

A How-To Handbook to Support the National Wildlife Refuge System's Centennial

August 2001

*Celebrating a
Century
of Conservation!*



National Wildlife Refuge System 1903 - 2003



United States Department of the Interior

FISH AND WILDLIFE SERVICE
Washington, D.C. 20240

In Reply Refer To:
FWS/CNWR-RF-OVS

Dear Colleagues:

The Centennial anniversary of America's National Wildlife Refuge System, March 14, 2003, will mark a milestone in the history of wildlife conservation. The Centennial provides a unique opportunity to celebrate the achievements of a century of conservation that began with President Theodore Roosevelt's visionary decision to establish the first national wildlife refuge at Pelican Island.

The Centennial will provide countless opportunities to celebrate, and our Centennial efforts are designed to be much more than a celebration. We must seize this opportunity to raise awareness, build support, and form partnerships that will have lasting value for the National Wildlife Refuge System and advance the wildlife conservation mission of the Service. Working with our partners, we have crafted a strategic vision for the Refuge System: *Fulfilling the Promise*. Implementation of that vision will take our wildlife and habitat conservation efforts to a higher level, that will ensure we better serve our visitors and all Americans who cherish our Nation's wildlife heritage. The effort to fulfill the promise of America's National Wildlife Refuge System remains alive and vibrant through the continuing efforts of our dedicated workforce. But we need help. We need more and more community support and awareness if we are to succeed. We need to leverage our existing partnerships and build new ones in order to reach our goals. The occasion of the Centennial anniversary of the National Wildlife Refuge System provides the perfect opportunity to raise awareness and form the partnerships that will help advance our Nation's commitment to wildlife conservation.

The Centennial Handbook contains background information about the Centennial Campaign, practical "how to" tips, useful examples, and many sample documents designed to help you launch your station's efforts to join the Centennial Campaign. Whether it is a public service announcement or a proclamation, an invitation to an open house or a series of events within the community or your State, this handbook should streamline the process for you. Browse through the list of suggested activities, review the sample materials, take note of the useful tips and begin to plan how you can celebrate the Refuge System's first century of conservation – and fulfill the promises we have made for its second.

The handbook will help you become involved in making the Centennial a Nationwide celebration. It is a resource book that will assist you in planning activities that are appropriate for your field station or office and surrounding community. It should stimulate your creativity to take advantage of the unique opportunities that individual field stations, their partners, and their local communities provide. This handbook is just a beginning, we will continue to provide you with updates, but it can help launch our creative thinking as each Service office explores the potential of this Centennial celebration to advance our conservation efforts.

The Regional contacts listed in the handbook can provide additional information and answer questions. We look forward to working together with all Service employees on this important effort.

Sincerely,

Acting 
DIRECTOR

A How-to Handbook to Support the National Wildlife Refuge System's Centennial

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Part I Getting Started

*Celebrating a
Century
of Conservation!*



National Wildlife Refuge System 1903 - 2003

Starting Out from Here

Showcasing All Service Programs

The U.S. Fish and Wildlife Service's plans for the Centennial anniversary of the National Wildlife Refuge System include considerable attention to showcasing and strengthening the entire agency's programs.

The Refuge System is the Service's land base, which attracts more than 35 million Americans every year. The System, then, is in an ideal position to advance integrated stewardship of fish and wildlife resources, and to forge long-term partnerships to benefit all programs. Managing this land base provides many opportunities to foster public understanding and appreciation for all the programs, and all the work the Service does.

The National Wildlife Refuge System is the stage for putting the Service in the limelight, and its Centennial can be our best opportunity to do so.

Putting It All in Place

Much has already been accomplished to lay the foundation for our celebration. The National Wildlife Refuge System Centennial Act provides for establishing a Centennial Commission of up to 10 individuals appointed by the Secretary of the Interior. Congress has declared the year 2003 as "The Year of the National Wildlife Refuge", and has requested that the President issue a proclamation calling on the people of the United States to hold appropriate programs, ceremonies and activities to accomplish the goal of such a year.

Priority Outreach Projects Identified

To help fulfill this goal, eleven priority outreach projects have been identified as major Centennial Campaign activities that will impact on our entire agency. For example, improving our stewardship and infrastructure at Pelican Island, the first refuge, will make the refuge a premiere site to tell not only the Refuge System story, but also the birth of migratory bird conservation, wildlife law enforcement, and endangered species protection. You can learn more about these projects in the "Centennial Campaign" document that all field stations received earlier.

Focus Refuges

A few outstanding refuges have been designated as Focus Refuges. These Focus Refuges were identified based on wildlife spectacles, proximity to media markets, Congressional support, ability to mobilize volunteers and partners, and cross-program resources (refuges clustered with other Service program offices.)

Beginning in 2001 and continuing through 2003, these refuges—at least three per year in each region—will host a special centennial event. Media focus and partnership support at these events will help spread the word about the Refuge System. Finally, a time capsule burial will take place at every field station on March 14, 2003.

These programs and projects you create and participate in will leave a legacy for the next 100 years and beyond.

Focus Refuges

Beginning in 2001 and continuing through 2003, the Service and the Refuge System will direct its attention to a few outstanding refuges—Focus Refuges—throughout the country. This focused effort will attract the media and the public to specific refuges with the promise

that these sites will open the door to the larger story of the Service and the Refuge System.

Major special events will take place at these Focus Refuges. Other refuges throughout the country are encouraged to host open houses,

National Wildlife Refuge Week events, anniversary celebrations, and special days for public officials. Use the Centennial as your theme to promote public awareness, understanding, and action.

2001

Region 1

- San Diego NWRC, CA
- Nisqually NWR, WA
- San Luis NWR, CA

Region 2

- Cabeza Prieta NWR, AZ
- Bosque del Apache NWR, NM
- South Texas NWRs, TX

Region 3

- Big Stone NWR
- Neal Smith NWR, IA
- Sherburne NWR, MN

Region 4

- Wheeler NWR, AL
- J. N. “Ding” Darling NWR, FL
- Bayou Sauvage NWR, LA

Region 5

- Silvio O. Conte NWR, MA
- Chesapeake Marshland NWRC, MD
- Long Island NWRC, NY

Region 6

- Quivira NWR, KS
- Lostwood, Des Lacs, Upper Souris NWRs, ND
- Sand Lake, Waubay, Tewaukon NWRs, SD/ND

Region 7

- Arctic, Yukon Flats, Kanuti NWRs, AK
- Kodiak NWR, AK
- Kenai NWR, AK

2002

- Stone Lakes NWR, CA
- Stillwater NWR, NV
- Ridgefield NWR, WA

- Las Vegas NWR, NM
- Tishomingo NWR, OK
- Aransas NWR, TX

- Ottawa NWR, OH
- Seney NWR, MI
- Horicon NWR, WI

- Reelfoot NWR, KY
- Okefenokee NWR, GA
- Noxubee NWR, MS

- Montezuma NWR, NY
- Eastern Massachusetts NWR, MA
- Patuxent Research Refuge, MD

- Rocky Mountain Arsenal NWR, CO
- Rainwater Basin WMD, NE
- Monte Vista NWR, CO

- Tetlin NWR
- Alaska Maritime NWR

2003

- Don Edwards San Francisco Bay NWR, CA
- Hanford Reach, Saddle Mtn., Mid-Columbia NWRs, WA
- Sacramento NWR, CA

- Buenos Aires NWR, AZ
- Santa Ana NWR, TX
- Wichita Mountains NWR, TX

- Upper Mississippi River NFWRC, IA, MN, WI
- Mark Twain NWRC, IL, IA, MO
- DeSoto, Squaw Creek NWRs, IA, MO

- White River NWR, AR
- Alligator River, Pea Island NWRs, NC
- Pelican Island NWR, FL

- Chincoteague NWR, MD
- Parker River NWR, MA
- John Heinz at Tinicum NWR, PA

- Bear River Migratory Bird Refuge, UT
- National Bison Range, MT
- National Elk Refuge, WY

- All Alaska Refuges (Joint Celebration)

Part II Centennial Priority Projects

Centennial Handbook



*If you're going to go for the gold, it's
important to set your priorities.*

What Your Field Station Can Do

In addition to the eleven national priority projects, here are some examples of what your station can do now to join in the Refuge System Centennial efforts.

- Support your Regional Centennial Team through participation, communication and coordination.
- Establish a Centennial representative at your field station.
- Promote, support and assist a refuge special event by:
 - issuing a news release.
 - using the Centennial closing in your news release (see media section).
- Commemorate Pelican Island by investing in a boardwalk plank or flag.
- Buy a time capsule and host an event.
- Produce rack cards for your field station.
- Meet visitor services minimum requirements, i.e. entrance sign.
- Serve as ambassadors at conferences—host a field trip to your refuge or hatchery.
- Promote and participate in the call for photos for the 2003 calendar.
- Contribute an article for the special Centennial edition of the “Fish and Wildlife News.”
- Take advantage of AZA/Smithsonian partnership projects by partnering with local zoos and museums.
- Involve your Friends Group, volunteers and Cooperating Associations in the Centennial celebrations.
- Host a Congressional visit.
- Participate in major outreach events, e.g. Earth Day, IMBD, National Fishing and Boating Week, etc.
- Pursue a state or city proclamation (see proclamation section).
- List your event in the Service’s Special Event Database.
- Support Centennial theme in speeches or talks.
- Tailor and place movie trailers about the Refuge System in your local theaters.
- Sell Centennial products at your bookstore through your Friends and Cooperating Associations.

Visitor Services Initiative

Putting Out the Welcome Mat

One of the best ways to increase awareness of and support for the National Wildlife Refuge System is to ensure that visitors have a positive, meaningful experience with they visit a refuge open to the public. People visit many refuges across the country and have wonderful experiences. Ensuring positive first impressions of a refuge and the Refuge System is very important, since these first impressions play a big part in forming the public's image of our agency. The Centennial provides an opportunity to refocus our efforts to provide visitors positive memorable experiences.

What Will Happen Nationally by 2003?

By 2003 the National Wildlife Refuge Outreach Team hopes to have accomplished the following:

- A national refuge web site designed to be useful to a diversity of audiences—including visitors
- A new Refuge Visitors Guide brochure that is designed for visitors
- A 1-800-WILD telephone system that will connect to a live person who will mail the information that callers request
- Coordination of accurate refuge visitor information at the Washington level for the publishers of travel guidebooks

What Will Happen At Field Stations by 2003?

The following actions will insure that visitors' basic needs are provided for. By 2003 all refuges will be welcoming, safe and accessible. these action items are excerpts for the Visitor Services Requirements Handbook, requirement #2: "Welcome and Orient Visitors." **By 2003 each refuge is asked to meet them.**

Visitor Information

Provide visitors with clear information so they can easily determine where they can go, what they can do, and how they may safely and ethically engage in recreational and educational activities appropriate at each refuge. Every effort should be made to provide appropriate information so that visitors can guide themselves through the refuge without the need to search out refuge staff to answer questions or give directions.

Entrance Signs

- All entrance signs are well-maintained, properly located and in accordance with the *Service Sign Handbook* or current Director's Orders. If the field station does not currently have standard entrance signs at all entrances, they will be installed by 2003.
- All refuges will install the "Welcome to *Your* National Wildlife Refuge System" sign.

Kiosks/Information Stations

- Visitors should have access to the appropriate welcoming and orienting information placed in appropriate locations. This information should be up-to-date and should help visitors understand what they can do at that refuge and where they can do it. Kiosks or similar structures are often used to meet this need.
- This information is available to visitors after-hours.
- The kiosks are universally accessible.

Directional Signs

- Directional signs within the refuge are clear and logically located to provide visitors adequate time to make decisions while driving, hiking, biking, skiing, etc. They clearly indicate proper direction to help visitors

get to their destinations on the refuge.

- The signs are produced per the *Service Sign Handbook*.
- Off the refuge, there are signs along highways and roads directing visitors to the refuge from the local communities, main roads or interstate highways.

Boundary Signs

- The refuge boundaries are properly marked, and the boundary signs are maintained. Assure that the use of the various boundary signs, open and closed area signs, etc. is appropriate and correct.

Regulatory Information

Clear, positively worded regulations enhance the visitor's understanding of what they can do on a refuge and create a more relaxed, enjoyable experience. For example, rules are more apt to be followed when visitors are given a reason for the rule (i.e., "Litter can harm fish and wildlife. Please pack your trash.")

- Visitor regulations are noted in the general leaflets, secondary activity leaflets, at the kiosks or at other appropriate locations. They should be simple, easy to understand and worded in a positive manner.
- It is clear where visitors can go, or who they can contact, to ask regulatory questions or to report problems.

General Leaflet

- The general leaflet is produced per the *Service Graphics Standards*. Information contained in general leaflets may include the following: 1) welcome and orienting information, 2) basic refuge background and management information, 3) basic regulations, 4) information

regarding allowed public use activities, 5) refuge contact information, 6) a refuge map with public use facilities noted, and 7) accessible programs and facilities information.

Internet Web Sites

- Refuge web sites are up-to-date and useful to a diversity of audiences.

Visitor Facilities

Facilities are a positive reflection on the U.S. Fish and Wildlife Service and the National Wildlife Refuge System.

Facility maintenance

- All visitor facilities, including rest rooms, are high-quality, accessible, clean, and properly maintained.

Roads and Parking

- All public roads are well-maintained and properly marked with directional traffic control signs.
- When roads are not all-weather roads, this is indicated in the general leaflet and the kiosk signs.
- Parking lots are appropriately located for the appropriate public use and recreation activities, and they are properly sized and oriented.
- Accessible parking is provided at sites where there are accessible facilities.

Refuge Passport Book

- Refuges with Cooperative Associations sales areas should offer Refuge Passport Books.

Service Logo

- The Service logo is prominently displayed on Service buildings, vehicles, etc.

Visitor Hours

- Refuge visitor and headquarters hours are posted on the welcoming and orienting kiosk sign, at the headquarters, at the information center, and communicated on phone messages.
- The contact station is open during peak visitation, such as weekends, or in some cases, evenings or other anticipated periods of high public use. The refuge staff has explored the use of volunteers to allow for extended hours.

Customer Service

Excellent customer service and quality first-impressions are key to visitors feeling welcome and safe at National Wildlife Refuges. Visitors will be treated with courtesy and in a professional manner.

- The public will reach a "live body" via the telephone during normal business hours. If not, the telephone answering system is "friendly" (does not have a long tree of options) so that visitors know how to leave messages (quickly into the tree of options) if a "live body" is not available.
- Phone calls are returned within one working day of their receipt (except weekends and holidays).
- The station phone message provides information on current public use activities, wildlife spectacles and special events as an option that may or may not be chosen.
- The staff wears Service uniforms with nametags and maintains a neat, professional appearance (complete uniform components).
- The staff maintains a professional courteous manner.

Part III In the Beginning

Centennial Handbook



*Tired of searching for information
about the Centennial? Good news!
It's all right here!*



*Celebrating a
Century
of Conservation!*

U.S. Fish & Wildlife Service

America's National Wildlife Refuge System

Celebrating a Century of Conservation

Commemorating a Pivotal Moment in History

March 14, 2003 marks a milestone in the history of wildlife conservation in America—the Centennial anniversary of the National Wildlife Refuge System.

The National Wildlife Refuge System is America's only network of federal lands dedicated specifically to wildlife conservation, representing a steadfast commitment to protecting our wild heritage.

President Theodore Roosevelt fostered this conservation legacy when in 1903 he set aside tiny Pelican Island on Florida's East Coast as a refuge for birds. What has become the National Wildlife Refuge System now includes more than 530 refuges and thousands of waterfowl production areas, spanning nearly 94 million acres across the United States and its territories.

A Network of Wildlife Habitats

This vast network of prime habitats gives hundreds of critically endangered species a chance to recover, provides stepping stones for millions of migrating birds, and protects premier fisheries. The National Wildlife Refuge System



USFWS Photo by Jim Clark

safeguards plants and animals of virtually every variety, from cactus to caribou, butterflies to bison, and salmon to songbirds.

As the land management arm of the U.S. Fish and Wildlife Service, the National Wildlife Refuge System helps fulfill a critical part of the agency's overarching mission: to conserve the nature of America by protecting fish, wildlife, plants, and their habitats for the continuing benefit of the American people.

Scenic Getaways for People

The National Wildlife Refuge System appeals to strong cultural traditions of American society, such as enjoying the wonders of the outdoors and ensuring wild, open space for future generations.

More than 35 million Americans visit national wildlife refuges each year to enjoy unique outdoor experiences. Most people come during peak periods of bird migration, when refuges are thriving with wildlife. Hundreds of thousands of schoolchildren visit national wildlife refuges each year to learn more about our natural world. Sportsmen come to fish or hunt, while others savor the solitude of these special places.

And over the last several years, more and more people and a variety of organizations have united to protect and strengthen the National Wildlife Refuge System. This surge in support is most visible through new legislation and other Congressional action, and growth in community advocacy,



USFWS Photo by Robert Tavit



USFWS Photo by Steve Chase

volunteerism, and partnerships. However, a large segment of the American people have yet to discover their National Wildlife Refuge System.



USFWS Photo by Karen Hollingsworth

Poised for a New Century

The U.S. Fish and Wildlife Service is undertaking a number of special, nationwide efforts to strengthen the National Wildlife Refuge System, and will use the Centennial anniversary as a unique opportunity to build broad public understanding and appreciation for these conservation lands and their value to society.

The National Wildlife Refuge System Centennial Act of 2000 paves the way for a special, nationwide outreach campaign. The law calls for a Centennial Commission of distinguished individuals to leverage with partners in carrying out the outreach campaign. The law also calls for a long-term plan to address the major operations, maintenance, and construction needs of the National Wildlife Refuge System.

These centennial activities will help broaden visibility, strengthen partnerships, and fortify facilities and programs for wildlife and habitat conservation and recreation. They will build a stronghold of support for the National Wildlife Refuge System to sustain it in a new era of both challenge and opportunity.

A Lasting Legacy

These special efforts maximize the potential of the National Wildlife Refuge System's Centennial anniversary, to give future generations of Americans respect and pride for our natural heritage, and ensure Theodore Roosevelt's conservation legacy will be even stronger in its next century.



USFWS Photo by George Gentry

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H.R.3671

Fish and Wildlife Programs Improvement and National Wildlife Refuge System Centennial Act of 2000 (Engrossed Senate Amendment)

TITLE III—NATIONAL WILDLIFE REFUGE SYSTEM CENTENNIAL

SEC. 301. SHORT TITLE

This title may be cited as the ‘National Wildlife Refuge System Centennial Act’.

SEC. 302. FINDINGS AND PURPOSES.

