmer, Western Washington FWO, helps participants address fears and conflicts with carnivores at a 2001 public workshop.

Partnerships have been an enduring tool for wildlife conservation. In the early days of no budgets, partners stepped up to help achieve mutual goals. For example, when President Theodore Roosevelt launched the National Wildlife Refuge System, Audubon societies paid the salaries of the first wardens for several years.

Today, we strongly recognize that collaboration and partnerships are cornerstones to achieving the Service's mission. The topic of partnerships has its own Web site (partnerships.fws.gov) and the Conservation Partnerships Division in the Washington Office's External Affairs Program exists to provide tools and project coordination. Service wide, outreach is integral to building and sustaining successful partnerships, whether the program is Partners in Flight or "Walk a Mile in My Boots." In the Pacific Region, we can boast of many unique and innovative partnerships, such as the following:

Desert NWRC

Las Vegas, Nevada is surrounded by seven million acres of federal lands. The Southern Nevada Federal Land Managers is a partnership made up of local line officers. Since 1999, they have worked together to improve stewardship of the federal lands while enhancing services to the public. No single agency has the ability to manage the pace and magnitude of change occurring in the Las Vegas Valley, but the partnership brings synergy to finding new solutions. The Southern Nevada Public Lands Management Act, which authorized the disposal of BLM lands within the

Las Vegas Valley through public auction, has generated \$1.4 billion to support conservation initiatives. Over the past year, the federal managers have broadened the partnership to include the University and Community College System of Nevada, Clark County School District, Desert Research Institute, and volunteer groups, who have increased the capacity to accomplish interagency projects.

U S F W S



At Desert NWRC, the Service partners with agencies and entities, such as local tribes, to improve partnership and conservation opportunities on federal lands.

Western Washington Fish and Wildlife Office

"Living with Carnivores" began in 1999 as a federal-state-NGO-private industry partnership and operated successfully in Washington, Idaho, Oregon, California, and Alaska for several years. It is a free public educational workshop on some of our region's major carnivores: cougar, black and grizzly bear, wolves and coyotes. Workshops consist of brief presentations by local wildlife experts on each species, followed by question and answer periods to address local concerns or problems. "Living with

Carnivores" doesn't advocate for or against any species and is not a forum for discussion or debate of wildlife management philosophies. It is designed to reduce fear through better understanding and minimize conflicts between people and their carnivore neighbors.

Don Edwards San Francisco Bay NWR

The refuge has been able to offer expanded weekend education opportunities at its Alviso environmental education center thanks to some unusual sources of funding.

For the past 10 years, the Santa Clara Valley Urban Runoff Pollution Prevention Program has supported a full-time interpretive specialist to provide free weekend programs to refuge visitors that focus on how residents of the South Bay can prevent urban runoff pollution from entering San Francisco Bay and help protect salt marshes and endangered species.

For the past five years, the City of San Jose has supported an education specialist to run the Slow the Flow Education Program, which focuses on conserving fresh water to help protect salt marsh habitats and endangered species on the refuge. The program provides free field trips and classroom presentations for middle school through college students, as well as Saturday programs. ●

Susan Saul is an outreach specialist in External Affairs in the Regional Office.

Creating "Good Vibrations"

New decks friendly for research and viewing

BY ROY LOWE



ROY W. LOWE/USFWS

People who were initially skeptical about vibrations and obstructed views associated with the new deck were immediate converts when the completed deck was unveiled and tested.

Cape Meares provides one of the most stunning coastal views in the country. Standing in one location you can view three National Wildlife Refuges (Cape Meares, Oregon Islands, and Three Arch Rocks), two Wilderness Areas, and a Research Natural Area.

Refuge lands surround the actual cape, which is managed by the Oregon Parks and Recreation Department as Cape Meares State Scenic Viewpoint. More than 450,000 people annually visit the cape, where Oregon Coast NWR Complex has developed interpretive facilities.

Phase I of the interpretive development was completed in 1995, including the construction of a large kiosk near the parking lot and 16 interpretive panels spread around the headland. Phase II began in 2002, with planning and design of two fully accessible viewing decks, replacement of all the weathered panels erected in 1995, and the addition of one new interpretive panel.

During the initial Phase II planning meeting, a prominent member of the Friends of Cape Meares Lighthouse and Wildlife Refuge voiced objection

to the north cove viewing deck where he and others daily observe and video tape peregrine falcons that nest on the refuge cliffs. He believed the new deck would eliminate the solid ground needed for observations with high-powered optics and that viewing and videotaping from the deck would be greatly compromised by vibrations produced by visitor movements. Others worried that the deck would obscure scenic views from the parking lot.

Since we were using heavy construction materials, we initially scoffed at this feedback. However, when discussions with the Friends rapidly soured, we quickly offered to find remedies that would work for everyone.

Working with Region 1 Landscape Architect Pete Weher, we came up with the design to build a deck within a deck at the North Cove Overlook. The proposal was to construct the southwest corner of the deck so that it was completely separate from the main deck, including handrails, but was camouflaged to look as one deck from above. As the project neared completion the peregrine observer erected his spotting scope and video camera



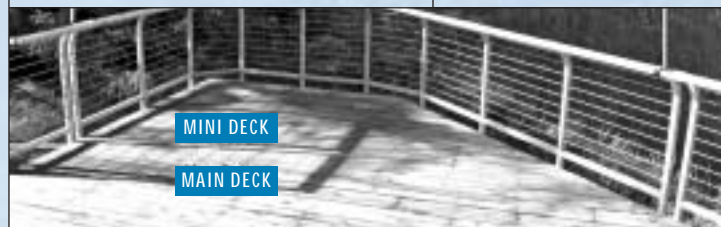
BOB REED/USFWS

and began observations from the new "mini" deck while three members of the Friends group jumped up and down several feet away on the main deck. The result... a huge smile and a rock solid view!

Decks and trail construction occurred between early October 2002 and late February 2003. Both of the new decks are fully skirted to prevent damage from winds that can exceed 100 mph during storm events. Cedar benches were added on both decks and the railing system for both was custom fabricated. It's made of hot-dipped galvanized steel tubing with stainless steel cables to prevent rusting and corrosion. The railing system is expensive but highly desirable in scenic view areas as the lateral cables nearly disappear when viewed from a distance. The total project cost was \$137,000.

A Friends group photographer documents peregrine falcon activity from the new, vibration-free deck. His backpack, hanging on the railing, marks the break between the main and mini decks.

ROY W. LOWE/USFWS



In the end we were extremely pleased that we listened to and accommodated the concerns of our Friends. The decks have also been extremely well received in the local community and by numerous visitors. In fact, engineers from the State Parks Headquarters have requested CAD drawings and other information so they can use these designs at two other state parks along the Oregon coast. ●

Roy Lowe is the project leader at Oregon Coast National Wildlife Refuge Complex.

A view of the southeast corner of the deck that contains the mini deck. Note the break in the handrail left and right.

Meet Field Notable Wayne White

Contentious issues and public interest demand strong outreach program

BY JEANNE CLARK



USFWS

In September 1989, Wayne White completed a DOI management development program in Washington, D.C. and moved to a new job as a California Field Supervisor dealing with Ecological Services and Endangered Species issues. During a meeting with Director John Turner, he forthrightly observed, “You need to know who I am. I’m going out to one of your controversial field offices. My first name is Wayne but most of the

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White's brand of outreach encouraged public participation, such as this meeting held in Sunol, California.

time you’ll probably hear me referred to as that ‘blankety blankety White’...” “California is like its own unique country politically,” White reflects, “and people here have very strong feelings about natural resources.” Following graduate study at California State University/Fullerton, White worked in several Southern California offices. During his conversation with John Turner he was certain that the nature of listings, recovery plans, critical habitat designations, and requests for consultations would leave him wearing a black hat more often than a white one.

That was more than 15 years ago and White has since figured out how to keep that white hat in use. He has become an advocate for turning negatives into positives, for being proactive — and he’s embraced outreach as a way to make the transition.

“When I first began supervising the Ecological Services and Endangered Species programs, there were 60 people. Today, endangered species challenges have swelled staff numbers to 150 and the exponential growth of these issues has elevated the importance of outreach to get out in front of the negativity that always came up,” White recalls.