(a) *FINDINGS*-Congress finds that--

- (1) *President Theodore Roosevelt began the National Wildlife Refuge System by establishing the first refuge at Pelican Island, Florida, on March 14, 1903;*
- (2) *the National Wildlife Refuge System is comprised of more than 93,000,000 acres of Federal land managed by the United States Fish and Wildlife Service in more than 532 individual refuges and thousands of waterfowl production areas located in all 50 States and the territories of the United States;*
- (3) *the System is the only network of Federal land dedicated singularly to wildlife conservation and where wildlife-dependent recreation and environmental education are priority public uses;*
- (4) *the System serves a vital role in the conservation of millions of migratory birds, dozens of endangered species and threatened species, some of the premier fisheries of the United States, marine mammals, and the habitats on which such species of fish and wildlife depend;*
- (5) *each year the System provides millions of Americans with opportunities to participate in wildlife-dependent recreation, including hunting, fishing, and wildlife observation;*
- (6)(A) *public visitation to national wildlife refuges is growing, with more than 35,000,000 visitors annually; and*
(B) *it is essential that visitor centers and public use facilities be properly constructed, operated, and maintained;*
- (7) *the National Wildlife Refuge System Volunteer and Community Partnership Enhancement Act of 1998 (16 U.S.C. 742f note: Public Law 105-242), and the amendments made by that Act, significantly enhance the ability of the United States Fish and Wildlife Service to incorporate volunteers and partnerships in refuge management;*
- (8) *as of the date of enactment of this Act, the System has an unacceptable backlog of critical operation and maintenance needs; and*
- (9) *the occasion of the centennial of the System, in 2003, presents a historic opportunity to enhance natural resource stewardship and expand public enjoyment of the national wildlife refuges of the United States.*

(b) *PURPOSES*- The purposes of this title are--

- (1) *to establish a commission to promote awareness by the public of the National Wildlife Refuge System as the System celebrates its centennial in 2003;*
- (2) *to develop a long-term plan to meet the priority operation, maintenance, and construction needs of the System;*
- (3) *to require an annual report on the needs of the System prepared in the context of--*
 - (A) *the budget submission of the Department of the Interior to the President; and*
 - (B) *the President’s budget request to Congress; and*
- (4) *to improve public use programs and facilities of the System to meet the increasing needs of the public for wildlife-dependent recreation in the 21st century.*

SEC. 303. NATIONAL WILDLIFE REFUGE SYSTEM CENTENNIAL COMMISSION.

(a) *ESTABLISHMENT* - There is established the National Wildlife Refuge System Centennial Commission (referred to in this title as the ‘Commission’).

(b) *MEMBERS*-

- (1) *IN GENERAL*- The Commission shall be composed of--
 - (A) *the Director of the United States Fish and Wildlife Service;*



NEWS

U.S. DEPARTMENT OF THE INTERIOR

Office of the Secretary

For Release at Will: November 2, 2000

CONTACT: Joan Moody

202-208-6416

NEW LAW NAMES 2003 "YEAR OF THE WILDLIFE REFUGE," CALLS FOR BOOSTING SUPPORT FOR REFUGES BY CENTENNIAL YEAR

The world's largest network of lands dedicated to wildlife conservation received a strong boost on November 1, 2000, when President Clinton signed into law the National Wildlife Refuge Centennial Act. Intended to strengthen and highlight the 93-million-acre Refuge System for its upcoming 100th birthday, the legislation names 2003 as "Year of the Wildlife Refuge," charges the Secretary of the Interior with recruiting a commission of distinguished citizens to rally public support, and requires the Department of the Interior to develop new benchmarks for Congress to evaluate progress on the System's maintenance, operations and construction backlog.

"The National Wildlife Refuge System is absolutely vital to the conservation, protection and enhancement of our nation's wildlife and their habitat," said Secretary of the Interior Bruce Babbitt. "This legislation will serve as the cornerstone for our efforts to use the 100th birthday of the system to strengthen it for the benefit of future generations. We are grateful to the President and Congress for their leadership to ensure that the Refuge System receives the recognition it deserves, and for their vigorous efforts to save America's natural heritage."

The U.S. Fish and Wildlife Service, an agency of the Department of the Interior, manages the National Wildlife Refuge System, which encompasses more than 530 national wildlife refuges, thousands of small wetlands and other special management areas.

Finding that the System "has an unacceptable backlog in critical operations and maintenance needs" that approaches \$800 million, and that "visitor centers and public use facilities must be properly constructed, operated, and maintained," the new law calls for the Secretary of the Interior to prepare a long-term plan by March 2002 to address the priority operations, maintenance, and construction needs of the Refuge system, ("Operations" refers to all efforts to protect wildlife, improve habitat, and serve visitors.) The Secretary of the Interior must report annually on progress towards meeting this backlog and priority transition costs for newly acquired refuge lands.

The legislation also requires the Interior Secretary to recommend a National Wildlife Refuge System Centennial commission to the next President. The President must appoint the commission within 90 days after taking office. Modeled after a similar distinguished group that oversaw the National Park System's Centennial celebrations in 1972, members will include the Director of the U.S. Fish and Wildlife Service, Congressional leaders, and up to ten distinguished private citizens. This commission is charged with developing and coordinating a plan to commemorate the 100th anniversary of the beginning of the System, and to host a major conference in 2003.

Part IV Messages

Centennial Handbook



*Knowing your audiences can help
you face just about anyone.*

What Should the Service's Messages Be?

We want Americans to know who we are, what we do, and why we do it.

Every Service communication with the public should establish that the U.S. Fish and Wildlife Service does the work being described, and clearly explain how this work benefits people.

We want Americans to know three basic things about the U.S. Fish and Wildlife Service:

- who we are,
- what we do,
- why we do it.

All Service programs and activities can be explained using one or more of the following messages.

- The U.S. Fish and Wildlife Service is a Federal agency whose mission, working with others, is to conserve fish and wildlife and their habitats.
- The Service helps protect a healthy environment for people, fish and wildlife.
- The Service helps Americans conserve and enjoy the outdoors.

These messages describe how we are different from other government agencies, and why our work is important to people.

The purpose of these basic messages is to encourage employees at all locations to build upon each other's work by consistently repeating the same messages—reinforcing simple ideas about what the Service does and why we do it.

Using these consistent messages also will help employees think about what they need to communicate and how to simplify it so it has meaning to people's deeply held values and beliefs.

Messages

For the National Wildlife Refuge System Centennial and Beyond

FWS Message

The U.S. Fish and Wildlife Service is a Federal agency whose mission, working with others, is to conserve fish and wildlife and their habitats.

Refuge System-specific Message

The National Wildlife Refuge System:

- is the only network of Federal lands dedicated specifically to wildlife conservation.
- provides habitat stepping stones for migratory birds.
- provides habitat for threatened and endangered species.
- provides habitat for some of the nation's most important fishery resources.
- encompasses rare and biologically rich ecosystems that often serve as the cornerstones of landscape-level conservation programs.
- is managed by experts in habitat management and restoration.
- Through its stewardship of the National Wildlife Refuge System, the U.S. Fish and Wildlife Service is continuing the legacy of some of our nation's great environmental leaders such as Theodore Roosevelt and Rachel Carson.

FWS Message

The U.S. Fish and Wildlife Service helps protect a healthy environment for people, fish and wildlife.

Refuge System-specific Message

The National Wildlife Refuge System:

- contributes to a healthy environment upon which all living things, including people, depend.
- contributes to a healthy environment that is essential to a sustainable economy.
- helps safeguard our rich natural heritage for future generations.
- makes significant contributions to local communities by enhancing the quality of life, and through increased tourism and commerce.

FWS Message

The U.S. Fish and Wildlife Service helps Americans conserve and enjoy the outdoors.

Refuge System-specific Message

The National Wildlife Refuge System:

- offers outstanding wildlife-dependent recreational opportunities, including hunting and fishing, wildlife photography and observation, and environmental education and interpretation.
- Thousands of citizen advocates care for and take pride in stewardship of the National Wildlife Refuge System.

How To Use These Messages

Repetition and consistent use of messages by Service employees across the nation is the key to the success of this effort.

Seize the Opportunity

These consistent messages can be used in many different ways; here are a few ideas:

- as the theme of a talk to a local organization
- in fact sheets and brochures
- as the basis of an interview with a local news reporter
- as the headlines of an exhibit

Region 3 employees have already used the messages to help develop briefing papers and fact sheets for Congressional Offices. These are just a few of the ways in which consistent messages can be used.

A Springboard to Talk About Other Programs

Service employees who communicate with the public should take the time to explain, briefly, what the Service does—and they can use these messages as talking points. The specifics of their own program or activity can then be stepped down under one or more of these bullets. For example, refuge public use, law enforcement, or federal aid activities can be described under “helping Americans conserve and enjoy the outdoors.” Employees who work in the contaminants, endangered species, or wetlands programs can explain how their work helps “protect a healthy environment for people, fish, and wildlife.”

Individual Service programs and activities do have a need for messages that are specific to their needs. These core messages should be tied to resource priorities while still reflecting the Service’s overall messages. For example, a refuge biologist can develop messages to explain how denying or approving a permit will affect clean water (the healthy environment portion of the Service’s message). Or, an outdoor recreation planner (ORP) can tie in the “conserving and enjoying the outdoors” portion of the Service’s message when talking about wildlife-dependent recreational opportunities.

Identifying Our Audiences

Not One, But Many

Most Service employees already know that our agency has no single public, but a variety of publics with different concerns and interests. Some of our publics include State agencies and other wildlife professionals, conservation groups, sportsmen, educators, Congress, Native Americans, outdoor and environmental news media, the agricultural community, and many others.

Another Important Audience

Through its original 100 on 100 Outreach Campaign, the National Wildlife Refuge System identified five distinct external audiences: Congress, Corporate Sponsors, Communities, Conservation Groups, and Communications Media. While we tend to focus mainly on external audiences, we must not forget one of our most important audiences—our internal audience—you, the employee.

An Easy, Effective Idea

Studies show that people believe information received from peers and community authority figures, such as teachers and ministers, more than newspapers and sources outside their community. Identify those respected individuals in your community and get to know them.

Part V Special Events

Centennial Handbook



Ever wonder if there's an easier way to prepare for an event? Here are some helpful tips.

Special Event Tip Sheet

Events can be large or small, simple or grand.

The National Wildlife Refuge System Centennial provides a tremendous opportunity to showcase the Service's work, to highlight unique areas, and to address the Refuge System's greatest resource-related needs. Our efforts to link special events to this Centennial will increase public understanding and appreciation for the Refuge System, enhance partnership involvement, and increase awareness about fish and wildlife resources.

The Refuge System's Centennial anniversary on March 14, 2003 will mark 100 years of commitment to wildlife and habitat conservation. This milestone offers a unique opportunity for strategic, coordinated outreach showcasing the System's conservation legacy. It is also an excellent vehicle to highlight and enhance all Service programs, and chronicle a pivotal moment in the history of wildlife conservation in America.

The Service has a long history of hosting events on refuges, hatcheries, at regional offices, and at off-site locations. Events can involve one or more activities and may include a day-long assortment of presentations, demonstrations, and other items of interest to visitors. Here are some examples to consider for celebrating the Centennial.

Open Houses

- Celebrate a new exhibit or new facility.
- Celebrate National Wildlife Refuge Week by opening your refuge and/or visitor center to the public.

Anniversary Celebrations

- Celebrate the establishment of your refuge.

Dedications

- Dedicate a new trail or the acquisition of a new parcel of land.

Media Event

- Turn your activity into a media event by inviting members of the media to cover a wildlife spectacle at your refuge or a visit by a distinguished guest.

Community Leaders Day or Volunteer Appreciation Day

- Honor those who have supported your refuge by hosting a special day for them.

National or International Observances

- National Wildlife Refuge System Birthday (March 14)
- National Wildlife Refuge Week
- National Fishing and Boating Week
- International Migratory Bird Day
- Earth Day

Special Event Tip Sheet

Invited Guests

Service events are usually open to the public, although some may be by invitation only. Guests can be invited through a news release to local papers, by posted community flyers, or by personally addressed invitations to refuge friends and supporters.

Most events offer the potential to reach out to VIPs. Consider the magnitude of your event and the appropriate level of VIPs to invite. VIP participation at your event will increase local interest and raise news media attention. Consider inviting the following audiences:

Department

- Secretary
- Deputy Secretary
- Assistant Secretary for Fish and Wildlife and Parks

Agency

- Director
- Deputy Director
- Assistant Directors
- Chief, National Wildlife Refuge System
- Regional Director
- Assistant Regional Directors
- Division Chiefs
- Project Leaders
- Staff from the event area

Other Federal Agencies

- Superintendents and Forest Supervisors from nearby national parks and national forests
- District Engineers of the Army Corps of Engineers
- Commanding officers of military bases

Congress

- Members of Congress from the state(s) involved
- Associated Washington and District office staff
- Staff of the Senate Committee on Environment and Public Works
- The House Resources Committee
- The Appropriations Committee

State, County, Local Officials

- Governor
- Director of State Fish and Game Agency
- Managers of state hatcheries or wildlife management areas
- Conservation commission members
- Mayors or city managers
- County commissioners
- Town supervisors
- University and college presidents
- Local school principals

Others

- Tribal leaders
- Local conservation organization representatives
- Local television and newspaper reporters
- Representatives of local chambers of commerce
- Outdoor writers
- Contractors involved in site construction
- Community opinion leaders
- Service volunteers

How to Invite a Member of Congress to Your Special Event

The key to getting a Member of Congress to attend your event is contacting his or her office far in advance of the date.

Know the Schedule

Congressional Representatives are elected every two years. Except for Alaska and some western states, Representatives typically spend every weekend at home, often doing business in their district on Monday and Friday. Senators may or may not spend every weekend in their respective states. The Senate is often in session five days a week, making it hard for the western Members to travel every week. In general, Members have incredibly busy days, usually divided into half-hour meetings with constituents, interest groups, staff and other Members. In addition, they may be called to vote at any time the House or Senate is in session.

The Invitation

Because of these busy schedules, it is essential that you make contact, both by phone and in writing, several weeks before your event. Members usually have a Washington, D.C.-based scheduler and a district—or state—scheduler. Depending on where your event will take place, send the appropriate scheduler a one-page letter of invitation that spells out all the details: purpose of the event, time, date and place, and expectations for the Member's participation. Will the press be there? Will the Member be asked to speak? Who else will be invited?

Follow Up

After you send your letter, follow up by telephone with the scheduler. Remember that he or she is also very busy, so don't be put off if it takes several attempts. At this point, be sure you call the appropriate legislative assistant in the Washington, D.C. office or your Regional Office point-of-contact just to let them know you have made a scheduling request.

The Member's scheduler may ask the policy staffer's advice to help prioritize the Member's commitments. Depending on the event, you may want to supplement your call with some background materials or talking points for the policy staffer. The chances of reaching your goal increase if you make it easier for the Congressional staff, who are typically overworked. Reconfirm with them when the meeting is set so it can be included in a "weekly Hill visits" memo sent to the Director.

Be Flexible

Once you have a commitment from the Member to attend, don't be surprised if things change before the event. Members have to respond to many demands on their time; in turn, their staff must also respond to Members' requests as competing issues or events occur. Much of a Member's day is driven by events on the Floor or by other unforeseen event. It never hurts to confirm; it always helps to be flexible.

Special Event Tip Sheet

Event Planning

In the Beginning

Special events take time and money, so consider this early in the planning process. Ask these questions: What will the event cost? Where will the money come from? Are there items that cannot be purchased with appropriated funds? Are there partners or foundations that may be able to help with event expenses?

Partnerships and close association with volunteers and Refuge Support Groups are critical to the success of Service events. Funding and staffing needs usually require volunteer help and support from organizations, foundations, private citizens, and local community agencies and groups. Unless specifically authorized by statute or as a necessary expense, Federal law prohibits the use of appropriated funds. Non-Service supporters, such as a Refuge Support Group, can provide donations and help with costs.

What Do You Want to Achieve?

Before a Refuge Support Group agrees to sponsor an event, decide what you want to achieve. For example, an event can be used to:

- build membership;
- get exposure for the group through publicity about the event;
- provide opportunities for the public to use the refuge in productive ways;
- educate children and adults.
- build partnerships;
- provide opportunities for volunteers;
- build relationships with your members;
- provide opportunities for leadership;
- have fun! and, of course,
- raise money.

Plan for Success

Special events require planning to succeed. Here are some suggestions for getting started and involving Refuge Support (Friends) Groups.

Decide on Your Event

Determine the appropriateness of the event, and what image it will project on our agency. Consider the amount of volunteer time needed, front money needed, repeatability and timing of the event and how it fits into your (Friends) fund-raising plan.

Not Sure What to Do for an Event?

The ideas are endless and Friends groups are not limited to holding events only on the refuge. Be creative. Here are a few examples:

- special excursions and tours of the refuge
- a festival celebrating the refuge
- programs on popular subjects with well-known speakers
- an art event/contest
- a dinner, picnic or barbecue
- an auction of art, antiques or donated merchandise, a silent auction
- a rummage or tag sale
- a sports or recreational event (e.g. road race, golf tournament)

Set a Schedule

One way to develop a schedule is to work backwards from the event, deciding what needs to be done each week and month beforehand. This should give you a good estimate of when it's feasible for your Friends group to hold the event. News releases must be prepared and sent out well in advance. Fund raising may need to start a year in advance; many businesses make decisions about donations at the beginning of their fiscal year and turn-around time for a grant can be six months or more.

Establish—and Empower—a Committee

The committee should be chaired, or co-chaired, by a strong leader who is organized, able to communicate and keep track of details, and get people excited.

Give the committee full responsibility and authority to get the job done. Set up periodic reporting times to check-in and make sure they are headed in the right direction.

Prepare a Plan

The Event Committee will need to prepare a plan that describes the “who, what, when, where, why, and how.” For the plan, consider the following.

- What is the event, where and when will it happen?
- What is the goal (what will the event accomplish)?
- Who will lead each component of the event?
- How many volunteers will you need, who will recruit, who will oversee?
- Who do you need as partners?
- Who will take care of publicity?
- What supplies are needed?
- How much will it cost and where will funds come from?
- Who will raise funds and get donated services?
- How will the event make money (e.g., sell items, silent auction)?

Once the Committee has answered these questions it should be easy to create a master schedule of activities. This schedule should include a time line to complete each step and identify who will be responsible for each step.

Post-Event Debriefing

Immediately after the event, talk with the committee about what went well, what could be done better, what not to do again, and what new activities can be added next time.

To Sum It Up

Make the event work for you. Decide how the event will help the Refuge Support Group and field station and have fun doing it! A successful event will promote the Refuge Support Group, the refuge, and conservation. You will have gained a lot of exposure, new partners and friends even if they don't make much money (if that is the goal).

NOTE

“Building Your Nest Egg—An Introduction to Raising Funds for National Wildlife Refuge Support Groups” by Beverly Heinze-Lacey is now available through the National Wildlife Refuge Association, Service Headquarters Office or National Conservation Training Center Publications Unit. This is a publication of the National Wildlife Refuge Association in collaboration with the U.S. Fish and Wildlife Service.

Special Event Tip Sheet

Advertising and Publicity

The general policy of the Department is to not use paid advertising in any publication in connection with its programs and activities, except where special legal requirements and authority exist (for example, to encourage public participation in the development of Environmental Impact Statements, Comprehensive Conservation Plans, or other formal processes.) Prior approval must be obtained by your Service Public Affairs Office and the Department's Office of Communication. (Additional information on paid advertising can be found in the Media Section of this handbook.)

So, keeping this in mind, how do you get the word out? You would be surprised to find that many businesses, organizations, radio, magazines, newspapers, and TV will donate space. Several creative examples follow.

Billboards

Local advertising companies might donate sign space. Another possibility is to convince billboard advertisers to share their space by adding a promotional banner displaying the special event name, date and location. Such banners can be tagged to the top, bottom or center of an existing billboard.

Marquees

A surprising number of businesses have changeable marquees that could be used to publicize your special event.

Event Calendars

Your local Chamber of Commerce, State Department of Tourism, and convention or visitors bureaus publish an annual calendar of events. Check with them directly to find out how to be included in any events they produce. Other groups also publish these types of calendars.

Grocery Bags

Ask a local grocery chain to print reminders about your event on their paper or plastic bags.

Milk Cartons

Sometimes locally owned dairies will provide milk carton space for promoting community events.

Movie Theater Trailers

Below are excerpts taken from an article about how San Diego National Wildlife Refuge Complex worked with their local theater chain to get movie trailers depicting the Refuge System shown in local theaters.

“San Diego refuges make the big screen . . . This year we developed a new partnership to celebrate National Wildlife Refuge Week. We worked with local movie theaters to promote the Service through on-screen advertising. Our plan was to provide high quality slides of Service activities to be used as advertising before and between movie features. We discovered that almost all of San Diego's theaters are owned by chains whose corporate offices or marketing departments are in Los Angeles. From there it was a matter of talking to marketing directors, sending letters, providing samples of slides, and waiting for a response. We produced the slides at a local film processing and graphic design house that does movie slides for another theater chain. The total cost of slides and shipping to the distributor was approximately \$250.