White was busy thinking he really needed another biologist when Dave Frederick, a field supervisor in the Olympia, Washington Office, convinced him that he needed an External Affairs person. “I just couldn’t imagine giving up a biologist, but I did,” he recalls. “I was also uneasy about hiring someone to do a job that was not familiar to me.”

He nevertheless went into uncharted territory and believes he “lucked out” in being able to hire Pat Foulk as his first EA person. “She was so terrific I never looked back...she immediately showed me value of outreach.”

White and Foulk began to deal with negative publicity by creating open houses and meetings that invited feedback, provided opportunities to educate, and left participants feeling a lot more positively about the Service. “Foulk created protocols for biologists dealing with the media and also did a number of video training sessions, giving many the chance to practice being in front of the camera.”

White and his team have found novel ways to partner. “We worked with the California Rice Association to develop field information cards about giant garter snakes to educate farmers and others who have operations in the snake’s habitat.

“We’ve expanded into large venues where we can reach numbers of people.” The Service is a major sponsor of the Salmon Festival and helps with several others. Under the inspiration of Steve Thompson, California-Nevada Operations Manager, last summer White’s staff helped create a huge exhibit at the California State Fair, visited by nearly a million people. Service staff from California’s field offices, refuges, and hatchery came together to talk with thousands of visitors daily. “It was a great outreach opportunity to ‘strut our stuff’ that wouldn’t have occurred if we hadn’t all shared resources and ideas.”

“It has been great having this outreach expertise in the office,” says White. “It brings out skills in people you’d never see.” White feels grateful for the sage advice he’s received from others over the years. He routinely mentors other FWS field offices and continues to apply the wisdom in one of the Service’s most controversial arenas. “The only way to handle contentious issues is to work as team with the public and other parties,” he counsels. “We can handle the biology, but a strong outreach program sure helps us truly reach the other side.”

Jeanne Clark is the editor of Out & About.

Outreach Investment Pays Off

Proactive program builds Service support

BY WAYNE WHITE

You people are full of crap!" was the angry reaction of a lanky rancher at a formal public hearing a decade ago as the Service prepared to list the adobe lily.

I remember the day well. The Service was working as diligently as it had for years, but seemed to be facing stronger hostility from the public. I left that meeting convinced that we had to find a better way to interact with the public.

The concept came into focus when we began listing a series of rare plants in the cattle ranching foothills east of the San Joaquin Valley. I knew that many species had become increasingly rare, but also recognized that ranching itself had saved much of what we now needed to protect and restore.

To derail the inevitable outcry from private landowners, I decided to meet with ranchers before proposing a listing. Our first meeting was uncomfortable for all involved. But after the meeting I detected a modest change in attitude about the Service; so we met with them repeatedly. Each time understanding improved on both sides.

I remember one meeting about a species we had found only in a few places. In a stunning display of newly built trust in the Service, a grizzled old rancher stood up and volunteered "We have a bunch of them on our land."

Today it is hard to envision Service work in California without a robust outreach component. Outreach is integrated into all of our ES actions — listing, critical habitat, and recovery, and in our other activities. Early planning among the biologists, supervisors, and External Affairs staff helps us identify challenges and develop a plan to overcome them. Often we conduct public meetings before an action is formally proposed. The public gains understanding, offers ideas — and the destructive element of surprise is removed. Outreach continues through the formal proposal process. This provides accurate information about species and their requirements, helping to determine whether or not listing should occur.

The 1998 removal of McPherrin Dam on Butte Creek provided an opportunity for proactive outreach.

Similar experiences convinced me to develop a robust and wide-reaching outreach program that today has become an integral component of the Service's approach to endangered species work and other controversial and emotional issues, notably California's never-ending water wars. I decided to take a bold and risky step beyond the formal public notice requirements of the ESA, by creating a process to engage and inform people before we went forward with a controversial action.



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Our challenge in the Service is to protect and preserve those species amid the needs of 35 million Californians, who live in an extremely varied terrain with a very diverse biota. Increasing by 600,000 people each year, Californians are crowding out its native plant, animal, and aquatic species. Conflicts with nature are certain to occur, and the Service's programs usually are in the middle. By reaching out to the public early and often we are able to reduce dissension and build coalitions.

After a decade of outreach and trust building, some ranchers and other

Above: Forest Conservation Days in Saratoga, California—March, 2003. *Below:* Harry McQuillen, Recovery Program/Sacramento FWO, talks with Pacifica, California residents about the endangered San Francisco garter snake.



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Today it is hard to envision Service work in California without a robust outreach component.

landowners now seek out the Service for help in protecting and preserving their land. Often, we can protect valuable habitat for species by assisting ranchers with mechanisms that help them avoid the growing pressure to sell their land.

Our initial investments in outreach have been richly rewarded. The progress we've made with people is tangible, and it helps us do a more effective job of protecting California's highly imperiled species. ●

Wayne White is the field supervisor in the Sacramento Fish and Wildlife Office.



USFWS

Exhibits at fairs, festivals, and other public venues offer excellent opportunities to educate and share FWS accomplishments.

Announcements

Ann Bell Wins 2004

Sense of Wonder Award

As the senior outdoor recreation planner in the Pacific Islands Division of External Affairs and Visitor Services in Honolulu, Ann Bell manages interpretation and environmental education activities for the Ecological Services program and 19 national wildlife refuges in the islands.

Bell was awarded the 2004 Rachel Carson Sense of Wonder Award for her visionary leadership and creativity in environmental education, highlighted by her work with the Polynesian Voyaging Society on the Navigating Change education project (see page 3). The award is sponsored by the Service's Division of Refuges and NCTC's Division of Education Outreach to recognize outstanding contributions in the fields of interpretation and environmental education within the Service.

Traveling the Byways and All-American Roads

The Refuge System is working with the Mobil Travel Guide – which has three guides on the National Scenic Byways Program – to expand information about wildlife refuges and fish hatcheries along National Scenic Byways and All-American Roads.

The Mobil Travel Guide is producing editions covering the East and the South. Current travel guides focus on All-American Roads and National Scenic Byways in the West, including Alaska, the Mountain States and the Midwest. A fourth guide concentrates just on All-American Roads. There are 11 wildlife refuges along four All-American Roads (AARs) and 35 refuges along 21 National Scenic Byways (NSBs). The Federal Highway Administration has designed 21 AARs and 75 NSBs. For more information, contact Nathan Caldwell, 703/358-2205.

Online Training for Interpreters

The Masters of Science in Resource Interpretation program at Stephen F. Austin State University offers courses for students in interpretation who wish to reach their educational goals without giving up professional and family responsibilities.

Advances in distance education technology are helping the University to reach students where they are and provide the tools they need to conveniently interact with professors, classmates, and educational resources. Instruction is delivered via the Internet and includes such features as Web pages, email, chat rooms, streaming audio and video, discussion boards, and online library access. Students with access to the Internet may participate at any time of day from anywhere in the world. For more information go to www.sfasu.edu/msri.

New Refuge DVD

"America's Wildest Places" presents nearly two hours of imagery from eight of the most stunning refuges in the Refuge System, complemented by narration and musical scores, in handy DVD format. Made with FWS professional quality footage, this volume features the following refuges: Aransas/Matagorda, Caribbean Islands, Eufaula, Horicon, John Heinz/Tinicum, Kenai, Muscatatuck, and Pocosin Lakes. It could be great tool for public speaking venues or for sale by Friends groups.

"America's Wildest Places," Volume 1, sells for \$6.00 each, plus \$2.50 shipping and handling, regardless of quantity ordered. Each order includes a copy of the *National Wildlife Refuge System Visitor Guide*. To order "America's Wildest Places," visit www.fws.gov or call 304/876-7692. ●

American Journeys: *Eyewitness Accounts of Early American Exploration and Settlement: A Digital Library and Learning Center.* Enliven your interpretive and education programs with wildlife descriptions from the pens of early explorers. American Journeys (www.americanjourneys.org) contains more than 18,000 pages of eyewitness accounts of North American exploration. View, search, print, or download more than 150 rare books, original manuscripts, and classic travel narratives from the library and archives of the Wisconsin Historical Society.