As a result, Pacific Theaters gave us 72 screens at 10 of their San Diego County theaters and ran six of our slides in rotation, about three times before every movie, for three weeks –worth about \$6,500 in advertising. They aired these slides as public service announcements during Refuge Week, at no charge.”

Publicity

Poor attendance will undermine even the best organized event. Work with your Regional Public Affairs Office to ensure the event is well publicized in a timely manner.

Approximately two weeks before the event, draft a news release, media alert, and public service announcements detailing the event and describing the planned activities.

Provide brief event announcements to groups that publish a calendar of events.

Sending a 30 second public service announcement to radio and television stations may reach listeners who would otherwise not learn of the event. (See Media Section of this handbook for additional information on publicity.)

Task Checklist for Special Events

This checklist was created by folks who have experience putting on special events.

Just so you don't forget anything...

Pre-event

- Designate an event coordinator
- Meet with staff and partners, and form committees
- Check on local event schedules
- Consult Public Affairs about upcoming FWS events
- Select an event date and place (include rain day alternatives)
- Secure permits (fire, building, assembly, police, health and sanitation, etc.) where needed
- Advise Public Affairs and local information centers of event date
- Confirm availability of VIP speakers
- Issue confirmation letters through Public Affairs to VIP speakers
- Arrange VIP lodging
- Arrange VIP transportation

Event Funding

- Outline FWS event expenditures
- Establish budget
- Designate support group to handle donations and non-FWS funding

Invitations

- Develop guest mailing list
- Coordinate development, design, and production of invitation with Regional Office Publications Coordinator
- Distribute invitations to local dignitaries and the public

Program

- Develop program for event which may include:
 - Formal ceremony
 - Activities
 - Exhibits
 - Guided walks
 - Tours
 - Demonstrations
 - Entertainment
 - Refreshments
 - Ribbon cutting
 - Sign unveiling
 - Ground breaking
 - Presentation plaque or certificate
- Prepare talking points or draft speeches
- Select color guard and vocalists
- Arrange interpreter for visitors who are deaf or hard of hearing
- Design and produce program brochure and select staff to distribute
- Reserve needed exhibits and arrange to have them staffed on day of event
- Plan activities, walks, tours or demonstrations, and assign staff. Do a rehearsal, if needed
- Select cover to unveil sign
- Obtain ribbon and shears for ribbon-cutting
- For ground breaking, paint shovel gold and loosen soil so it will turn easily
- Design and procure plaques or certificates
- Determine entertainment needs (staging, electric, tables, etc.)
- Select refreshments and determine needs (tables, skirting, plates, cups, etc.)

Publicity

- Prepare media alert, press release, advance stories, public service announcements, flyers, and pitch feature stories to publicize event
- Contact media to cover story on the day of the event
- Select photo opportunity spot
- Prepare press packages
- Designate table and staff to greet and register news media
- Designate FWS event photographer and videographer

Grounds and Event Setup

- Select level area, mow and trim for placement of tents; tents should be situated so sun is not in speakers' eyes
- Contract for tents
- Podium with FWS emblem
- Sound system with backup equipment, contract for technician (your event will be ruined if people can't hear)
- Flags - display according to flag code
- Arrange for stage, including skirts, shrubs, flowers, steps, etc.
- Make arrangements for FWS banners
- Arrange for water and glasses for speakers
- Chairs (use labels to designate speaker's chairs and other reserved seating)
- Restroom or portable toilet service accessible to all participants
- Lights
- If no electricity, you will need a generator
- Trash receptacles

Support Services

- Prepare directional signs, assign staff to post
- Notify local EMT's, police, and fire departments
- First aid kits
- Notify FWS law enforcement officer
- Locate portable radios (make sure they are on same frequency)
- Arrange for shuttle transportation (busses, vans, etc.)
- Designate staff to direct traffic, park cars, and to shuttle or guide visitors
- Designate parking, seating and other areas to ensure access for guests with disabilities

Post-event Details

- Cleanup crew (break down stage, chairs, tables, exhibits)
- Return borrowed equipment
- Dispose of trash
- Remove portable toilets
- Media follow-up—provide photos, if needed
- Thank you letters
- Critique event

Region 1 Special Event Example

Spring Wings Bird Festival

Stillwater National Wildlife Refuge, Nevada

Event Coordinator
Janet Schmidt

Phone Number
775/428 6452

Event Location
Fallon Convention Center,
Fallon, Nevada

Date of Event
Mid-May

Time of Event
Friday noon to Sunday afternoon

Brief Description of Event

This annual celebration of the spring bird migration through Nevada's Lahontan Valley, a globally important bird area, includes tours, seminars, live demonstrations, a nature-related art and trade show, a banquet with keynote speaker, workshops, and activities and tours for kids.

Event Objectives

- Increase awareness of the importance of Lahontan Valley wetlands to migratory birds
- Enhance community support for wetlands conservation
- Promote the refuge as integral part of the community and an important contributor to the local economy
- Environmental education

Participation

The event attracts 600 - 1,000 visitors.

A How-to for this Event

All festivals and special events are going to have a different focus, and a different "hook", something to pull people in. The key is to determine the hook for your particular event and market that concept. For Spring Wings, the hook we use is the sheer numbers of the species we have, not the species themselves. For instance, the American white pelican is an ubiquitous bird, but Anaho Island NWR, part of the Stillwater NWR Complex, is the location of one of the largest breeding colonies in North America—that makes it a spectacle. Our other featured species are similar in concept: long-billed dowitcher, American avocet, black-necked stilt, and white-faced ibis. But the focus is on the potential for folks to see many, many of these at one time (and the reason this area is a designated Western Hemispheric

Shorebird Reserve Network site). A secondary hook for our festival is a celebrity keynote speaker. We are in a rural area but are close in proximity to the larger metropolitan area of Reno. We market in the California Central Valley as well. A celebrity speaker is defined as someone with national presence. We have used Gary Burghoff ("Radar" of M.A.S.H. fame); Evan Hirshe from the National Audubon Society; John Acorn, "The Nature Nut" from Animal Planet; and in the year our event will be a Centennial event our speakers will be Don and Lillian Stokes. Be aware that for some celebrities you need to start two years in advance asking for their participation, so for some Centennial events and some speakers, it's already too late—but it is always worth asking.

We have used a celebrity strategy to draw in those folks who are interested, but need something they can identify with—a name they have heard before—to really ensure their participation. This has worked well for us, but for events with a much smaller budget, it could be cost prohibitive. Speakers well-known in the local area also succeed in bringing people to your event and many of them will decline an honorarium, making them the perfect solution for your budgetary woes.

Now that you have decided your hook, you need to organize a timeline. This is crucial to the event. Many events are accomplished with a much more concentrated timeline; the one that follows is simply a general idea—a list of things to think about. Tailor these concepts to fit your particular project.

Twenty-four Months Before Event

- Develop VIP Policy (honorarium amount, transportation, lodging—what will you provide)
- Contact celebrity speaker (VIP)

Twelve Months Before Event

- Decide date and location of event
- Develop policies for speakers and exhibitors
- What will event provide—lodging, transportation (speakers)
- Decide how many speakers are needed
- Electricity, booth size, how many available spaces (exhibitors)
- Design booth registration forms
- Begin inviting speakers for seminars/workshops
- Decide on tours and capacity for each tour
- Decide on what novelties to sell—tee shirts, hats, etc.
- Develop a sponsor packet to hand out to prospective sponsors
- Include mission statement and goals, economic impacts

Nine Months Before Event

- Develop an advertising plan
- Decide what media to contact, gather contact information
- Request speaker biographies for media/brochure inclusion
- Begin exhibitor registration
- Begin developing registration form (find examples from other events)

Six Months Before Event

- Devise transportation plan—what vehicles? Carpool? Bus rental?
- Confirm tour leaders
- If national advertising is in your plan, begin contacts

Four Months Before Event

- Start volunteer search (local newspaper articles)
- Begin developing volunteer schedule
- Arrange VIP transportation

One Month Before Event

- Insurance—do you need it for your event if not on refuge?
- Develop evaluation forms for volunteers and for festival attendees

- Verify speaker/VIP arrangements
- Develop signage
- Confirm with tour leaders
- Local media blitz

One Week Before Event

- Volunteer orientation
- Dry runs of some tours
- Signage blitz

Tips from the Refuge Staff

Immediately afterwards, evaluate the event. Decide what worked and what could be improved. Request next year's participation for speakers, tour leaders, and exhibitors that worked this year. You can't start anything too early—if you can get something done right away—DO IT!! Time runs out quickly.

Media (Print and Broadcast) and Promotion

- Announcements in several national birding magazines
- News release to newspapers, television, and radio within a 100-mile radius
- Event website: www.springwings.org
- Mailing list to over 1,700 people nationwide

Partner Involvement

Partners include the Fish and Wildlife Service, Bureau of Land Management, Bureau of Reclamation, State of Nevada, City of Fallon, Churchill County, and Lahontan Audubon Society. Spring Wings is a nonprofit corporation made up of volunteers from neighboring communities.

Budget

\$10,000 cash, \$10,000 in-kind donations. Budget needs vary with each festival, but the goal is to provide the community with a source of funds for environmental education grants and projects. This goal has not yet been met because the costs of the festival go up as it grows.

Funding Sources

Grants, business and agency sponsorships, registrations and tour fees

Region 2 Special Event Example

National Wildlife Refuge Week

Buenos Aires National Wildlife Refuge, Arizona

Event Coordinator
Bonnie Swarbrick

Phone Number
520/823 4251

Event Location
Buenos Aires National Wildlife
Refuge, Sasabe, AZ

Date of Event
Second or third Saturday in October
during National Wildlife Refuge
Week

Time of Event
8:00 am to 4:00 pm

Brief Description of Event

Beginning in 1999, the Refuge has dedicated this day in honor of Chris Clarke, a staunch supporter of Buenos Aires NWR who passed away that year. The focus of the event that year was planting native trees at the Refuge riparian area at Arivaca Cienega. Activities included tree planting by local citizens, tributes by family members of Chris Clarke, a keynote speech, and live hawks and owls with interpretation.

Additional Event Activities

The event continues to be designated as Chris Clarke Day, and the following activities are included. The art display, reptiles, and invertebrates are housed at the nearby visitor center. Other events are outdoors in a cottonwood riparian setting.

- Guided bird and plant walks
- Free-flying hawk and owl demonstration
- Live reptiles and invertebrates
- Wildlife art display by Ray Harm, nationally known artist and Buenos Aires supporter
- Words of tribute: Dedication of the day
- Native American storytelling
- Keynote speech: Arivaca Cienega Geology and Wildlife: Prehistoric to Present

Event Objectives

- Increase rapport between refuge and community
- Benefit the ecosystem by planting native riparian trees
- Educate the public about riparian habitat and wildlife

Participation

More than 200 local citizens from the small town attended the tree planting. This event has potential for good attendance from Tucson, an hour's drive away. However, despite intensive publicity efforts, media coverage has been inadequate and attendance from Tucson has been low. Those who participated highly commended the events.

A How-to for this Event

Three Months Ahead

- Brainstorm new ideas
- Evaluate previous event to consider what works and what doesn't
- Invite and schedule speakers, live animal presenters, walk leaders, refreshment suppliers

One Month Ahead

- Finalize details and confirm with presenters
- Arrange publicity
- Prepare outdoor signs
- Arrange payment for presenters

Week of Event

- Set up signs and seating outdoors, and tables, animal room and art show indoor

After the Event

- Evaluate the event
- Thank and pay presenters

Tips from the Refuge Staff

- Publicize and advertise! Follow up requests to the media with phone calls and e-mail.
- Recruit help from volunteers and staff. Public events take a lot of work.
- Provide interesting and varied events. Live animals are appealing and attract people of all ages.
- A beautiful outdoor setting attracts attendees and leaves a lasting impression.

Media (Print and Broadcast)

Publicity is the key to a successful event, particularly if the refuge is a distance from urban areas. Local newspapers can feature articles, ads, or calendar listings. Submit

photographs with press releases to attract interest. Follow up with phone calls and e-mail. Post flyers in local areas and at the refuge. Contact schools. Check with radio stations for free public service announcements.

Partner Involvement

Refreshments are provided by the Friends of Buenos Aires National Wildlife Refuge and local citizens. Volunteers assist with setup of signs, tables, and seating.

Budget

The Refuge spends around \$600 per annual event on fees for speakers, walk leaders, and animal presenters, and about \$100 to make signs.

Region 3 Special Event Example

Waterfowl Expo

Detroit Lakes Waterfowl Management District, Minnesota

Event Coordinator
Rick Julian (now at Rydell NWR)

Phone Number
218/847 1381

Event Location
Detroit Lakes WMD,
Detroit Lakes, MN

Date of Event
Late August

Time of Event
10:00 am to 3:00 pm

Brief Description of Event

The Expo consists of indoor and outdoor stations with a waterfowl theme, such as duck identification, goose calling, dog work, range estimation, etc.

All stations are open during the event, most are staffed, and cater to both children and adults, waterfowl hunters and non-hunters. The event is held just before waterfowl hunting seasons.

Event Objectives

- Provide fun, educational family waterfowl event on Service site
- Promote proper waterfowl identification and ethical hunting behavior
- Promote informal interaction between Service staff and community members

Participation

Participation depends on location and weather—expect 75-150 people if held at a rural Wetland Management District. Commercially sponsored events in major cities may draw more than 5,000 people.

A How-to for this Event

Set up a series of tables indoors and outdoors, each for a different activity.

Indoor Activities

Station 1

Blue goose tattoos and face painting for children

Station 2

Waterfowl hunting seminars by local experts, if available

Station 3

Refuge or station display

Station 4

Firearms safety display, shotgun patterning display

Outdoor Activities

Station 1

Range estimation contest (a bit of work to set up, but worth the effort – a great one for families). Suspend mounted ducks/geese or decoys from large tethered balloons at different yardages around the grounds (e.g. 15, 30, 50, 65 yards). Also set some near or on the ground at different distances. Set about 6-8 of these stations. List the stations on slips of paper. Participants write their guesses of the distance to each station on the slips of paper. After guesses have been written, give the correct answers. You may need an electronic range finder to determine distances of “flying” critters as the breeze will move them in an out quite a bit. That’s part of the challenge!

Station 2

Duck call demonstration and sample table. Have experts demonstrate different calling techniques, then let participants try their hand at it.

Station 3

Waterfowl identification uses about 12 mounted “ducks on a stick”. Ask people to guess the species and gender.

Station 4

Decoy placement demonstration. Spread decoys out on lawn or adjacent field to show different patterns of placement and decoy types.

Station 5

Retriever demonstrations—another family favorite. Invite a local dog trainer to give demonstrations on training and retrieving, using a nearby field or wetland.

Station 6

Chuckwagon or other food service sponsored by local nonprofit group

Tips from the Waterfowl Management District Staff

This is a great interactive family event which is fun and educational for all ages. With all the activities, people can spend a few hours on the station interacting with staff and volunteers. Cost is minimal; most services and materials are donated. Admission for public should be free or minimal. Even small refuges or Water Management Districts can host this type of event if members of a local Game & Fish Club help staff the stations.

Media (Print and Broadcast)

Promote the event to local print and broadcast media in advance. The Expo lends itself to live radio and TV broadcasts because many of the activities are interactive and involve kids, families, dogs and good, clean fun.

Partner Involvement

This setting opens up more possibilities.

- Offer door prizes donated by local sporting goods stores or bait shops.
- Invite a local game farm to bring some live birds (just for atmosphere).
- Invite a local hardware store or Scout group to sponsor duck box or bird house construction.
- Ask local Rod or Gun club demonstrate shooting and gun safety.
- Have cooking demonstrations.

Budget

Materials/Staff Needed

- Mounted ducks (Ducks on a Stick)
- Waterfowl decoys
- Duck calls
- Rangefinder
- Large helium balloons
- Dogs and handler
- Refreshments/lunch provided by local 4-H Club or Friends Group
- Tattoos/face paints
- Local waterfowl experts

Nearly all materials are either borrowed or donated. Our costs, which run about \$150 - 350, cover large helium balloons and helium, face paints, possible table rental, canopies, etc.

Other Funding Sources

Local Friends group or Chamber of Commerce will often help underwrite this type of activity.

Region 4 Special Event Example

Wheeler Wildlife Celebration

Wheeler National Wildlife Refuge, Alabama

Event Coordinator
Kathy Whaley,
Supervisory Park Ranger

Phone Number
256/350 6639

Event Location
Wheeler National Wildlife Refuge
Visitor Center

Date of Event
November 30 - December 2, 2001

Time of Event
Student Day November 30th, special
programs and tours for students

General public days
9:00 am to 5:00 pm December 1-2

Brief Description of Event

This three day celebration will offer special programs to focus on the upcoming 100th anniversary of the National Wildlife Refuge System and the "Big 6" (hunting, fishing, wildlife observation, wildlife photography, interpretation, and environmental education).

The following programs will be offered:

- Guided wetland/waterfowl tours of the White Springs Unit for local high school biology classes and for the public
- Multifaceted hunting and fishing workshops
- Wildlife art display
- Wildlife photography workshop given by a professional wildlife photographer
- Bird identification programs, including field trips
- Live birds of prey programs including a flighted bald eagle
- Snake programs
- Bird mist netting and banding
- guided hikes
- Hands-on nature programs for children
- Refuges 2003 presentation
- Poster board session showing endangered species management on Wheeler's four satellite refuges
- Duck banding demonstration

In addition, a blue goose mascot will be on location Saturday and Sunday as the symbol of the National Wildlife Refuge System.

Additional Event Activities

- Tours of White Springs Unit led by refuge staff for students (Friday) and the general public
- Hunting workshop to include presenters on archery hunting,

flintlock hunting, game laws, tree stand safety, and hunter techniques

- Fishing workshop to include presenters on fishing techniques, pond stocking, a large tank displaying live specimens, catch and release fishing at the pond for children; shocking boat on display with interpreter
- Wildlife art display and Junior Duck Stamp artwork from 2001 contest
- Wildlife photography workshop
- Waterfowl and bird identification programs and field trips
- Guided refuge tours

Event Objectives

To bring attention to the National Wildlife Refuge System by focusing on the "Big 6", the importance of wetlands, wildlife, and habitat preservation

Participation

2,500-3,000 total participants

A How-to for this Event

June

- Brainstorm for any final ideas, make committee assignments

July

- Make sure all partners and funding are secured

September

- Order all giveaways and other special needs (banners, tents, etc.)

October

- Confirm all speakers and other presenters

November 1

- Have all supplies and needs on hand, secure any "gaps"

Tips from the Refuge Staff

- Build on the community's memory of similar events.
- Have enough assistance to do the event successfully, don't try to do too much.
- Offer activities that are tied directly to the event goal and purpose.
- Aim for quality, not quantity.
- Have a Plan B.
- Be ready for anything that may happen.

Media (Print and Broadcast)*Print*

Decatur Daily
Huntsville Times
Athens News Courier
Hartselle Enquirer
Birmingham News

Broadcast

(Local TV stations in Huntsville)
WHNT Channel 19
WAAY Channel 31
WAFB Channel 48

Partner Involvement

Wheeler Wildlife Refuge Association, Tennessee Valley Authority, Flint Creek Watershed Project, Alabama Division of Wildlife and Freshwater Fisheries, Tennessee Valley Audubon Society, Morgan County Master Gardeners, Morgan County 4-H Wildlife Club

Budget

\$10,000 (high quality fliers, rental of extra large exhibit tent, pay for busses for local schools, rental vans for refuge tours, supplies, travel for special presenters)

Funding Sources

May be able to secure partial funding from some of the partners

Region 5 Special Event Example

500th NWR

Canaan Valley National Wildlife Refuge, West Virginia

Event Coordinator
Janet Marvin

Phone Number
814/789 3585

Event Location
Canaan Valley National Wildlife
Refuge, Davis, WV

Date of Event
October 22, 1994

Time of Event
11:00 am to 3:00 pm

Brief Description of Event

On August 11, 1994 the U.S. Fish and Wildlife Service purchased land establishing Canaan Valley as the 500th refuge in the National Wildlife Refuge System. This dedication ceremony for America's 500th National Wildlife Refuge included a formal dedication ceremony, exhibits, and music by the Chestnut Ridge Blue Grass band. Refreshments were served and guests received a commemorative card.

Additional Event Activities

- Scenic chairlift for aerial observation of refuge
- Ground tour of refuge
- Book signing by John Hollingsworth: "Seasons of the Wild—Journey Through Our National Wildlife Refuges" (Book includes a vista of Canaan Valley)
- Singing by Senator Robert C. Byrd

Event Objectives

- Focus on milestone—the 500th National Wildlife Refuge—to promote the importance of the Refuge System to the natural resources of our nation
- Increase awareness that managing land within Canaan Valley as a refuge will maintain ecological diversity of the Valley
- Promote the Refuge to area residents who trace ancestral roots to families that settled in the Valley more than 100 years ago, and to the many seasonal residents that vacation in the Valley

Participation

More than 450 guests

A How-to for this Event

May

- Designate event coordinator
- Site visit
- Check local event schedules

June

- Plan event
- Prepare budget
- Assemble distribution list for invitations
- Invite speakers
- Meet with funding partners

July

- Nail down details about event

August

- Complete all details and confirm speakers
- Contract or schedule event setup needs
- Prepare publicity
- Prepare program
- Confirm support services needs

September

- Site visit
- Select photo opportunity spot
- Meet with contractors on site
- Mail invitations

October

- R5 Strike Team arrives for setup and tear down
- Send thank you letters
- Critique event

Tips from the Refuge Staff

- Start event planning early.
- Keep good records during all phases, from planning to the event.
- A good event requires attention to details.
- Meet early with funding partners.
- Meet on-site with contractors so adjustments can be made, if needed.
- Don't forget to return borrowed items.
- Be sure to thank everyone who had a part in making the event a success.

Media (Print and Broadcast)*Print*

Charlestown Gazette
The Inter-Mountain, Elkins
The Parsons Advocate, Parsons
The Dominion Post, Morgantown

Broadcast

WVPW, Buckhannon
WVWC, Buckhannon
WFBY, Clarksburg
WCHS-TV, Charleston
WOWK-TV, Charleston
WSAZ-TV, Charleston

Community word-of-mouth

Partner Involvement

Guest Services, Inc., Mountain State Expo, The Conservation Fund, National Fish and Wildlife Foundation, National Wildlife Refuge Association, John and Karen Hollingsworth, and G. Dewey Rice, Jr., President, Tucker County Commission

Budget

Total budget for event was \$7,750; approximately \$2,250 was funded from the refuge budget

Funding Sources

Approximately \$5,000 was funded by partners: Guest Services, Inc., The Conservation Fund, National Fish and Wildlife Foundation and National Refuge Association

Region 5 Special Event Example

Public Official Day

John Heinz National Wildlife Refuge at Tinicum, Pennsylvania

Event Coordinator
Gina Blyther Gilliam

Phone Number
610/521 0662 or 215/365 3118

Event Location
John Heinz National Wildlife
Refuge at Tinicum, Philadelphia, PA

Date of Event
The last Friday in September

Time of Event
10:00 am to 12:00 pm

Brief Description of Event

Since 1999, the Refuge has hosted this event which includes presentations by staff, volunteers and Friends group members, video or slide show, tour of the Cusano Environmental Education Center and a van tour of the Refuge. The event is timed to take advantage of migration and the open calendars of public officials. During this time of the year, public officials are fresh from summer recess and have not begun active campaigning if they are running for office.

Additional Event Activities

Public officials enjoy observing students and teachers using the Refuge as an outdoor classroom. Make sure school groups are scheduled to visit the Refuge on Public Official Day.

Event Objectives

- Promote the Refuge and strengthen the partnership between the Refuge and local, state and federal public officials
- Increase public officials' awareness of the mission of the Refuge, and the Refuge's connection to their constituents
- Enhance Refuge outreach efforts by exposing new audiences (public officials and their constituents) to the Refuge

Participation

More than half of the public officials invited usually participate in this event.

A How-to For this Event

July

- Call the offices of all local, state and Federal public officials that represent the district your field station is located.
- Confirm the spelling of each public official's name, address and telephone/fax number.

- Request the name of the scheduling secretary.
- Find out when important regular council and township meetings are held to avoid scheduling conflicts.
- Confirm the availability of others who will be involved (Friends group, FWS staff, volunteers, etc.) in the event.

August

- Send a media advisory to alert media that this event will be taking place next month.
- Mail letters of invitation to the public officials. Remember to invite candidates of all parties who are running for office.
- The letter should include a little information about your field station and any strong partnerships with the local community. Emphasize that after the event, public officials will be able to better serve constituents by informing them about the great natural resource located in their own backyards.
- The letter should include a RSVP deadline that is a week before the event. Include an agenda with the letter and cc the scheduling secretary.

September

- If a public official cannot attend, request that a representative be selected to attend the event.
- If responses are not received by the RSVP date, fax the letter and agenda to the scheduling secretaries. Follow up with a phone call.

Three Days Before Event

- Confirm the attendance of public officials—don't be surprised if you're asked to send the letter and agenda again!

Two Days Before Event

- Compile packets of information (use one of the FWS folders) for each public official. Include brochures, newsletters, recent newspaper articles and FWS items (pencils, bookmarks and coloring books).

Day Before Event

- Make additional copies of the agenda.
- Type up a sign-in sheet.
- Purchase donuts, fruit, bagels, cream cheese, tea, coffee, orange and apple juice.

Day of Event

- Introduce Friends group members and volunteers to each public official. Make sure they make a connection. This can be very beneficial in the long run!
- Start and—more importantly—end on time!

Two Days After Event

- Send thank you letters to everyone who attended the event. In the letter, request that they spread the word about the programs and opportunities at your refuge.
- Debrief with refuge staff, volunteers and Friends group. Brainstorm ways to improve next year's event.

Tips From the Refuge Staff

- Visit or call each public official at least once during the year. When visiting, take brochures and request that they be displayed in the office and distributed to constituents. Offer to give a slide or video presentation during a community workshop.
- Involve your Friends group and volunteers as much as possible.
- Public Officials have very tight schedules. It is very important

that you end on time. Usually, the public officials like to chat with each other before the start of the event. Remember that the event gives them the opportunity to connect with counterparts and other representatives from different areas.

- Your Refuge Manager should give a five-minute welcome at the beginning of the event.
- Recruit a volunteer to photograph or videotape the event.

Media (Print and Broadcast)

- Make follow-up phone calls to media before the event.
- Focus on the community/constituent benefits of the event. The media is not always interested in covering events attended by public officials.
- Send press releases to newspapers with a photo from the event.
- Ask public officials to provide names of media contacts to get expanded coverage.
- Request that the public officials include information about the refuge and their participation in the event in their constituents' newsletter.

Partner Involvement

The Refuge has a dedicated Friends and volunteer group. It is very important to keep them involved.

Budget

Plan to spend approximately \$150-200 for items such as name tags, magic markers, cotton table cloths, paper products. FWS funds cannot be used for food for this event. Refreshments cost about \$3-\$5 per public official. The Friends Group or volunteers may be able to help by donating money or food for the event.

Region 6 Special Event Example

International Migratory Bird Day Banner Project

Bear River Migratory Bird Refuge, Utah

Event Coordinators

Ann Bull: logistical, scheduling, resource, and implementation coordinator

Karen Lindsey: presentations and implementation

Vicki Roy: presentations and implementation

Phone Number

435/723 5887

Event Location

Brigham City, UT

Date of Event

Week of International Migratory Bird Day

Time of Event

Week-long celebration of International Migratory Bird Day

Banner Vendor for this Event

Goodson Banner, Salt Lake City, Utah 801 / 544 2374

Brief Description of Event

Since 1993, elementary grade students in the local school districts have submitted drawings of migratory songbirds, shorebirds, or waterbirds to decorate banners for International Migratory Bird Day. Eighty-four selections are randomly chosen from the entries. The young artists attend a party at the Refuge to draw a larger version of their drawing to insert into the clear sleeves of the banners. These double-sided, vinyl banners are hung on the 42 lamp posts along Main Street in Brigham City, Utah for International Migratory Bird Day.

Event Objectives

- Increase awareness of local bird resources and their value to the community
- Create interest and enthusiasm about birds in the community, especially among young people
- Encourage community cohesion, pride, and celebration
- Increase awareness of the status and needs of birds
- Create economic incentives for businesses to support bird conservation
- Promote the Refuge as an integral part of the community
- The point of the project is to teach the students and the community about birds, not to run a typical coloring contest

Participation

Two hundred to 1,000 school children participate in this event, depending on the enthusiasm of the art teachers at the schools

A How-to for this Event

January

- Order supplies
- Initiate fund-raising and/or requesting donations
- Send announcements to local paper(s)
- Make entry forms; print contest rules on the back

February and March

- Make presentations to schools and community groups
- Distribute entry forms to students through teachers

April

- Accept entries
- Make arrangements for the drawing party in early May

Early May

- Refuge staff randomly selects drawings
- Notify artists by postcard through the mail. Each person chosen must call the Refuge to confirm that they will attend the drawing party. If they do not call, another person is given the opportunity to participate.

May

- Host drawing party at the Refuge
- During the week of International Migratory Bird Day, the banners are hung by the City and stay up for about two to three weeks.
- After the banners are taken down, the children retrieve them at the refuge. Most of the kids want them back to hang at home.

Tips from the Refuge Staff

About Approaching and Working with the City and Local Businesses

- Find out if your city will cooperate with your project. Then figure out the type and size of poles the banners will be hung on, and order the banners (Information on banners is at the end of this write-up).
- One of the major goals was to make this a community-sponsored activity. Involve different groups and local businesses by working with them for donations.
- Shopping malls can sometimes hang banners.
- Local businesses can also use the banners and/or drawings in their store fronts.

About Approaching and Working with the Schools

- Attend a school principal's coordination meeting early in the year to get the word out to the schools about this project. Remember that teachers also have very limited time and specific curriculums they must teach. Try to make your project as adaptable to their needs and curriculum as possible.
- You may want to restrict the project to specific grades or schools, or to focus on different groups of birds each year.
- Put enough time, energy, and practice into the presentation to make it age-appropriate, entertaining, and educational.

About the Contest and Making the Selections

- Contest rules are printed on the back of the entry form. All drawing must be done freehand—no projectors, overheads, parents, etc.
- Limit the choice of birds so students must pick some of the less common birds.
- Choose a representative group of artists based on the number of entries from each grade and school.
- Save a few spaces for kids with special abilities and remember to encourage their teachers and parents to have them enter.

About the Banners, the Drawing Materials, and the Drawing Party

- Use high-quality materials and production on this project. Shabby looking banners do not lend credibility to your message.
- Permanent, non-washable markers are a must! The banners are exposed to the elements. These can be difficult to find but can be ordered in sets from school supply catalogs. Because of the heavy use, have plenty of extras.
- Have lots of permanent brown markers, a critical color for drawing birds.
- Have plenty of pencils, erasers, and pencil sharpeners for the kids to sketch their designs before coloring them.
- Allow an extra week before hanging banners to make sure they are in good repair.

- Use the drawing party as an opportunity for some fun activities and education for the artist's parents and siblings. Remember to include refreshments, decorations, and entertainment.
- During the party, walk around and encourage the kids to "make it big" and "use lots of color".

Some Notes About the School Presentations

- Use a lot of good quality bird pictures in your slide program.
- The theme of the school presentation is "How are birds different?" Ask the kids to look at beaks and feet to figure out where the bird lives and what it eats. Talk about habitat needs, migration, and threats to birds.
- Bring along a box of field guides and use slides of birds to teach them how to identify birds using the field guides.
- Ask the kids to decide if they think birds are important. Tell them that learning about birds and what birds need to survive is the most important thing they can do to help them.
- The second most important thing is to teach other people about birds and to tell them that you think they are important.
- The final point of the talk is to pitch the banner project as a way for kids to help teach the whole community about birds by hanging banners on the main street for IMBD.

Some Other Great Ideas

- Make a long banner to hang across the main street. Invite the public to come and draw a bird on the banner. Also a great way to involve the kids who did not get picked and younger children.
- Each participant gets an IMBD tee shirt. The shirts can be obtained through your refuge support group, cooperative association, and/or donations.
- Draw names from each age group and hand out Field Guides.
- Hold a random drawing to distribute items donated by local businesses.

Sample Schedule

March 1 - 31

Schedule slide talks with schools

March 21 - April 22

Distribute entry forms; give slide programs to schools

April 22

Entry forms due

April 25

Select and notify winners

May 6

Banner Day party (kids paint banners)

May 12

Banners hung by Brigham City staff

May 13

International Migratory Bird Day

Media (Print and Broadcast)

- Articles in the local paper recognize donations from various businesses before banners are hung
- Reminders about the entry deadline are also posted in the local paper

Partner Involvement

Local businesses are asked for donations. This has been a great way to involve the community.

Budget

The Refuge sets aside \$500 (or more) for this event.

Region 6 Special Event Example

Eagle Day

Sand Lake National Wildlife Refuge, South Dakota

Event Coordinator
Beth Ullenberg

Phone Number
605 /885 6320

Event Location
Sand Lake National Wildlife Refuge,
Columbia, SD

Date of Event
Last Sunday of March

Time of Event
12:00 pm to 5 pm

Brief Description of Event

Since 1990, the Refuge has hosted this event which includes live presentations about eagles and other raptors, guided tours of the Refuge on rented buses, and outdoor displays and activities for visitors of all ages, especially young ones. This event is timed to take advantage of the peak migration of snow geese and bald eagles through this area.

Additional Event Activities

- Poster contest for kids in grades 1-3
- Make your own bookmark
- Build your own birdhouse
- Bird banding demonstration
- Info about birdhouses and bird feeders
- Live birds of prey available for close-up views

Event Objectives

- Increase awareness of migratory birds and their needs
- Create interest and enthusiasm about birds in the community, especially among young people
- Promote the Refuge as an integral part of the community.

Participation

An average of 800–1,200 visitors, depending on the weather

A How-to for this Event

November

- Brainstorm for new ideas
- Evaluate previous event to consider what works and what doesn't
- Invite and schedule speakers

January and February

- Nail down details about the event

March

- Complete all details and speaker confirmations

Last Sunday in March

- Eagle Day at Sand Lake NWR

April

- Evaluate the event during a wrap-up meeting
- Organize and return the posters to the participating schools

Tips from the Refuge Staff

- Build on the community's memory—schedule your event on a specific day year after year.
- Only do what you can handle; have enough staff and volunteers to work the event.
- Quality counts—offer only good activities rather than a lot of unfocused activities.
- People with whom you already have working relationships are more likely to donate their time and services for these types of events.

Media (Print and Broadcast)

- Community word-of-mouth; this event celebrated its 10th year in 2000.
- The Aberdeen, South Dakota, Convention and Visitors Bureau provides a lot of general advertising for the Refuge. The Bureau also provides informational flyers about the Eagle Day event for posting in the local communities.
- The Refuge sends out news releases and brochures about Eagle Day.

Partner Involvement

The Refuge has a dedicated corps of volunteers to work all aspects of this event.

Budget

The Refuge sets aside \$1,400 for this event to cover bus rental, gas money for speakers, and any additional costs.

Other Funding Sources

The money from a donation box at the Refuge is used to help fund this event; a special fund is set up at the Regional Office to retain this money until needed.

Region 7 Special Event Example

National Wildlife Refuge Celebration

Arctic, Kanuti & Yukon Flats National Wildlife Refuges, Alaska

Event Coordinator
Tom Edgerton

Phone Number
907/456 0250

Event Location
Bentley Mall, Fairbanks, Alaska

Date of Event
The weekend following National
Wildlife Refuge Week

Time of Event
Saturday 10:00 am to 7:00 pm
Sunday 11:00 am to 6:00 pm

Theme of Event
Wildlife First or
NWRs: For Wildlife, Habitat and
People

Brief Description of Event

Annually since 1996, Service employees have invited Fairbanks residents to this family-oriented event celebrating National Wildlife Refuge Week. People of all ages learn about wildlife/habitats, their local refuges and the Refuge System through a wide variety of activities. Each year, more than 30 Service employees (most from Refuges, but also from Fisheries and Ecological Services) and 20 volunteers (artists, bird handlers and employee relatives) help with this event at the largest mall in Fairbanks.

Activities Held at the Event

These change a bit year to year.

- **Arts/Crafts:** students make wildlife “stained-glass window” art or create a refuge using various materials
- **Magic Shows:** twice a day, a local magician performs, incorporating messages about refuges and the Refuge System into everything he does
- **Demonstrations:** employees show field gear and equipment and talk about their work, e.g. telemetry, plant identification, bird banding, fish tagging
- **Tattoos:** staff apply washable blue goose tattoos to people and tell them what the symbol means
- **Computers:** people solve interactive puzzles of refuge scenes, do a wildlife census, and locate refuges on map of Alaska
- **Live Birds:** bird handlers show/tell people about live falcons and ravens
- **Junior Duck Stamp Contest:** local artists and staff help students create art to enter in the contest
- **Volunteer Drawing:** people enter to win a chance to volunteer at a refuge
- **Baked Alaska Critters Contest:** local bakers make something that looks like a fish or wildlife

species; the creations are judged, displayed and auctioned; proceeds go to a local charity

- **Wildlife/Wildlands Photography Contest:** the Service sponsors this community-wide contest; entries are judged and winners are displayed on portable exhibits at the mall
- **The King Fisher:** people try their hand at this realistic fishing simulator
- **FWS Booth:** employees provide information and assistance to visitors. Staff give away posters, brochures, balloons, and other free items.
- **Face Painting:** staff paint people’s faces to look like wildlife species
- **Treasure Hunt:** students participate in an Information Treasure Hunt to earn a Junior Refuge Manager badge from a Teddy Roosevelt stand-in
- **Video:** people watch the 11-minute Refuge System video
- **Employee Interaction:** staff roam through the crowds, helping people; some use wildlife hand puppets to engage children and families

Event Objectives

- More effectively reach a higher percentage of those who know little or nothing about the Service, the Refuge System and their local refuges
- Convey messages about the Service, the Refuge System and local refuges
- Involve employees from all programs in outreach, energizing and uniting them to better understand and work for the Refuge System mission
- Promote Service employees as an integral part of the Fairbanks community

- Make use of a community gathering (shoppers at a mall) to do outreach
- Offer activities that are fun and convenient for people to participate in
- Touch people positively with upbeat activities and enthusiastic staff

Participation

The event draws between 3,500 and 6,000 people annually, including many repeats from previous years. Portions of the event are broadcast live on local radio stations, reaching many thousands more.

Tips on Planning and Conducting the Event

This is a very labor intensive but worthwhile educational and public relations event. It requires a high degree of management and employee commitment.

Before the Event

- Book the space with the mall manager as soon as possible!
- Begin weekly planning meetings no later than early August. The event takes several weeks of full-time work by the coordinator and many days by other staff.
- Make sure one staff person is responsible for preparing each activity.
- Invite staff from the Regional Office and other refuges to help.
- Have staff sign up for two-hour blocks of time.
- Plan for giveaway items to thank partners, award contest winners, and provide to radio stations to use as promotional items.
- Produce activity signs on a computer and mount them on foam-core board for a professional appearance.
- Hold a pizza luncheon the week before the event to brief employees and show them how to staff the activities.
- Evaluate the event yearly. Make changes/improvements as needed and to keep the event from becoming routine.