Trailtribes.org: *History with a tribal perspective, along trails followed by Lewis & Clark.* A product of the Lifelong Learning Project, Continuing Education, at the University of Montana, Trailtribes.org takes the user deep into the traditional and contemporary native culture of the Tribes located along the Northwestern portion of the Lewis & Clark Trail. The stories of these Tribes are told in rich detail, with historic and modern-day imagery, works of art, and oral testimony from tribal members presented in both written and audio formats.

Salmonpeople: A one-man theatrical performance about the interdependence of salmon and people in the Pacific Northwest that is appropriate for college campuses, community playhouses, and school assemblies. The presentation is interactive and informative. An open dialogue and story exchange follows the performance, or a 2-3 hour community workshop can delve deeper into the issues. For more information, see www.peterdonaldson.net.

Banking on Nature 2002: The Economic Benefits to Local Communities of National Wildlife Refuge Visitation (125 page PDF) was released in October 2004. This new study shows that refuges were a major economic engine for communities in 2002, adding millions of dollars in jobs and retail sales. Find compelling statistics to use in your outreach efforts at http://refuges.fws.gov/policyMakers/pdfs/BankingOnNature2002_101403.pdf.

World Science Web Site: World Science is an e-newsletter with updates from the free World Science Web site, which carries some of the world's most exciting science news and photos.

FWS Digital Image Library: Looking for good quality images for your outreach publication? The Service's Digital Library System can be searched by collections or through a general library link. Go to <http://images.fws.gov/>.

New Bilingual Web Site: Check out the latest bilingual Web site developed by students from Kennewick High School. They completed the Web site, "The Fish of Hanford Reach," for this year's *Hands on the Land* project at Hanford Reach National Monument. Go to <http://www.handsontheland.org/activities/bykids/list.htm>.

Did you know? ?

The first issue of *Out & About* had its roots in the 1992 Region 1 Regional Outreach Strategy. Phase 1 objectives of the strategy called for getting employees "outreach ready." See pages 2 and 11 for the history of O&A.

Online!

The Web is a vital FWS outreach tool

BY SCOTT ECKERT



JANE CHORAZY/USFWS

When Tim Berners-Lee invented the World Wide Web in 1989, few of us could imagine that 15 years later this powerful communication tool would be a cornerstone of our outreach efforts.

In 1993, the Service joined the information age and began publishing important documents and other text-based pieces on its first Web sites. Today, all three branches of the federal government are online, and the portal FirstGov.gov links over 47 million pages. There are some 220 Web sites in the Pacific Region alone representing over 10,000 pages.

A 2002 survey by the Pew Internet & American Life Project revealed that the top five reasons people go to government Web sites were to get tourism and recreational information (77 percent), do research for work or school (70 percent), download government forms (63 percent), find out what services a government agency provides (63 percent), and seek information about a public policy or issue of interest (62 percent). To meet these visitation trends, our Web sites are designed to provide timely information about field operations, programs, restoration efforts, CCPs, news releases, recreational opportunities, education, and more.

Has the advent of the Web put a different spin on how we communicate? Absolutely! Internet public use is rapidly increasing and is accompanied by expectations of service. The Pew study found that 68 million American adults have used government agency Web sites. This has led to an increase of what the Pew study calls "e-citizenship," with as

many as 42 million Americans using government Web sites to research public policy issues and some 23 million Americans using the Internet to send comments to public officials about policy choices. Among Internet users who say they have visited government Web sites, repeat use studies have shown that 6 percent visit such sites every day, 20 percent visit several times a week, 41 percent visit several times a month, and 32 percent visit just a few times a year.

SCOTT ECKERT/USFWS



Regional Director Dave Allen uses the Web to see how outreach and public information materials are presented to the public.

RUSTY HARE/USFWS



Scott Eckert is pleased with how well Region 1's and the CNO's Web work stacks up with the rest of the Service.

Not unexpectedly, the states in the Pacific Region and CNO represent the highest Internet use in the country, ranging from 64 to 68 percent. We have a strong audience, and leveraging

technology and the Service's skills in outreach and public information will allow us to continue to meet our visitors' varying needs.

Understanding the Web visitor is vital to creating sites that are meaningful and navigable. A majority of Web users are self-taught. As with any technology, from using the new cable and satellite television controllers to using features of a Web page, information must be presented to reduce frustration levels and guide the visitor through a Web site that is at once divergent and nonlinear.