At the Event

- Make sure all staff have/wear uniforms and name tags.

- Use backdrop exhibits (to display signs, maps, art, etc.) at each station.
- Drape skirting around the tables for a professional appearance.
- Photograph the event and record the level of participation.
- Develop entry forms and award certificates for the contests.
- At the Junior Duck Stamp Contest activity, provide live-mounts or realistic decoys as examples for the artists.
- Use a tabletop exhibit at each entrance to welcome people, post activity flyers, display refuge week poster, fly blue goose, etc.
- Have fun (it won't be hard)!

After the Event

- Publish a note in the local newspaper thanking your partners and the public for supporting the event.
- Send thank-you letters to partners.
- Thank all Service staff that helped with the event.
- Write a detailed event summary, budget and evaluation.

Other Ideas

- Invite mall stores to become part of the celebration; encourage them to provide discounts on nature-related items, conduct a "migration activity" from store to store, stamp contest entry forms, dress up, etc.
- Work with local mayors to issue proclamations "Celebrating NWRs."

Promotion/Advertisement

Not all are done every year.

- PSAs are sent to the local newspaper and television stations. An ad is run in the newspaper on the Sunday and Wednesday before the event.
- Taped radio ads are aired on local radio stations beginning 3-5 days before the event; disc jockeys also plug the event live.
- Live 3-4 hour broadcasts are conducted with several radio stations during the event; the broadcasts focus on interviews with Service employees.

- Promotional spots for the event are aired on local television stations.
- A 37' banner advertising the event is hung over a major Fairbanks street for two weeks before the event. During the event, banners are hung over main entrances to the mall, inviting people to "Celebrate NWRs."
- All the schools and PTAs receive invitations to the event. Invitations also are sent to selected individuals, groups and the media.
- Event flyers are posted at the local Public Lands Information Center, the local university and other public facilities.
- Refuge managers participate in talk shows on local radio stations.
- Self-standing signs advertising the event are set up at road intersections.

Partner Involvement

The Service recruits volunteers with particular skills to work with employees in conducting the event: a local bird rehabilitator; three falconers and up to five wildlife artists. A talented magician is hired for the magic shows. Professional bakers are asked to donate something for the baking contest; local celebrities and media personnel are recruited to judge it. Photographers, artists and students are recruited to judge the photography contest. Mall staff hang banners, set up tables and provide other necessary support.

Note:

Although staff should recruit outside help and support for this event (including funding), this is, first and foremost, a Service event to be held by Service employees. Show the colors!

Budget

The three Refuges budget at least \$10,000 annually for this event. The money is used for radio and newspaper ads, balloons and supplies, art materials, production/hanging of banners, shipping of exhibits, magic shows, animal costumes/puppets, skirting, signs, giveaways and many other items.

Centennial Time Capsules Project

Purpose

- To preserve a view of your Refuge for the year 2103
- To celebrate the Centennial year of the National Wildlife Refuge System
- To participate in a nationwide event on March 14, 2003. All time capsule celebrations will be coordinated for a simultaneous nationwide media event

Participation

- All staffed Refuges are required to do their own time capsule and participate in the nationwide event on March 14, 2003
- A time capsule focused on the entire National Wildlife Refuge System may be buried at Pelican Island to provide the birthday focus for this nationwide event

Recommended Process

Following is an outline of the project's major phases. This outline also serves as a table of contents for this chapter. Narratives are included with each phase.

1. *Determine Your Approach/Scope of Project*
2. *Select and Archive Your Time Capsule Items*
3. *Determine the Type and Size of Your Time Capsule*
4. *Record and Register Your Time Capsule*
5. *Prepare Your Time Capsule for Burial or Placement*
6. *Plan Your Time Capsule Event*

Appendix A. Time Capsule and Archival Materials Vendors List

Additional Resources

For more information about planning time capsule projects, time capsule and archival information and sources, check out these Web sites: <http://www.oglethorpe.edu/itcs/>

<http://www.simsc.si.edu/cal/timecaps.html>

1. Determine Your Approach / Scope of Project

What should your time capsule contain? Here are some possible approaches.

- A snapshot of only the year 2003 at the refuge—photos of staff and station with an identification key; some challenges, etc.
- A history of the refuge—selection of narrative reports, wildlife and habitat management plans, etc.
- The role of the refuge in the local community—records and/or narratives on how the local community views and uses the refuge; a current map of the community and a map of the community from 100 years ago; landscape photos of the community, etc
- A combination of one or more of the above approaches

The approach will determine:

1. the capsule's size,
2. what you will need to do to collect and properly archive documents and other mementos,
3. the cost for the entire project.

Other questions to consider:

1. Will you ask anyone else to contribute?
2. What are the contribution parameters?

Establish Project Coordinators at the Station Level

Select one person to be the project manager for your station's time capsule project. The project manager will:

- serve as the primary point of contact for the station for this project.
- work with the refuge manager and other staff to determine the

approach for their station's time capsule.

- work with the refuge manager and other staff to decide where to bury or locate the capsule.
- coordinate collection and archival of the items.
- coordinate the purchase of the capsule and other related items.
- coordinate the preparation of the burial site or location.
- coordinate the schedule for sealing the capsule with the time capsule vendor, if needed.
- develop and coordinate the celebration event with the local community and with the Regional Time Capsule Project Coordinator or Coordination Team.

Coordination at the Regional and National Levels

Coordinators will be selected at the national and regional levels; at these levels, the coordination may be a team effort.

The team may consist of the Regional Archaeologist, the Region's Centennial Team representative or proxy, a field representative, a contracting specialist, and others whose skills will be necessary to help stations complete this project successfully.

The Regional Time Capsule Team members will provide their specific skills to help stations accomplish this project. For example:

- The Regional Archaeologist would help a station determine approach and items to include. The Regional Archaeologist may also be the regional record keeper for locations of the time capsules, coordinating with the keeper of the national time capsule location record and with regional property records.

- The Centennial Team representative would facilitate coordination among the region's refuges to share ideas. This person would also help coordinate the region's projects so all stations in the region will be ready to participate in the nationwide media event.
- An Engineering representative could help determine the best locations and methods for burying capsules.

Coordination at the national level will most likely mirror the regional coordination.

2. Select and Archive Your Time Capsule Items

Potential Items

Gather items which best represent the station at a personal level. It may help to ask the refuge staff these questions. You may also want to ask the local community similar questions.

1. Which items represent the refuge to the staff personally?
2. Which items represent the daily routine at the refuge?
3. Which items represent the annual management practices of the refuge?

Use this partial list to get ideas about the types of items you may want to include in your time capsule.

- Map(s) of the refuge and/or local community
- Photos of the refuge, keyed to the map listed above
- Records and/or mementos of special events
- Refuge brochures
- Badges
- Service uniform(s)
- Common tools in present-day wildlife and/or habitat management such as bird bands, field note books, and other related materials
- Flags
- Blueprints of facilities
- Volunteer/Friends list
- Phone number list, business cards, phone call log
- Visitor logs

- Executive Order or legislation that established the Refuge
- A selection of annual narratives
- Drawings/essays by school children (e.g. local school district wildlife poster/essay contest)
- Newspaper articles about the Refuge and/or its natural resource issues
- Forecasts of what life will be like in 2103 from school children, educators, businessmen, council members, influential people in the community

Selection Precautions

Following is a partial list of precautions you need to take in selecting items for your time capsule. Additional information may be supplied with your time capsule and/or archival materials.

- Digital records are not recommended unless you also include the playback instrument—technology and power sources may become obsolete
- Paper copies must be of the highest archival quality
- Select black and white photos rather than color photos
- Rubber and wood items are not recommended, or should be encased; they give off gases that may affect other items
- Animal or plant specimens should be sterilized and packaged separately in their own archival container
- Enclose each item in an archival-quality envelope, folder, or other container, and/or wrap in acid-free tissue. Each photo should be in its own archival sleeve
- Label all items using an archival pencil or pen
- Include a list of items in the container

Archiving Your Items

Field stations will be responsible for obtaining necessary archival supplies.

Appendix A includes a list time capsule vendors who offer archiving services at an additional cost. These vendors will receive and archive your items, and seal the capsule for you. Some of the time capsule vendors offer sealing services which preclude the need to archive the

items. The sealing service for the capsule can involve these methods.

1. Including conservation-level silica gel to help maintain low humidity
2. Replacing oxygen with an inert gas (argon or nitrogen)
3. Sealing by screw-top with a gasket or welding (without burning interior contents)

3. Determine the Type and Size of Your Time Capsule

Field stations will be responsible for obtaining their time capsules and the archival materials needed to protect their items.

Types of Time Capsules

A key point to keep in mind when selecting a time capsule and planning for its burial or placement is that moisture is the primary culprit in destroying a capsule and its contents. Time capsules come in a variety of shapes, sizes, and materials. Each type of capsule has its good and bad points. Appendix A provides some specifications to consider in your selection.

Determining the Size of Your Time Capsule

- Gather all known and potential items.
- Place items in a box.
- Measure the volume of this box to determine which size capsule you'll need.
- Use Appendix A to investigate which vendor can supply you with the appropriate capsule and other services you may need.

4. Record and Register Your Time Capsule

Field stations will need to record their time capsule and keep a copy of the record for retrieval in 2103.

- Include a complete list of items in your time capsule and in your registry records. Describe the color and material of each item.
- Note the location of the time capsule with GPS.
- Forward a copy of your record and GPS location to the Regional Coordination Team.

- Register your time capsule with the International Time Capsule Society at <http://www.oglethorpe.edu/itcs/> Include the itemized description record and GPS location of your time capsule in your registry.
- Keep a record of your registry at your station and provide a copy to the Regional Coordination Team.

5. Prepare Your Time Capsule for Burial or Placement

Sealing the capsule and its location are important steps to preserving the contents for the future. A time capsule does not necessarily need to be buried. It can be stored in a cornerstone or other cement/masonry structure. If buried, a burial vault is recommended as an additional moisture barrier. Be sure to mark the location with a plaque that commemorates the event and future opening on March 14, 2103.

Labeling the Time Capsule

All NWRs Centennial time capsules will need to be labelled on the exterior of the capsule. The label can be engraved directly on the outside of any metal time capsule. Some vendors provide this service (at an extra cost) but you may want to take your capsule to a local engraver.

Use this language on the label:
 “National Wildlife Refuge System Centennial Time Capsule for (Your Refuge Name) National Wildlife Refuge
 Committed on March 14, 2003
 To be opened on March 14, 2103
 If found before March 14, 2103, please return to the United States Department of the Interior, Fish and Wildlife Service.”

6. Plan Your Time Capsule Event

The goal is to have a coordinated, nationwide media event on March 14, 2003 that would highlight the NWRs Centennial. Details will be forthcoming, but for planning purposes, please review the Special Events section of this handbook.

Appendix A Vendor List for Time Capsules and Archival Materials

I. Time Capsule Vendors

These vendors responded to the call for information. Other vendors may exist but have not yet posted information on the Web.

BarrTek

2885 Whipporwill Drive
 Morgan Hill, CA 95037
 phone 408/779 2345
 contact Gillian Barr
<http://www.barrtek.com>

- Cylindrical capsules only; all capsules 12” in diameter; available in 12”, 24”, and 36” lengths
- Metal capsules
- Archiving materials: none
- Archiving services: their method of preservation (part of their sealing process) negates the need for archival supplies
- Sealing method: nitrile seal with lid and capsule drilled for screws
- Sealing service: lid secured by screws; take capsule to local gas supplier to have inert gas pumped into capsule to displace oxygen
- Labeling service: engraving service at extra cost
- Shipping/handling: separate cost

FuturePak

1580 W. San Bernardino Road #C
 Covina, CA 91722
 phone 626/966 1955
 contact Janet Reinhold
<http://futurepkg.home.mindspring.com>

- Range of shapes and sizes
- Most models are metal capsules, both rectangular and cylindrical; other materials available
- Archiving materials: see following list
- Archiving services: in-house service; additional cost
- Sealing method: final weld and conditioning of air inside capsule.
- Sealing service: included with certain models
- Labeling service: additional cost; logos added at additional cost
- Shipping/handling: separate cost

Time Capsules, Inc.

107 Bauder School Road
 Prospect, PA 16052
 phone 800/527 7853
 contact Tom Marak
<http://burgh.com/business/capsules>

- All capsules custom-made; rectangular shape
- Metal capsules; container within a container
- Archiving materials: none
- Archiving services: their method of preservation negates the need for archival supplies and/or preparation
- Sealing method: patented vapor phase deacidification process, can be done by refuge staff or by vendor at separate cost
- Sealing service: separate cost
- Labeling service: additional cost
- Shipping/handling: separate cost

II. Archival Materials Vendors

Access the websites for complete list of archival materials/products. This list may be incomplete. Other vendors may exist but have not yet posted information on the Web and/or have not responded to the call for information.

Archival Products

PO Box 1413
 Des Moines, IA 50305-1413
 phone 800/526 5640
<http://www.archival.com>

FuturePak

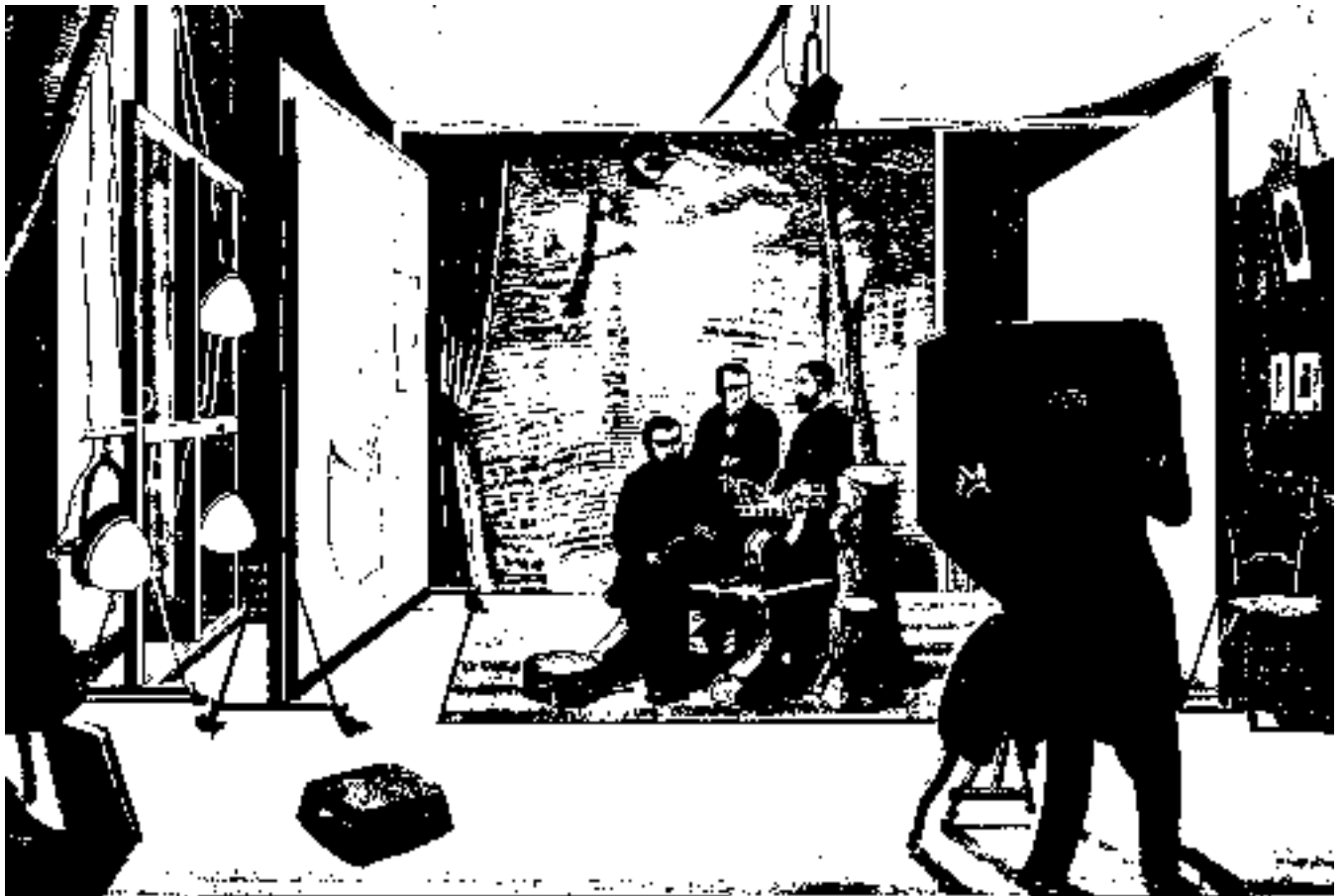
1580 W. San Bernardino Road #C
 Covina, CA 91722
 phone 626/966 1955
 contact Janet Reinhold
<http://futurepkg.home.mindspring.com>

Light Impressions

<http://www.lightimpressionsdirect.com>

Part VI Media

Centennial Handbook



*Working with the media doesn't
have to be such a huge production.
Read on!*

Publicity Through a News Story

Selling Your Story

The first step in getting news media publicity for your field station's Centennial event is planning how to sell your story.

Decide what is newsworthy about your event. What is different and out of the ordinary? Color, or human interest, and celebrities (including elected officials) are two ways to attract media attention. In addition, if you want television coverage, your event will need to be visually interesting.

Be compelling. Facts alone are impersonal. Compelling stories about how your refuge affects people in the local community can be a powerful human interest story and demonstrate your relevance to the newspaper or broadcaster's audience.

Making the Pitch

Don't just send a news release. Follow up with a phone call to the reporter or editor the day before the event. When calling a television or radio station, ask to speak to the assignment editor, since the broadcast media rarely have beat reporters.

Be careful not to push too hard. A good story doesn't need a hard sell. If there is an unusual or compelling element to your story that is not obvious, be sure to point it out.

The call should go something like this:

This is Reggie Refuge Manager. I sent you a news release earlier this week about the special Centennial event we're having on the refuge tomorrow. We expect to have about 500 people there. I just wanted to see if you needed any other information.

Tools to Help the Reporter Get the Story Right

Reporters appreciate fact sheets and press kits because these tools help them get better and more accurate stories. Fact sheets often result in better questions from the reporter and also suggest what's available to photograph.

Still Photographs and B-Roll

If there are visuals for the story that the media can't get because of time or other constraints, you can supply the visuals. Newspapers will use black and white photographs or color slides; make sure the picture is sharp and of high quality. B-roll, which is video without narration, must be broadcast quality—these days that is usually Beta SP format, although the industry is changing as television goes digital.

Ask for Help

Contact your regional Public Affairs office for help in pitching your special event to the news media.

Writing a News Release

The purpose of a news release is to generate responses from reporters that will lead to stories in the media.

General Principles

- A news release is an official expression of the FWS that could reach thousands, or even millions, of people. Be sure it is totally accurate, and that it meets regional requirements for review prior to distribution. If you are unsure about the procedures please check with your Public Affairs Office.
- Use official FWS letterhead or a designated News Release form, which includes the agency name, phone number and a designated individual for follow up contacts.
- This is NOT like scientific writing, with key information and conclusions at the end. In a news release, the most important message should be at the beginning. Also, use active voice prose.
- Include the appropriate Basic Service or Refuge System messages.
- The purpose of a news release is to generate responses from reporters that will lead to stories in the media, so be sure someone will be available to respond

immediately to questions from reporters.