New technologies and their use by the government are moving the Web forward at an extremely fast pace. Powerful Web development tools and state of the art training programs are allowing Service employees to create and maintain their own Web sites. These technologies are giving us more control, improving and expanding visitor access, and reducing expenses by eliminating the costly publication process and shipping expenses of materials once available only through the mail.

In the 10 years that *Out & About* has been published, Web-based communication has expanded the smorgasbord of information available to the public. It allows us to reach people with timely information, all at the same time. Breaking news releases or recovery plans can be posted and the public can be notified simultaneously, boosting our customer service capabilities and ultimately increasing our quality of service. ●

Scott Eckert is the regional Web manager in the External Affairs Office.

Susan Saul, outreach specialist, and Scott Eckert, regional Web manager, discuss new Lewis and Clark spatial imaging Web site.

Top five reasons 5 people go to government Web sites:

- 1 Get tourism and recreational information.
- 2 Do research for work or school.
- 3 Download government forms.
- 4 Find out what services a government agency provides.
- 5 Seek information about a public policy or issue of interest.

Fish, Wildlife, and Creativity

An emerging audience for the 21st Century

BY SUSAN SAUL

Much is being written these days about the rise of creativity as the central force in our economy. Richard Florida's 2002 best-seller, *The Rise of the Creative Class*, has spurred communities and businesses across the country to look at how well they foster the new creative economy.

Florida, an economist, contends that the number of people doing creative work

has recently exploded.

Those in "creative occupations" — engineers, scientists, artists, entertainers, writers, Web designers, planners, analysts, architects, and other workers in knowledge-intensive industries — now comprise more than 30 percent of the workforce and account for nearly half of all wage and salary income. These people contribute more than intelligence or computer skills; they add creative value. Many of us in the Fish and Wildlife Service could be described as "creative professionals."

Florida says that the new American Dream is to maintain a reasonable living standard while doing work you enjoy. His research shows an emerging trend: Many people are willing to trade income and job security to do work that excites them.

In addition, mobile, creative workers value participatory outdoor recreation

and communities that invest in and build on quality of place. As a component of the "creative ecosystem," our national wildlife refuges, in particular, are uniquely poised to tap into the creative economy and reach out to creative professionals as a target audience. We offer active, participatory outdoor recreation. Our volunteer programs offer an outlet for creativity. Our research, environmental education and interpretive programs can nurture lifelong learning. Our wildlife festivals embrace the arts, café-and-gallery street level culture, entrepreneurs, performers, and diversity that attract creative people.

How do we reach the creative class? Some ideas include:

- Use Web site and brochure imagery and text that emphasize vibrant, energetic programs and show diverse people having a good time and actively engaged in activities;
- Highlight the unique experiences offered at our sites;
- Sponsor events that bring creative people together, such as art and photography shows;
- Tap into the creative talent, technology, and energy of our communities;
- Promote our visitor and volunteer programs and special events on communications networks used by creative people. ●

Susan Saul is an outreach specialist in External Affairs in the Regional Office.



USFWS

UPCOMING EVENTS

FEBRUARY

9-13

San Diego Bird Festival
WHERE: San Diego, CA
CONTACT: Imperial Beach Chamber of Commerce 619/516-0139
www.sandiegonaaturefestivals.org

17-20

Klamath Winter Wings Festival
WHERE: Klamath Falls, OR
CONTACT: <http://www.winterwingsfest.org>

18-19

California Duck Days
WHERE: Davis, CA
CONTACT: 530/757-3780
www.yolobasin.org

18-21

Salton Sea International Bird Festival
WHERE: Imperial, CA
CONTACT: 760/344-5FLY
www.newriverwetlands.com/saltonsea.htm

MARCH

12

Kauai Family Ocean Fair
WHERE: Kauai, HI
CONTACT: 808/828-1413

14

National Wildlife Refuge System Birthday
WHERE: Nationwide
CONTACT: Susan Saul
503/872-2728

15-16

Wild on Wetlands
WHERE: Los Banos, CA
CONTACT: 209/826-5188 or 800/336-6354
www.losbanos.com

18-20

Othello Sandhill Crane Festival
WHERE: Othello, WA
CONTACT: Othello Conservation Dist. 509/488-2802 ext 100
www.othellosandhillcrane festival.org