Crafting Your News Release

- Before you begin, identify the objective for the news release. Develop key message points to include.
- Focus on the interests of the public. How are they affected? Why should they care?
- Use inverted pyramid format, with most important facts at beginning and additional details in order of importance.
- Construct a lead paragraph that answers the questions: Who, what, when, where, and why? Sometimes you may need to discuss the how aspect of the story.
- Keep it simple, brief, and to the point.
- Avoid jargon and acronyms.
- Consider including a quote from a FWS employee to help establish the Service's stake and credibility in the issue.

Sample News Release

National Wildlife Refuge Week

For Immediate Release: (date)
Release #

Contact: (Name)
Phone:

(Name of Refuge) Celebrates National Wildlife Refuge Week

(Name of Refuge) will join forces across the country in the annual National Wildlife Refuge Week celebration, October (date), according to (name of project leader) of (name of refuge) located near (name of city).

National Wildlife Refuge Week events are free and open to the public at (name of refuge). Activities include (list activities.)

The second full week of October will be observed annually as National Wildlife Refuge Week, leading to the National Wildlife Refuge System's 100th birthday in the year 2003. (Add a quote from the project leader about the Refuge System that incorporated the Basic FWS or Refuge System message(s).)

(Add a paragraph describing location and general information about refuge, such as when establish, species found, type of land and visitor information.)

President Theodore Roosevelt established the first national wildlife refuge at Pelican Island, Florida in 1903, and went on to establish 55 more refuges during his presidency. This small start has grown into more than 530 national wildlife refuges and thousands of waterfowl production areas that span over 93 million acres. This vast network of wildlife habitats protects millions of migratory birds, hundreds of the nation's critically endangered species, premier fisheries, and other species such as bison, caribou and elk. More than 35 million people annually visit refuges to enjoy activities such as hunting and fishing, wildlife photography and observation, and environmental education and interpretation. There is at least one refuge in every state and U.S. territory.

For more information about National Wildlife Refuge Week activities at (name of refuge), call (name and phone number) or visit the Refuge at (address or directions.)

Sample News Release

National Wildlife Refuge System Birthday

For Immediate Release: (date)
Release #

Contact: (Name)
Phone:

(Name of Refuge) Celebrates the 98th (or XX) Birthday of the National Wildlife Refuge System, the Only One of its Kind

President Theodore Roosevelt, a small island off the east coast of Florida, and protection from market hunters for a flock of brown pelicans all came together on March 14, 1903, to create the nation's first wildlife refuge. Today, the U.S. Fish and Wildlife Service's National Wildlife Refuge System encompasses more than 93 million acres, the size of Montana, with more than 530 national wildlife refuges and wetland management districts scattered across the country. At least one National Wildlife Refuge can be found in every state and U.S. territory.

(1) To mark the 98th (or XX) birthday celebration for the National Wildlife Refuge System, (name of Refuge or Wetland Management District) will be hosting . . .

(NOTE: Refuges/Wetland Management Districts hosting events in March for the NWRs birthday will add 1-2 paragraphs on specific events at their refuge.)

OR

(2) The year 2001 (or XXXX) marks the 98th (or XX) birthday celebration of the National Wildlife Refuge System. You are invited to visit (name of Refuge or Wetland Management District) to see . . .

(NOTE: Refuges/Wetland Management Districts not hosting a specific event will include information about a wildlife spectacle, such as goose or crane migration, or some other reason for the public to visit.)

The National Wildlife Refuge System is the only system of Federal lands dedicated first and foremost to wildlife; there is nothing else like it in the world. This vast network of prime habitats gives hundreds of critically endangered species a place to recover, provides stepping stones for millions of migrating birds, and protects premier fisheries. In addition it safeguards plants and animals of virtually every variety from cactus to caribou, butterflies to bison, and salmon to songbirds. More than 35 million Americans visit national wildlife refuges each year throughout the United States.

Over the last several years, more and more people have united to support, protect, and strengthen the National Wildlife Refuge System. Some of this support has come in the form of new legislation, such as the National Wildlife Refuge System Centennial Act of 2000, which establishes a Centennial Commission to help celebrate the 100th birthday of the refuge system in 2003. The Act endorses a long-term plan to address the major operations, maintenance, and construction needs of the National Wildlife Refuge System. In addition to the Centennial Act, the National Wildlife Refuge System Improvement Act of 1997 gives the Service a firm foundation for managing the Refuge System by providing a strong, clear wildlife conservation mission. The Refuge Improvement Act established priority wildlife-dependent public uses of the National Wildlife Refuge System, which include hunting, fishing, wildlife observation and photography, and

environmental education and interpretation. In addition to the legislation in place to strengthen the Refuge System, community advocacy, volunteering, and partnerships have flourished and in turn strengthened all national wildlife refuges, helping to provide a steadfast commitment to protect our wild heritage.

As the centennial celebration for 2003 approaches, activities leading up to it, such as this year's 98th (or XX) birthday celebration, serve to give future generations of Americans respect and pride for their natural heritage and ensure that Theodore Roosevelt's conservation legacy will be even stronger in the next century.

The U.S. Fish and Wildlife Service is the principal Federal agency responsible for conserving, protecting, and enhancing fish, wildlife, and plants and their habitats for the continuing benefit of the American people. The Service manages the 93 million-acre National Wildlife Refuge System which encompasses more than 530 national wildlife refuges, thousands of small wetlands, and other special management areas. It also operates 66 national fish hatcheries, 64 fishery resource offices, and 78 ecological services field stations. The agency enforces Federal wildlife laws, administers the Endangered Species Act, manages migratory bird populations, restores nationally significant fisheries, conserves and restores wildlife habitat such as wetlands, and helps foreign governments with their conservation efforts. It also oversees the Federal Aid program that distributes hundreds of millions of dollars in excise taxes on fishing and hunting equipment to state fish and wildlife agencies.

You may want to add this standardized Centennial message at the bottom of your news releases:

The Centennial of the National Wildlife Refuge System in 2003 marks the 100th anniversary of the world's largest network of lands and waters set aside to protect wildlife. From its beginnings at Florida's tiny Pelican Island, the Refuge System has grown to encompass hundreds of unique, spectacular and truly wild places that harbor diverse species and welcome more than 35 million visitors each year. To learn more, point your browser to <http://refuges100.fws.gov>.

Publicity Through Public Service Advertising

PSAs help generate support for all kinds of social issues on behalf of nonprofit organizations.

Public Service Advertising, known as a public service announcement (broadcast) and a public service ad (print), is a brief, free advertisement run as a public service by a newspaper or broadcast station. Nearly all forms of media use PSAs to fill unsold air time or print space, although they are not obligated to do so. There are great demands for this service, so publishers and broadcasters usually select material of the highest interest to the local audience, or if requested by a local official.

Broadcast PSA

If you decide to use a broadcast PSA, think about how to make it appealing so it is likely to be used. A written script from you accompanied by a tape of bird calls or natural sounds (for radio) or video footage B-roll (for television) will help. A contest with refuge mugs, tee-shirts, or other memorabilia as prizes, and maybe even a personalized bird walk or tour, might also be a good draw.

Print PSA

A print PSA should be camera-ready (called a print ad “slick”) so the newspaper advertising department can simply drop it into a vacant space. It can be developed in various sizes, such as single column or double column widths, and in either a vertical or horizontal format.

Keep it Short

Smaller print ads are more likely to be used than larger ones. The most popular sizes are two inches deep by two columns wide, and one column wide by six inches deep.

Similarly, a broadcast PSA should be developed in various sizes, such as 20, 30, and 60 second lengths. Highest quality format for radio is compact disk, while for television it is Beta SP.

Helpful Tips

Sometimes, a newspaper or broadcaster may be able to offer production assistance. Many large market radio stations will not use prerecorded PSAs, but prefer live announcer copy that radio personalities can read on the air.

To increase the chances that your PSA will be used, hand deliver it to the editor or station manager. Don't forget local cable systems. Cable's share of the television viewing audience continues to rise, offering additional media opportunities.

Some Examples for You to Use

These sample radio PSAs show how the same message can be broadcast in varying lengths of time. Keep in mind that timing is approximate since the speed of delivery varies with individual announcers.

Sixty Second Radio PSA

Cleanup Party

In preparation for (name of event, e.g. our birthday celebration or National Wildlife Refuge Week), (name of refuge) will be holding a cleanup party, on (date.) During the past winter, storm-tossed debris washed up on miles of beaches and into the dune areas. On (date) the refuge staff will begin work at (time) with several local community groups. Transportation will be provided to take volunteers from the refuge parking lot to the beach site and plastic bags will be distributed for collecting trash. When the noon whistle blows, it will be time for soft drinks and ice cream, but bring your own lunch. At the end of the work day you will be returned to the parking lot.

For further information on the cleanup party at (name of refuge), call (phone number). To repeat, call (phone number).

Thirty Second Radio PSA

National Wildlife Refuge Week

Sample 1

As day breaks, a large mouth bass breaks the surface of a quiet pond, sending thousands of colorful ducks funneling into the crisp autumn air.

Scenes like these are repeated every morning at more than 530 national wildlife refuges across the country.

Enjoy these sights for yourself at a refuge near your home during National Wildlife Refuge Week, October (date.)

To find out more, call (local refuge and phone number.)

Sample 2

You can be part of a national celebration! Its National Wildlife Refuge Week.

Come to (name of refuge) this (day of week.) Learn more about this unique area that was set aside specifically for wildlife.

Demonstrations! Live animals! Exhibits! Tours!

(Day of week,) October (date,) from (time) For more information, call (phone number.)

Cleanup Party

Everyone is invited to (name of refuge) for a cleanup party on (day and date.)

Several local civic groups along with the (name of refuge) staff will be cleaning up trash left on the beach by winter storms. Bring your lunch; we'll provide drinks, trash bags and transportation.

For further information on the (name of refuge) cleanup on (date), call (phone number.) To repeat, (phone number.)

Open House

Are you interested in the natural world around you? Have you ever wondered where geese migrate to in the spring, or how wetlands benefit people?

Well, the answers to these and countless similar questions are practically next door—at (name of refuge.) In fact, why not visit (name of refuge) this Sunday. There's an Open House at the Visitor Center from 1:00 to 5:00 pm. Stop by and meet the staff and learn a little bit more about the natural world around you.

Twenty Second Radio PSA

Open House

Find out more about your natural environment this weekend at (name of refuge.) The refuge is sponsoring an Open House Sunday at its Visitor Center, from 1:00 - 5:00 pm. For more information and directions to the Open House, call (phone number.)

Paid Advertising

Stiff competition for donations of public service advertising on television has prompted many of the nation's major charities to consider paying for broadcast time. If you have difficulty getting local media to agree to run a PSA on your Centennial event, you may be tempted to consider paid advertising.

Department of the Interior and Fish and Wildlife Service policies discourage the use of paid display advertising in newspapers and magazines or paid broadcast advertising on radio and television. While the use of paid advertising is not prohibited, there are requirements for approval and reporting.

One way to streamline the use of paid advertising is to have your Friends group or a partner pay for the advertisement announcing your special event. If the local newspaper or radio or television station is a partner or sponsor of the event, you may get free advertising.

Official Policy Departmental Manual

470 DM 1.1 E. Paid Advertising.
It is not the general policy of the Department to use paid advertising in any publication in connection with its programs and activities, except where special legal requirements and authority exist. In the event that any bureau or office believes paid advertising is necessary because of the significant benefits it affords in enhancing public participation, prior approval must be obtained from the bureau public affairs office.

Service Manual

115 FW 1.2 E. Paid Advertising.
Pursuant to the directives in 470 DM 1.1(D), it is Service policy to avoid paid advertising in any media in connection with its programs, except where specific legal authority or requirements exist (e.g. National Environmental Policy Act, Administrative Procedure Act). In the event paid advertising is necessary because of the significant benefits it affords in enhancing public participation, prior approval must be obtained from both the Service Office of Public Affairs and the Department's Office of Communications.

Know When You Can Buy Advertising

In other words, if you're having a public meeting on an environmental impact statement, refuge management plan, etc., you may buy advertising space. However, make sure you let the Washington Office Public Affairs staff know because they must submit an annual report on paid advertising to Congress.

... And When You Can't

If you want to buy advertising to tell people how wonderful refuges, endangered species, or migratory birds are, contact the Washington Office of Public Affairs in advance. You will need to get approval.

Part VII Speeches

Centennial Handbook



Feeling overwhelmed about writing a speech? The sample outline should relieve some of the pressure.

Sample Outline for a Speech

Tips for Preparing a Speech or Presentation for Your Special Event

First, Assess your Audience

Who is your audience? What is your audience's current awareness of the Refuge System? What is their knowledge of your refuge? What preconceptions might they have of national wildlife refuges?

(Note: Generally the audience consists of citizens from diverse backgrounds with little awareness of the National Wildlife Refuge System and its inherent biologic, sociologic and economic values).

Purpose

Inform the audience of the National Wildlife Refuge System (and its connection to the Centennial or other special event, such as National Wildlife Refuge Week) and inspire them to want to become personally involved in supporting refuges in their own community, home state or region.

Objective

After listening to your presentation, audience members will:

- understand the rationale for your special event or Centennial promotion.
- be aware of the extraordinary biological diversity and abundance of wildlife conserved by the National Wildlife Refuge System.
- be informed of individual refuges in their community, home state or region and the outstanding characteristics of these refuges.
- become inspired by a positive and powerful vision for the Refuge System that will carry over into the next century of wildlife support.
- become motivated to support the Refuge System and find opportunities to become personally involved in refuges in their community, home state or region.

I) Introduction

Introduces you, your refuge or facility at which you are presenting, to the Refuge System.

Example:

Thank you, and welcome to (National Wildlife Refuge Week) at (Albuquerque's Rio Grande Zoo). The (zoo) has played a leadership role in wildlife conservation and education. I commend (zoo) for its leadership role in working with and for sustaining genetic diversity for many wildlife species, and for supporting wildlife education opportunities for the millions of people who visit every year.

II) Explain National Wildlife Refuge Week (or Centennial Event) as It Relates to the National Wildlife Refuge System

Example:

Today, learning about wildlife, and the need to protect habitat could not be more important. That's what National Wildlife Refuge Week is all about and why I'm here today—to share my joy of wild things so that you also can know the wonder, mysteries, and excitement of wildlife, and can, in turn, share this excitement with your family, friends, and colleagues.

National Wildlife Refuge Week is celebrated annually during the second full week in October. It is the hallmark event, leading up to the National Wildlife Refuge System's Centennial in the year 2003.

III) Identify Major Distinguishing Features of the National Wildlife Refuge System

History

Example:

Let me share with you a few things about the Refuge System. It is the product of a novel, yet ambitious idea—setting aside a network of habitat areas for the conservation of the nation's fish and wildlife. President Theodore Roosevelt

started it with the first national wildlife refuge at Pelican Island in Florida in 1903.

A network of lands containing extraordinary biological diversity

Example:

Today, the Refuge System encompasses more than 93 million acres, including more than 530 national wildlife refuges and thousands of waterfowl production areas, with at least one refuge in every state and U.S. Territory. Collectively, these lands embrace awesome beauty and diversity, from Alaska's icy north coast to the balmy Florida Keys, from the Rocky Mountains to the Prairie Potholes, and far beyond to tropical islands in the Caribbean and Pacific.

A network of lands dedicated specifically to wildlife conservation

Example:

The National Wildlife Refuge System is the only one of its kind in the world, dedicated to wildlife and conserving wildlife habitat. Refuges encompass every form of ecosystem in the United States and are home to a great diversity of wildlife, primarily migratory birds, and over 200 threatened or endangered species.

A network for wildlife-dependent recreation

Example:

Refuges are special places because they are the only public lands where people go simply to enjoy wildlife. To the nearly 35 million people who visit refuges each year, they are a mosaic of special places to hunt, fish, enjoy wildlife photography and observation and learn through environmental education and interpretation.

Draw specifics from your refuge

Example:

Here in the (Southwest) we have some of the most unique and outstanding refuges in the System. (Include specifics of refuges in your region and describe their outstanding characteristics.)

IV) A Vision for the National Wildlife Refuge System

Example:

Were he alive today, Teddy Roosevelt would no doubt be pleased that Americans have become world leaders in conserving lands for wildlife. He could point with pride to the pelicans and egrets protected on Pelican Island, to the buffalo roaming on the National Bison Range, and the elk on Wichita Mountains National Wildlife Refuge. These are just a few of the reasons we have to celebrate National Wildlife Refuge Week (or event).

But Roosevelt would know that his vision was far from complete. As we approach our Centennial in 2003, let me share with you our ideas of what the Refuge System should be to complete that vision.

- It should be a system that is dedicated to the conservation of habitat for this nation's migratory birds, and other fish and wildlife;
- It should protect a wide diversity of biological communities and ecosystems;
- It should be an international leader in wildlife conservation;
- It should be widely recognized for offering diverse, high quality wildlife-dependent recreation and educational programs, and
- It should be a System that enjoys wide public support.

V) A Call to Action: The National Wildlife Refuge System Needs Your Support

Example:

The Refuge System and each of the more than 530 individual refuges can benefit from support of passionate, motivated, and involved citizens. I call on every one of you here today to join with me and become involved in some small way in one of the national wildlife refuges in your state or near your community. Each one of us has an opportunity to become more involved in the National Wildlife Refuge System by:

- visiting a refuge and participating in bird walks, habitat tours and many other public programs.
- taking part in volunteer programs.
- conducting educational programs in our school system.
- encouraging reporters to write articles about the System.
- joining national and local conservation organizations that support the National Wildlife Refuge System.
- joining an existing Friends group or start a new one.
- letting business owners know that local refuges need their support through public and private partnerships.

VI Close

Example:

The challenge has never been greater and the need for your support for wildlife and conservation has also never been greater. Thank you.

Or end with a quote.

Example:

The famous conservationist, Aldo Leopold wrote in the book, A Sand County Almanac, "There are some who can live without wild things, and some who cannot." Like Leopold, I am one who cannot, and, I suspect many of you are the same. Thank you.

Useful Quotes

You may want to use these in speeches or publications that your field station generates.

“A thing is right when it tends to preserve the integrity, stability, and beauty of the biotic community. It is wrong when it tends otherwise.”
Aldo Leopold

“Wildlife Management is comparatively easy; human management difficult.”
Aldo Leopold

“If you are going to tinker with a system, it’s important to save all the pieces.”
Aldo Leopold

“We abuse the land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect.”
Aldo Leopold

“Short-sighted men, in their greed and selfishness will, if permitted, rob our country of half its charm by their reckless extermination of all useful and beautiful wild things.”
President Theodore Roosevelt

“There can be no greater issue than that of conservation in this country. Just as we must conserve our men, women, and children, so we must conserve the resources of the land on which they live...Short of the actual preservation of its existence in a great war, there is none which compares in importance with the great central task of leaving this land even a better land for our descendants.”
President Theodore Roosevelt

“The Nation behaves well if it treats the natural resources as assets which it must turn over to the next generation increased and not impaired in value.”
President Theodore Roosevelt

“It is not what we have as a nation that makes us great; it is how we use it.”
President Theodore Roosevelt

“Wild beasts and birds are by right not the property merely of the people who are alive today, but the property of unborn generations, whose belongings we have no right to squander.”
President Theodore Roosevelt

“We cannot do great deeds unless we are willing to do the small things that make up the sum of greatness. The welfare of each of us is dependent fundamentally upon the welfare of all of us. I preach the gospel of hope.”
President Theodore Roosevelt

“The human race is challenged more than ever before to demonstrate our mastery—not over nature but of ourselves.”
Rachel Carson

“Those who contemplate the beauty of the earth find reserves of strength that will endure as long as life lasts.”
Rachel Carson

“The lasting pleasures of contact with the natural world are not reserved for scientists but are available to anyone who will place himself under the influence of earth, sea and sky, and their amazing life.”
Rachel Carson

“What a country chooses to save is what a country chooses to say about itself.”
Past Service Director Mollie Beattie

“Prairie is much more than land covered with grass. It is a slowly evolved, highly complex organic entity, centuries old...Once destroyed it can never be replaced by man.”
J.E. Weaver, writer

“Many people see the environment as a hostile setting, and humans as separate from it. The fundamental fact is that human health is totally dependent on species.”
Eric Chivian, Harvard Medical School

“Human action can be modified to some extent but human nature cannot be changed.”
President Abraham Lincoln

“I say ‘try;’ if we never try, we shall never succeed.”
President Abraham Lincoln

“If all the beasts were gone, man would die from a great loneliness of spirit.”
Chief Seattle

“The world is a fine place and worth fighting for.”
Ernest Hemingway

“When one tugs at a single thing in nature he finds it attached to the rest of the world.”
John Muir

“The world cares very little about what a man or woman knows; it is what the man or woman is able to do that counts.”
Booker T. Washington

“The face and character of our country are determined by what we do with America and its resources.”
President Thomas Jefferson

“The house of America is founded upon our land and if we keep that whole, then the storm can rage, but the house will stand forever.”
President Lyndon B. Johnson

“God has lent us the earth for our life. It is a great entail. It belongs as much to those who follow us as it does to us. And we have no right, by anything we may do or neglect to do, to involve them in unnecessary penalties, or to deprive them of the benefit which we have in our power to bequeath.”
John Ruskin (1819-1900)

and lastly,

“Never be afraid to show your passion for the resource.”
Dave Stout, USFWS

Part VIII Proclamations

Centennial Handbook



*Looking for some friendly advice
about issuing proclamations? Look
no further*

Obtaining a Proclamation

Many public officials welcome the invitation to participate in good causes.

One of the most significant things your field station can do to draw local, statewide, and even national attention to your refuge—and the System as a whole—is to obtain a proclamation for National Wildlife Refuge Week from the governor, mayor, or local county official(s). In fact, you can get a proclamation for any special event you are holding.

Many people shy away from trying to get a proclamation, thinking it is a difficult and daunting task. Not so! Getting a proclamation can be surprisingly simple. Many public officials welcome the invitation to participate in good causes and view proclamations as an easy avenue to positive press.

Getting Started

Contact the office of the governor or mayor immediately to inquire about issuing the proclamation. Find out exactly what they need, perhaps a particular form, or a sample proclamation from you. If you decide to send a letter, follow up with a telephone call within the week.

Be Prepared

If you get a commitment to issue a proclamation, you may be asked to provide a sample proclamation and additional information. Include news releases and fact sheets on your event and the National Wildlife Refuge System. Also send other information that is specific to your refuge or field station.

Try, Try Again

If you are not successful with the governor or mayor, don't stop there. Contact local officials in the communities surrounding your field station. Use your network, if need be. For example, call someone you've worked with who knows a city official, and ask him or her to help. This can be a very effective approach.

Make it a Media Event

A proclamation is wonderful, but the more people who know about it through stories in the media, the more visibility you will gain for your refuge and the System. Suggest and coordinate the media event and media contacts with the official's public affairs office. Provide as much support and as many photo opportunities as appropriate. Remember to show the Service patch.

Sample Letter

Request a Proclamation

Honorable _____
Governor/Mayor
Address
Street
City, State, Zip

Dear Governor (or Mr./Madam Mayor):

I am writing to request that you issue a proclamation declaring October (date) as National Wildlife Refuge Week in (state/city.) The U.S. Fish and Wildlife Service has designated the second full week in October as a time to celebrate this unique and magnificent network of lands that make up the National Wildlife Refuge System—lands that were specifically set aside for wildlife. This is the (sixth) (Note: NWR Week was started in 1995 so in year 2001 it will be the sixth) annual National Wildlife Refuge Week—an event leading up to the Refuge System’s 100th anniversary in 2003.

(Name of your refuge) near (city) is one of the more than 530 national wildlife refuges that make up this diverse System of lands—93 million acres of lands that span every state and U.S. territory. These lands are home to such species as grizzly bear, caribou and bison, as well as hundreds of species of birds.

(Name of your Refuge) is celebrating our heritage with special activities and events for our neighbors and visitors from other parts of the country, and indeed the world. A proclamation would have particular significance to (state), and there are now (number of refuges and names of all refuges in your state.) They form important links in the National Wildlife Refuge System and provide innumerable opportunities for recreation, including hunting, fishing, wildlife photography and observation, and environmental education and interpretation. Spending related to these activities generates valuable revenue for (community/state’s) economy.

For your information and convenience, I enclose a sample proclamation, along with news releases and other background information about the National Wildlife Refuge System. If you have any questions or would like further assistance, please do not hesitate to call (name) at (phone.) I look forward to a positive response and to working with your staff to make this happen.

/s/ Regional Director or
Project Leader

Sample Proclamation

Whereas: National Wildlife Refuge Week is hereby pronounced in (state) from the (date) through the (date) of October. This week is a time for the citizens of (state) to join thousands of others across the country in learning about and celebrating the magnificent network of lands known as the National Wildlife Refuge System which we, as United States citizens, have set aside for wildlife; and

Whereas: National Wildlife Refuge Week recognizes almost a century of conservation in the United States. President Theodore Roosevelt established the first National Wildlife Refuge—Pelican Island in Florida—in 1903 to protect herons, egrets, and other colonial water birds. During his presidency, Mr. Roosevelt created 55 additional refuges; and

Whereas: Today, the National Wildlife Refuge System encompasses more than 530 national wildlife refuges and thousands of waterfowl production areas across the United States, including one or more in every state and U.S. territory. Covering more than 93 million acres of land, the National Wildlife Refuge System is the only public land system in the world dedicated to wildlife and conserving wildlife habitat. National wildlife refuges encompass every kind of ecosystem in the U.S. including temperate, tropical, and boreal forests, wetlands, deserts, grasslands, and remote islands and support hundreds of endangered and threatened wildlife species; and

Whereas: Most national wildlife refuges are open to the public so that all can enjoy hunting, fishing, wildlife photography and observation, and environmental education and interpretation, while learning about our natural heritage;

Now Therefore, I _____ Governor/Mayor of (city/state), in recognition of this important event, do hereby proclaim the week of October (date) in (city/state) as National Wildlife Refuge Week.

Governor/Mayor

of (city/state)

In witness whereof I have hereunto set my hand and caused the seal of the State of (name) to be affixed

Sample News Release

Announce a Proclamation

For Immediate Release: (date)
Release #

Contact: (Name)
Phone:

Governor/Mayor Proclaims National Wildlife Refuge Week

Governor/Mayor (name) of (name of city/state) has proclaimed the week of October (date) as National Wildlife Refuge Week.

(Add a quote here from the Governor's/Mayor's proclamation or news release; mention the refuges in their state/locale and any events that may be going on.)

The Director of the U.S. Fish and Wildlife Service has officially designated this, the second full week of October, as National Wildlife Refuge Week. The goal of the celebration is to raise awareness, appreciation, and understanding of the more than 530 national wildlife refuges and thousands of waterfowl production areas that make up this unique and magnificent public lands system.

Communities across the country will host local events, including photography and art contests, bird walks, open houses, and many other activities that increase public recognition of the biological, social, and economic values of national wildlife refuges. National Wildlife Refuge Week (year) is the (number) annual refuge week leading up to the System's 100th anniversary in the year 2003.

President Theodore Roosevelt established the first national wildlife refuge at Pelican Island in Florida in 1903, and went on to establish 55 more during his presidency. This small beginning has grown to more than 530 refuges comprising over 93 million acres of land. This vast network of wildlife habitats protects millions of migratory birds, hundreds of the nation's critically endangered species, premier fisheries, and other species such as bison, caribou and elk. More than 35 million people annually visit refuges to enjoy activities such as hunting, fishing, wildlife photography and observation, and environmental education and interpretation. There is at least one refuge in every state and U.S. territory.

Part IX Just the Facts

Centennial Handbook



Need the facts fast, but running a little short on time? We put them right here at your fingertips.

How Did the National Wildlife Refuge System Begin?

The National Wildlife Refuge System— Celebrating a Century of Conservation

In 1903, President Theodore Roosevelt ordered that a small shell- and mangrove-covered island in Florida's Indian River be forever protected as a "preserve and breeding ground for native birds." Paul Kroegel, a local man, was hired to watch over the 5-acre sanctuary named Pelican Island Bird Reservation. His mission was clear: protect the island's pelicans from poachers and plume hunters.

With this simple promise of wildlife protection, the National Wildlife Refuge System was born. Nearly a century later, the Refuge System has grown to more than 93 million acres and includes more than 530 refuges—at least one in every state—and more than 3,000 waterfowl production areas.

Here's a look at some of the defining moments in the history of the National Wildlife Refuge System and the U.S. Fish and Wildlife Service, which administers the system.

1903

On March 14, President Theodore Roosevelt establishes Pelican Island Bird Reservation in Florida as the nation's first bird sanctuary. During his term, Roosevelt created 51 bird reservations and 4 big game preserves in 17 states and three U.S. territories.

1905-1912

The first refuges established for big game animals are Wichita Mountains Wildlife Refuge (OK) in 1905; the National Bison Range (MT) in 1908; and the National Elk Refuge (WY) in 1912.

1918

The Migratory Bird Treaty Act between the United States and Great Britain (for Canada) becomes the foundation for future legislation that will greatly expand the refuge system.

1924

Upper Mississippi Wildlife and Fish Refuge (IA, IL, MN and WI), the first refuge designated for waterfowl management, is established.

1934

With Midwestern prairie potholes drying up and waterfowl populations at an all-time low, President Franklin D. Roosevelt convenes a committee to determine how to save waterfowl. Conservationist Aldo Leopold, cartoonist J.N. "Ding" Darling and publisher Thomas Beck suggest a migratory bird stamp to raise funds for acquiring wetlands habitat. Congress soon passes the Migratory Bird Hunting and Conservation Act (the "Duck Stamp Act").

1935-1936

Biologist J. Clark Salyer travels the country buying prime wetlands for the refuge system. The 600,000 acres Salyer purchased became more than 50 national wildlife refuges, including Red Rock Lakes (MT) for trumpeter swans and Agassiz (MN) for waterfowl.

1940

Rachel Carson, an editor with the Fish and Wildlife Service, writes a series of "Conservation in Action" booklets examining wildlife and habitats on national wildlife refuges.

1949

Aldo Leopold's *A Sand County Almanac* is published the year after his death. This seminal work has been called the "closest text to a bible the conservation movement has ever produced." The book introduced the concept of managing natural resources in ecosystems.

1956

The Fish and Wildlife Act establishes a comprehensive national fish and wildlife policy and broadens the Service's authority to acquire and develop national wildlife refuges.

1958

To support the Fish and Wildlife Act, Congress passes the Duck Stamp Act to authorize acquisition of small wetland potholes as waterfowl production areas. The Service has acquired more than 2 million acres of wetland and grassland habitat from 28,000 landowners in 8 north-central states. The resulting waterfowl production areas vary in size from one acre in Lake County, Montana, to 20,840 acres in Edmunds County, South Dakota.

1962

The Refuge Recreation Act permits recreational activities on refuges where they do not conflict with refuges' primary wildlife purpose, and when there is funding to manage recreational activities.

This same year sees the publication of Rachel Carson's *Silent Spring*, which awakened the world to the dangers of the pesticide DDT on migratory birds and created a new awareness of human impacts on nature and wild places.

1964

Several legislative actions benefit the National Wildlife Refuge System:

The Land and Water Conservation Act

Authorizes appropriations of Land and Water Conservation Funds derived from offshore oil leases to acquire wildlife habitat.

The Wilderness Act

Establishes guidelines for designating wilderness areas to protect unspoiled habitat within national parks, wildlife refuges and other public lands. Some 20 million refuge acres are designated wilderness areas.

The National Wildlife Refuge System Administration Act

Creates the standard that secondary uses must be consistent with the major purposes for which refuges are established.

1966

The National Wildlife Refuge System Act includes measures to preserve ecosystems for endangered species, perpetuate migratory bird species, preserve natural diversity and create public appreciation for wildlife protection.

1967

The Endangered Species Preservation Act is passed, allowing listing of native animal species as endangered and providing means—though limited—to protect listed species. Land acquisition for protection of endangered species was also authorized.

1970

The nation celebrates the first Earth Day, marking the unofficial beginning of the rise of the American environmental movement and a renewed interest in conserving natural resources.

1971

The Alaska Native Claims Settlement Act, an outgrowth of the Alaska Statehood Act, is a law of great importance to the National Wildlife Refuge System. Among other provisions, ANCSA authorized the addition of many acres of highly productive, internationally significant wildlife lands to the system.

1973

The Endangered Species Act is passed, strengthening previous provisions and redirecting management emphasis on some national wildlife refuges to focus on recovering species. More than 25 new refuges have been added to the Refuge System under the Act's authority, including Attwater Prairie Chicken NWR (TX), Mississippi Sandhill Crane NWR (MS) and Columbian White-tailed Deer NWR (WA).

1980

The Alaska National Interest Lands Conservation Act adds some 54 million acres to the Refuge System in that state—expanding seven existing refuges and adding nine new ones. These additions nearly triple the acreage of the National Wildlife Refuge System.

1994

The nation's 500th national wildlife refuge is established at Canaan Valley, West Virginia.

1997

The National Wildlife Refuge System Improvement Act provides comprehensive organic legislation for the Refuge System. The Act establishes fish, wildlife and plant conservation as the mission of the system. It also gives priority to certain wildlife-dependent recreational uses on national wildlife refuges—hunting, fishing, wildlife observation and photography, and environmental education and interpretation—when they are compatible with the refuge's purposes and the System's mission.

2000

The Refuge System grows to more than 93 million acres and 531 units. The National Wildlife Refuge System Centennial Act names 2003 as "Year of the Wildlife Refuge," charges the Secretary of the Interior with recruiting a commission of distinguished citizens to rally public support, and requires the Department of the Interior to develop new benchmarks for Congress to evaluate progress on the system's maintenance, operations and construction backlog.

2003

Happy 100th birthday National Wildlife Refuge System!

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Hunting and Fishing on National Wildlife Refuges

The National Wildlife Refuge System—Celebrating a Century of Conservation

Hunting and fishing are two of the priority public uses allowed on national wildlife refuges. More than half of the units in the Refuge System allow these two activities.

Hunting

Since the 19th century, hunters concerned about the future of wildlife and outdoor tradition have made countless contributions to conserving our nation's wildlife resources. The U.S. Fish and Wildlife Service has long recognized hunting as a legitimate and traditional form of wildlife-dependent recreation and, in some locations, as an effective wildlife population management tool.

Hunting is now permitted on nearly 300 refuges and on all of the Service's hundreds of waterfowl production areas. There were about 2 million hunting visits to national wildlife refuges in 1999, and this number is growing steadily. Waterfowl hunting is up over the past five years thanks to a rebound in most duck populations.

By purchasing Federal Duck Stamps, hunters have helped buy land for the Refuge System for nearly 70 years. Since 1934, more than half a billion dollars has been collected from the sale of Migratory Bird Hunting and Conservation Stamps—known as Federal Duck Stamps. Ninety-eight percent of the money from the sale of these stamps is deposited in the Migratory Bird Conservation Fund and used to purchase wetland habitat. So far, these funds have been used to purchase nearly 5 million acres for the Refuge System. Waterfowl hunters 16 years or older must purchase a Duck Stamp. About 10 percent of Duck Stamps are bought by non-hunters (stamp collectors, art enthusiasts and conservationists). Another \$197 million has been added to the Migratory Bird Conservation Fund

as an advance loan from the U.S. Treasury. Finally, about \$153 million has been added to the fund from import duties on firearms and ammunition, and from refuge entry fees.

Among hunting opportunities on refuges around the nation are:

- Anahuac NWR near Houston, Texas, draws waterfowl hunters to an abundance of mallards, gadwalls, wigeons, northern pintails and other birds. Late fall and early winter bring the flight of up to 80,000 geese and 100,000 ducks.
- Alaska Peninsula/Becharof NWR Complex attracts big game hunters in search of brown bears.
- Flint Hills NWR near Topeka, Kansas, is a great location for small game and upland bird hunting.
- Bosque del Apache NWR in Socorro, New Mexico, brings sportsmen and women in search of cottontail rabbits and quail. The refuge also features one of the most thrilling wildlife spectacles—the world's largest concentration of greater sandhill cranes.
- Seney NWR, in Michigan's Upper Peninsula, is a popular for bear, deer, ruffed grouse, woodcock and snipe hunters. The refuge has a mixed terrain of pine and hardwood forests, meadow, bog, marsh, and more than 7,000 acres of open water.

Fishing

Many lands and waters managed by the Service allow fishing, including nearly 260 public fishing programs on national wildlife refuges nationwide.

There were about 6 million fishing visits to national wildlife refuges in 1999. The number of visitors who fish in saltwater fishing is growing; the number who fish in freshwater is holding steady. Recent surveys indicate that many people fishing to experience solitude and be in a quiet place. National wildlife refuges can offer a quiet and wild fishing experience.

Among prime fishing experiences on national wildlife refuges are:

- Tamarac NWR in Minnesota features some 21 lakes, 5 of which are open to canoes or small boats. Anglers can catch northern pike and walleye.

- Bayou Sauvage NWR, near New Orleans, gives urban anglers a spectacular setting for both freshwater and saltwater fishing.
- Another urban refuge, Philadelphia's John Heinz NWR at Tinicum, provides year-round fishing opportunities; it is one of a growing number of refuges with facilities that are disabled accessible.

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The National Wildlife Refuge System Improvement Act of 1997

The National Wildlife Refuge System— Celebrating a Century of Conservation

“The mission of the [National Wildlife Refuge] System is to administer a national network of lands and waters for the conservation, management, and where appropriate, restoration of the fish, wildlife, and plant resources and their habitats within the United States for the benefit of present and future generations of Americans.”

The National Wildlife Refuge System is the world’s most comprehensive network of public lands and waters set aside specifically for fish and wildlife. The U.S. Fish and Wildlife Service manages the Refuge System.

Landmark Law

In 1997, Congress passed the National Wildlife Refuge System Improvement Act. This law gives the Refuge System a strong and singular wildlife conservation mission and provides significant guidance for management and public use of the Refuge System. The Act’s main components include:

- a mission statement for the Refuge System;
- a requirement to maintain the biological integrity, diversity and environmental health of the Refuge System;
- recognition that wildlife-dependent recreational uses involving hunting, fishing, wildlife observation and photography, and environmental education and interpretation, when determined to be compatible, are legitimate and appropriate priority public uses of the Refuge System;
- a requirement that managers prepare a comprehensive conservation plan for each refuge.

The Act also declares that compatible wildlife-dependent recreational activities are legitimate and appropriate priority public uses of the Refuge System. These six activities—hunting, fishing, wildlife observation and photography, and environmental education and interpretation—receive enhanced consideration in planning and management over all other public uses of the System.

Compatibility Determination

A compatibility determination is required when proposing wildlife-dependent recreational use or any other public use of a refuge. Refuge managers strongly encourage the six priority wildlife-dependent recreational uses when they are compatible with the “wildlife first” mission of the refuge. The six priority public uses are reviewed for compatibility less frequently than other uses. The decision about which compatible activities to allow on each refuge depends on a refuge’s purposes, wildlife and habitat objectives, local demographics, and attributes of the land itself.

The Service published its final Compatibility Policy and Regulations in October 2000. The policy provides a strong framework to continue to manage refuge lands sensibly in keeping with the goal of putting wildlife first, while providing recreational and educational opportunities for a growing number of visitors.

Comprehensive Conservation Planning

The Refuge System Improvement Act requires Service managers to develop a comprehensive conservation plan for each refuge and to manage each refuge consistently with that plan.