29

Cathlapotie Plankhouse Grand Opening
WHERE: Ridgefield, WA
CONTACT: 360/887-4106

APRIL

1-3

Aleutian Goose Festival
WHERE: Crescent City, CA
CONTACT: 800/343-8300
www.aleutiangoose festival.org

UPCOMING TRAINING

FEBRUARY

4-6

3rd National Friends Conference
WHERE: Washington, D.C.
CONTACT: 800/996-6972
<http://www.refugenet.org/new-events/announce.html>

28

THROUGH MARCH 4, 2005

The Cispus Workshop: Training in People-Centered Natural Resource Management
WHERE: Randle, WA
CONTACT: Susan Saul, 503/872-2728, Tony Faast, 503/231-6233, or www.reo.gov/cispus

Out & About Is Ten Years Old

Regional newsletter remains committed to outreach

BY SHEILA MCCARTAN

Out & About's first issue hit our desks in the spring of 1995. It was new, fresh, and full of current outreach happenings, like the "National Wildlife Refuge System 100x100 campaign," "Discovering Cathlapotle," and "Uncuioperative Cui-ui."

That first issue of *O&A* had its roots in the 1992 Region 1 Regional Outreach Strategy. Phase 1 objectives of the strategy called for getting employees "outreach ready." The creation of a newsletter was one tool identified for



Out & About's new look helps make the newsletter more readable and appealing.

helping Region 1 employees learn more about all FWS programs and exchange information about effective outreach techniques and tools.

Newsletters involve commitment of time and money. The Regional Outreach Team, charged with implementing the Regional Outreach Strategy, understood the importance of having a strong, comprehensive approach to developing the newsletter to be useful and sustain it over time.

Everything was in place before newsletter production began. Using proven outreach techniques, the Regional Outreach Team consulted with others in the Service to carefully plan the newsletter, including its layout,

design, columns, editorials, guidelines for articles, and timelines. Even its name engendered spirited discussion.

As with all good outreach tools, *O&A* has evolved and changed in the past decade. To make the newsletter a more cohesive tool, beginning in Winter 1999 each issue had a theme to focus the articles. Last year a new updated look made *O&A* even more appealing and readable.

Other significant changes have boosted the newsletter's effectiveness. The number of contributors to the newsletter has dramatically increased, encompassing authors from many programs who have enthusiastically responded to this region wide opportunity to share experiences and ideas. *O&A* is now available electronically and posted on the Web at <http://pacific.fws.gov/ea/outreach/out&about.htm>. The use of photos has increased. Features have been added and a number of 16-page issues have been produced in order to cover big topics. "Field Notable" now recognizes individual people who have excelled in incorporating outreach within their jobs. The editorial team has also ground-truthed the effectiveness of the newsletter by conducting two reader surveys and responded to many employee suggestions.

In 10 years, hundreds of articles and resources have been featured with a focus on outreach, reminding us how far we have come in communicating and how important it is to use effective outreach to engender passion for the fish, wildlife and habitat we are working to conserve. ●

Sheila McCartan was the first O&A editor and is an outdoor recreation planner at Nisqually NWR Complex.

Wildlife Theater

CONTINUED FROM PAGE 1

seem, does the ultimate charismatic species — humankind.



Choose Themes that Feature the Supporting Cast

Wildlife interpreters need to give more thought to the morals of the stories we tell — not just to the facts that comprise them. Research shows that we may forget small, isolated facts, but bigger facts can stick and influence how we think, feel, and behave.

In professional communication, we use the word "theme" to refer to a moral of the story (or the lesson learned, conclusion drawn, impression formed, etc.). If we want to bring about wider appreciation of the less conspicuous players that make the charismatic wildlife possible, we need to communicate strong themes about the support cast in our wildlife screenplay. Here are some themes to consider:

- Scientists tell us that polar bears will be extinct from the planet by the end of the century if we don't reverse the now well-documented trend in global warming.
- You know those favorite birds of yours that fly south for the winter? A lot of them aren't coming back.
- You gotta love the little guys. Without them, life would not only be boring, it would be impossible.
- It's almost always the case that the smallest, barely noticed creatures make the bigger ones possible. These are the real giants in the animal kingdom.
- You have never seen such drama as the one that unfolds in the making of a wetland.

For more information about the psychology of strong themes, see <http://tech-geeks.org/tiny.php?url+1644>. ●

Sam Ham is a professor and the director of the Center for International Training & Outreach, Department of Conservation Social Sciences, University of Idaho.

REYNALDO PAREJA, AED



Dr. Ham congratulates a student in an interpretive training program in Panama.

Speaking the Same Language

Carefully choose words to reach specific audiences

BY SUSAN SAUL

USFWS



Service employees need to tailor communication to specific audiences. Words are not the only medium for communicating; body language also helps to engage people.

When the Pacific Region committed to a regional outreach program 10 years ago, few public opinion studies had been done to help us develop communication and education strategies. Today, environmental organizations like the Biodiversity Project and The Nature Conservancy regularly commission public opinion research.

How we speak to our audiences determines how well we reach them. As conservation experts, we use a very technical and specialized vocabulary,



but only three in 10 people recognize the term biodiversity. We often need to translate our messages into every-day vocabulary that resonates with our audiences. Opinion research has resulted in some broad rules for communication.

- Use words that people understand: wildlife habitat vs. ecosystems; fish and wildlife vs. biodiversity; stream banks vs. riparian.
- Understand your audience's values: most people in the West closely link land conservation with protecting water quality and quantity. Protecting wildlife resonates with people because they perceive animals as voiceless and in need of someone looking out for their needs.
- Know which terms evoke positive or negative perceptions: while protecting wildlife has broad support in polls, endangered species is a more polarizing term. People can point to examples where environmental regulations held up important projects to protect what they consider obscure or unimportant species. Natural area evokes

images of pristine land that could be wildlife habitat, offer recreational trails, or simply be scenic, while open space is perceived as empty land, not nearby, and not of value.

- Use phrases that imply public access: Hiking trail or wildlife observation trail is better than trails, which can't be assumed to include recreation.
- Highlight nature's connection to people and show how it benefits people, plants, and animals.
- Make the connection to personal responsibility and the impact that individual actions have on the environment.
- Develop practical messages that have wide appeal: Saving one habitat saves hundreds of species. ●

Susan Saul is an outreach specialist in External Affairs in the Regional Office.



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WHAT'S NEW?

Recruit Teen Volunteers Through American Eagle: Retailer American Eagle Outfitters surveyed more than 1,000 15- to 25-year-olds and found that 88 percent were interested in volunteer work, though 41 percent have never done it. What's stopping them? Aside from being busy, 34 percent said they hadn't found anything that interested them and 29 percent said they didn't know how to get started. American Eagle responded with its Great Gifts program. Teens can come into stores to learn about volunteering in their communities. The American Eagle Foundation funds teen and college student volunteer programs in communities where it operates stores. For more information, see www.ae.com/corp/foundation.htm.

National Audubon Society Celebrates 100 Years: During the 19th century, industrialization and the growth of cities destroyed wildlife and their habitats across America. Women's hats — then piled high with feathers and birds — emerged as the most powerful symbol of the

devastation. In the late 1890s, citizens in many states founded Audubon Societies to combat the plume trade and campaign for bird protection. In 2005, we mark the centennial of the founding of the National Audubon Society. The Society's history is closely entwined with that of the Service.

Salmon Festival Wins Awards! The Wenatchee River Salmon Festival came up a big winner. The event, nearly 15 years old, won the state 2004 Summit Gold Award for Community Service-Environmental Program, the 2004 Silver Award for Community Service-Children's Program, and the 2004 Bronze Award for its Wenatchee World newspaper insert. Congratulations to Leavenworth National Fish Hatchery in Washington and its partners.

New Partnership Web Portal: The Division of Conservation Partnerships has developed a new Partnership Web Portal, which includes centralized information about Service partnerships and partnership resources, as well as DOI and other land-based management agencies. This one-stop-shopping for partnership information provides easy access to a wide variety of Service partnership programs, grants/funding options, and partnerships in action. The "Partnerships" link is located on the Service's homepage under "Portal Links." You can reach the site directly at <http://partnerships.fws.gov>.