Comprehensive conservation plans will guide refuge management for the next 15 years, and plans will be reviewed and updated every five years. The planning process for most refuges will:

- provide a clear statement of the desired future habitat condition of the refuge;
- ensure that management of the refuge is consistent with the goals and policies of the National Wildlife Refuge System;
- provide refuge neighbors and partners with a clear understanding of the reasons for management actions on and around the refuge;
- provide for long-term continuity in refuge management;
- provide a basis for Service staffing and for operations, maintenance, and capital improvement budget requests;
- identify potential projects for cost share and partnership contributions.

Based on public comments and input from interested groups and agencies, the Service will explore the potential for expansion of refuges, public use on refuges or establishment of new refuges.

An environmental assessment will include several alternatives for refuge management. The Service will select the preferred alternative, which will be developed into the refuge's comprehensive conservation plan.

Interagency Coordination and Public Involvement

When planning for expanded and new refuges, and when making refuge management decisions, the Act requires effective coordination with other Federal agencies, state fish and wildlife or conservation agencies, and refuge neighbors. In addition, refuges are required to provide opportunities for public involvement when making a compatibility determination or developing a comprehensive conservation plan by holding public meetings and otherwise informing the community of their intentions.

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Facts About the National Wildlife Refuge System

The National Wildlife Refuge System— Celebrating a Century of Conservation

The year 1903 saw the establishment of the first national wildlife refuge at Pelican Island, Florida. President Theodore Roosevelt established the tiny 3-acre Pelican Island refuge by executive order, and went on to create 55 more refuges before he left office in 1909.

Today, the Refuge System encompasses more than 530 units spread over 93 million acres. As the National Wildlife Refuge System prepares to mark its centennial in 2003, it has a new mission and a goal to put wildlife conservation first while providing recreation and education opportunities for a growing number of visitors—more than 35 million last year.

The National Wildlife Refuge System includes:

- more than 93 million acres of land and water—the only national network of public lands set aside to conserve fish, wildlife and plants.
- more than 530 refuges, several thousand waterfowl production areas and 51 coordination areas.
- a wide variety of “special management areas” such as wilderness, research natural areas, wetlands of international importance, wild and scenic rivers, and national natural landmarks.
- twenty-one refuges designated as Class I areas under the Clean Air Act. These areas, including Cape Romain NWR (SC), Okefenokee NWR (GA) and Moosehorn NWR (ME), receive the highest levels of air quality protection.
- important habitat for more than 700 bird species, 220 mammals, 250 reptile and amphibian species, and more than 200 species of fish.

- hundreds of refuges located along the four major migration corridors, or flyways, for waterfowl and other birds (the Atlantic, Mississippi, Central and Pacific flyways). These refuges are vital breeding, feeding and resting places for millions of birds on their long annual migrations.

The Refuge System provides habitat for 180 threatened and endangered animal species and 78 threatened or endangered plants. Fifty six refuges have been acquired principally under authority of the Endangered Species Act, including Crystal River NWR (FL) for manatees, Oklahoma Bat Caves NWR (OK) for endangered bats, Hakalau Forest NWR (HI) for endangered Hawaiian birds and Ash Meadows NWR (NV) for 12 species of plants and fish.

The Refuge System attracts more than 35 million visits annually who enjoy wildlife-dependent recreation.

- Ninety-eight percent of the land in the Refuge System is open to the public.
- The Refuge System offers environmental education programs on 230 field stations.
- The Refuge System offers hunting on more than 290 refuges and fishing on more than 260 refuges.

Extreme Refuge System Facts

- Superimposed over the lower 48 states, the 3.6 million acres of islands in Alaska Maritime NWR would stretch from California to Florida.
- The 500th national wildlife refuge, Canaan Valley (WV), is the highest valley east of the Rocky Mountains.

- The smallest refuge is the half-acre Mille Lacs NWR (MN) and the largest is Alaska's Arctic NWR, at a whopping 19.2 million acres
- North Dakota has the most refuges (64), followed by California (38) and Florida (29).
- A number of national wildlife refuges are named for famous people such as authors (Mark Twain NWR in IL and MO), artists (Audubon NWR in ND) and politicians (Silvio O. Conte NFWR in New England).
- Although 96 percent of the National Wildlife Refuge System units are located in the lower 48 states, Hawaii and U.S. territories, 85 percent of the system's acreage is in Alaska.
- One of the largest swamps in the United States, 600-square-mile Okefenokee NWR (GA), is a Wetland of International Importance. It is home to 15,000 alligators and carnivorous plants.
- Prehistoric loggerhead turtles coexist with high-tech space shuttles at Merritt Island NWR (FL), which lies adjacent to NASA's Cape Canaveral. Merritt Island Refuge also has more kinds of endangered species—including bald eagles, wood storks and manatees—than any other refuge.

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Recreation and Education on National Wildlife Refuges

The National Wildlife Refuge System—Celebrating a Century of Conservation

For nearly a century—since 1903—national wildlife refuges have been great places to get away from it all and enjoy outdoor recreation and education at their best. Because the National Wildlife Refuge System’s origins are rooted in protecting migratory birds, many refuges have been established along the four major migration routes, or flyways (Atlantic, Mississippi, Central and Pacific). Excellent birdwatching opportunities abound on those refuges.

But refuges aren’t only for bird watching! More than 35 million people visit national wildlife refuges each year to hunt, fish, watch and photograph wildlife, and learn more about the natural world at some of our nation’s wildest places.

In 1997, Congress established hunting, fishing, wildlife observation and photography, and environmental education and interpretation as priority public uses where compatible with the mission and purpose of the individual refuges.

Congress maintained refuge managers’ authority to use sound professional judgement to determine compatible public uses and whether or not they will be allowed. Further, Congress established a formal process to determine “compatible use.”

Wildlife Observation and Photography

More than 16 million visitors came to national wildlife refuges in 1999 to watch birds, mammals and fish.

Among the activities they enjoyed:

- watching migrating songbirds and mating horseshoe crabs along the mid-Atlantic coast in summer

- seeing twenty different duck species darken the sky—along with 10,000 tundra swans and hundreds of bald eagles—along the California-Oregon border
- admiring wading birds such as egrets, ibises and spoonbills, and songbirds including warblers, buntings and cuckoos, along the Florida Gulf coast
- watching brilliant sunsets among elk, pronghorn antelope, prairie dogs and black-footed ferrets in Montana

Fishing

In 1999, some 6 million people visited national wildlife refuges to fish. They had plenty of choices for outstanding angling: more than 260 refuges offer fishing opportunities. Among the experiences anglers may enjoy on national wildlife refuges:

- reeling in trophy northern pike and bluegill in Nebraska
- seeking bass, bream and crappie amidst bottomland hardwoods in the Southeast
- finding magnificent trophy king salmon in Alaska

Hunting

About 2 million hunters come to national wildlife refuges each year. Nearly 300 refuges offer hunting—from big game to waterfowl. No matter where you live, if you’re looking for hunting, you’re sure to find opportunity close to home.

A few examples of excellent hunting programs on refuges include:

- moose hunting, as well as hunting for black and brown bear and barren-ground caribou, at Alaska’s interior refuges
- snipe, pheasant and quail hunting in Oregon
- white-tailed deer, squirrel, raccoon and rabbit hunting in Alabama

Environmental Education and Interpretation

Hundreds of thousands of schoolchildren and millions of adults visit refuges each year. They come on their own or as part of school or tour groups to learn more about the environment. Many refuges have environmental education programs, which range from interpretive nature walks for local school children to full-scale teacher-training programs. Many refuges also have environmental education centers.

Environmental education opportunities at refuges include:

- outdoor classroom activities and education about the importance of saltmarsh habitat to migratory birds near San Francisco
- a Midwestern prairie learning center with exhibits on prairie management and restoration, a simulated underground insect burrow and other interactive experiences
- a visitor center near the nation's capital that offers wildlife management demonstrations and year-round outdoor education sites for local schools

Increasing Opportunities through Cooperation

The Fish and Wildlife Service has entered into a number of partnerships with conservation, recreation and sportsmen's organizations to promote recreation on national wildlife refuges. For example:

- A partnership with the National Wild Turkey Federation expanded cooperation to protect, conserve and manage habitat for wild turkeys on refuges. Some 450,000 people hunt turkeys and other upland game on refuges each year.
- In 1997, the Service inked an agreement with the North American Nature Photography Association to promote wildlife and nature photography on national wildlife refuges.
- The Service and Safari Club International cooperate to promote conservation, education, public service and wise stewardship of public lands.

Contact individual national wildlife refuges for information about which recreational uses are permitted.

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Special Management Areas in the National Wildlife Refuge System

The National Wildlife Refuge System— Celebrating a Century of Conservation

A wide variety of special land designations overlay national wildlife refuges. These special designations do not change the mission or management mandate of any refuge; all refuges are managed to conserve, manage and restore the nation's fish and wildlife habitat.

Among the other varied special management area types found on refuges are cultural resource sites, historic sites, research natural areas, wild and scenic rivers, national natural landmarks, and national trails. Some overlay designations may place refuges within larger networks of protected lands, such as national marine sanctuaries, estuarine sanctuaries, and biosphere reserves, or international networks of protected lands such as western hemisphere shorebird reserves and wetlands of international importance.

Special land designations originate with a variety of sources, from Congress and the President to other agencies and organizations, depending on the type of designation.

Wilderness Areas

Wilderness is a special designation applied by Congress to Federal lands “. . . where the earth and its community of life are untrammelled by man, where man is a visitor who does not remain.”

Congress has designated about 20 percent of the lands and waters of the National Wildlife Refuge System as wilderness—more than 20 million acres have been designated on 65 refuges. This is a portion of the more than 105 million acres in the National Wilderness Preservation System, which is managed by the U.S. Fish and Wildlife Service, Bureau of Land Management, National Park Service, and U.S. Forest Service.

In designated wilderness, refuge staff carry out management activities in a way that preserves the wild and undeveloped character of the land. The public can enjoy solitude and the beauty of nature without many of the intrusions of modern, industrial society.

Wild and Scenic Rivers

For a river to be eligible for the National Wild and Scenic Rivers System, it must be free-flowing and possess one or more specific values such as scenic, recreational, geologic, fish and wildlife, historic, cultural, or other similarly unique characteristics worthy of preserving. Wild and Scenic designations are made by Congress upon recommendation from the President.

Of the 10,815 river miles in the Wild and Scenic Rivers System, more than 1,400 miles are managed by the Service as parts of national wildlife refuges. Examples include the 285 mile long Ivishak River managed as part of Arctic NWR (AK), and a 5-mile segment of the Niobrara River that flows through Ft. Niobrara NWR (NE).

National Monuments

The Antiquities Act authorizes the President to establish as national monuments “historic landmarks, historic and prehistoric structures, and other objects of historic or scientific interest” that are located on Federal lands. Nearly every president since 1906 has exercised his power to designate national monuments.

In 2000, President Bill Clinton created the 195,000-acre Hanford Reach National Monument under management by the Service to preserve extraordinary biological, geological, paleontological, archaeological and historic features. The national monument encompasses the 51-mile Hanford Reach, which is the last non-tidally

influenced, free-flowing stretch of the Columbia River and supports some of the most productive salmon-spawning areas in the Pacific Northwest. The monument also contains one of the last remaining large blocks of shrub-steppe ecosystem in the Columbia River Basin.

National Natural Landmarks

National natural landmarks are management areas having national significance because they exemplify one of a natural region's characteristic biotic or geologic features. Sites are designated by the Interior Secretary. Each site must be one of the best known examples of a unique feature and must be located in the United States or on the Continental Shelf. The national natural landmarks managed entirely or in part under the Refuge System contain important ecological or geological feature deserving protection or further study. These areas, which encompass acres, have been maintained relatively free of human disturbance for long periods of time and thus approximate a stable environment.

Biosphere Reserves

Biosphere reserves are protected areas of representative terrestrial and coastal environments which have been internationally recognized under the UNESCO Man and the Biosphere Program for their value in conservation and in providing the scientific knowledge, skill and human values to support sustainable development. Biosphere reserves are united to form a worldwide network which shares information relevant to conserving and managing natural and managed ecosystems.

Five units of the National Wildlife Refuge System are included in biosphere reserves.

- Aleutian Islands Unit of Alaska Maritime NWR (AK) is included in the Aleutian Islands Biosphere Reserve.
- Blackbeard Island NWR (GA), Wolf Island NWR, and Cape Romain NWR (SC) are included in the Carolinian-South Atlantic Biosphere Reserve.
- Farallon NWR (CA) is included in the Central California Coast Biosphere Reserve.

Western Hemisphere Shorebird Reserve Network

The Western Hemisphere Shorebird Reserve Network links wetland and associated upland sites essential to migratory shorebirds in a voluntary, nonregulatory program of research, training, and collaboration for habitat management, environmental education, and protection.

Shorebirds migrate across the hemisphere, some from the Arctic to Tierra del Fuego. Their movements carry them through wetlands with immense natural value to wildlife and to humans alike. The network uses shorebirds as symbols of the intense conservation challenge that wetlands face, and of the need for international cooperation to protect these areas.

Twenty areas within the National Wildlife Refuge System have been designated as shorebird reserves.

Wetlands of International Importance

Adopted in 1971 in Ramsar, Iran, the Convention on Wetlands of International Importance provides a framework for the conservation of wetlands worldwide. Marsh, fen, peatland or water-static or flowing, fresh, brackish or salt—even riparian or coastal zones adjacent to wetlands are included in and protected by the Ramsar Convention.

Areas within the National Wildlife Refuge System that have been designated as units of Ramsar sites include:

- Izembek Lagoon NWR and State Game Area (AK)
- Forsythe NWR (NJ)
- Okefenokee NWR (GA and FL)
- Ash Meadows NWR (NV)
- Pelican Island NWR (FL)
- Sand Lake NWR (SD)

National Register of Historic Places, National Historic Landmarks

To date, the Service has identified more than 8,000 cultural resources based on surveys of approximately 1 percent of the lands it manages. These include 11,000 year old archaeological sites, shipwrecks and their cargo, historic plantations and buildings, cemeteries and burial grounds, lighthouses, and battlefields. Hundreds of these sites are listed on or eligible for the National Register of Historic Places. Seven have been designated as National Historic Landmarks. While many Service cultural resources are adequately protected, hundreds of sites continue to be threatened by erosion, project impacts, deterioration, and theft of artifacts.

National Wildlife Refuge System resources that are registered historic places or historic landmarks include:

- DeSoto NWR (IA), with its collection of cargo recovered from the Steamboat Bertrand, which ran aground in sand in the Missouri River in 1865.
- Lake Ilo NWR (ND), where a six-year archaeological study has yielded a wealth of information about the Paleoindian peoples of the northern plains.
- Sevilleta NWR (NM), which features petroglyphs dating back to the 12th century A.D.
- Necker Island Archeological District at Hawaiian Islands NWR (HI).

**U.S. Fish and Wildlife Service
National Wildlife Refuge System
1 800/344 WILD
<http://refuges.fws.gov>**



Wilderness Areas on National Wildlife Refuges

The National Wildlife Refuge System— Celebrating a Century of Conservation

Wilderness is a special designation applied by Congress to Federal lands “...where the earth and its community of life are untrammelled by man, where man is a visitor who does not remain.”

Congress has designated about 20 percent of the lands and waters of the National Wildlife Refuge System as wilderness—more than 20 million acres have been designated on 65 refuges. This is a portion of the more than 105 million acres in the National Wilderness Preservation System, which is managed by the U.S. Fish and Wildlife Service, Bureau of Land Management, National Park Service, and U.S. Forest Service.

The largest wilderness area in the refuge system is 8 million acres on Alaska’s Arctic NWR. Nearly 75 percent of the Alaska Maritime NWR is wilderness; these 11 island wilderness units comprise 2.5 million of the Refuge’s 3.5 million acres. Other maritime island refuge wildernesses include the Oregon Islands and Three Arch Rocks NWRs spanning the 320-mile Oregon coastline; the Flattery Rocks, Quillayute Needles, and Copalis NWRs extending along 100 miles of the Washington coastline; the San Juan Islands NWR in Washington’s inland waters; and the Farallon Islands NWR off the California coast.

Great Swamp NWR in New Jersey was the first national wildlife refuge to receive wilderness designation—3,660 acres in 1968. Most recently, more than 8 million acres on Havasu and Imperial NWRs on the California-Arizona border were designated as wilderness.

The very first national wildlife refuge also represents the smallest wilderness area in the National Wildlife Refuge System. Pelican Island, established as a refuge in 1903, was designated as a 6-acre wilderness area in 1970.

In designated wilderness, refuge staff carry out their management activities in a way that preserves the wild and undeveloped character of the land, and the public can enjoy solitude and the beauty of nature without many of the intrusions of modern, industrial society.

**U.S. Fish and Wildlife Service
National Wildlife Refuge System
1 800/344 WILD
<http://refuges.fws.gov>**



Waterfowl Production Areas: Prairie Jewels of the Refuge System

The National Wildlife Refuge System— Celebrating a Century of Conservation

Waterfowl production areas preserve wetlands and grasslands critical to waterfowl and other wildlife. Managed by the U.S. Fish and Wildlife Service, these public lands became part of the National Wildlife Refuge System in 1966 through the National Wildlife Refuge Administration Act.

Nearly 95 percent of waterfowl production areas are located in the prairie wetlands, or potholes, of North and South Dakota, Minnesota, and Montana. North Dakota alone is home to more than a third of the nation's waterfowl production areas. Other key states are Nebraska, Wisconsin and Iowa. Michigan has two waterfowl production areas; Idaho and Maine each have one.

Prairie potholes are lifelines for the fish and wildlife of the entire prairie landscape, from the Rockies to Wisconsin. If wetlands in this vast prairie pothole region were not saved from drainage, hundreds of species of migratory birds would have been seriously threatened or become extinct.

The Migratory Bird Hunting and Conservation Act (known as the "Duck Stamp Act"), was passed in 1934 and amended by Congress in 1958, authorizing the Service to acquire wetlands and uplands as waterfowl production areas. Thus began one of the most aggressive acquisition campaigns in history and what would ultimately become a race against draining some of the nation's most valuable wetland habitat.

Nearly 3,000 waterfowl production areas cover 668,000 acres nationwide. They average 223 acres in size. The smallest is less than an acre (Medicine Lake WPA in North Dakota) and the largest is 3,733 acres (Kingsbury Lake WPA in Montana).

Some waterfowl production areas have been donated as gifts while a few have been reserved from public domain lands. The first waterfowl production area purchased with Federal Duck Stamp funds was McCarlson WPA in Day County, South Dakota in 1959.

By law, waterfowl production areas are open to hunting, fishing and trapping. Other important wildlife-dependent uses allowed include wildlife observation, photography, and environmental education. Nearly 800,000 people visit waterfowl production areas yearly. Waterfowl production areas in the Huron Wetland Management District in South Dakota get more than 100,000 visitors per year—more than any other wetland management district.

Waterfowl production areas are managed by the staffs at wetland management districts around the prairie pothole region. Wetland management districts were created in 1962 as the Fish and Wildlife Service's land acquisition program accelerated after a loan from Congress against future Duck Stamp sales. Each wetland management district has a staff of two to 12 people, including wildlife managers, biologists, technicians, maintenance workers and administrative specialists.

Wetland management district staff also manage wetland easements, perpetual contracts with willing private landowners who protect their wetlands from draining and filling with soil. To date, the Service has acquired nearly 25,000 easements covering 1.6 million acres. In recent years, the Service has also purchased grassland easements to provide permanent grassland cover around wetlands to meet the needs of upland nesting waterfowl and other wildlife.

Although waterfowl production areas, easements and national wildlife refuges account for less than 2 percent of the landscape in the prairie pothole region states, they are responsible for producing nearly 23 percent of this area's waterfowl. Just as important, staff at wetland management districts work extensively with private landowners through voluntary partnerships that enhance private lands for waterfowl and other wildlife.

Interesting Facts about WPAs

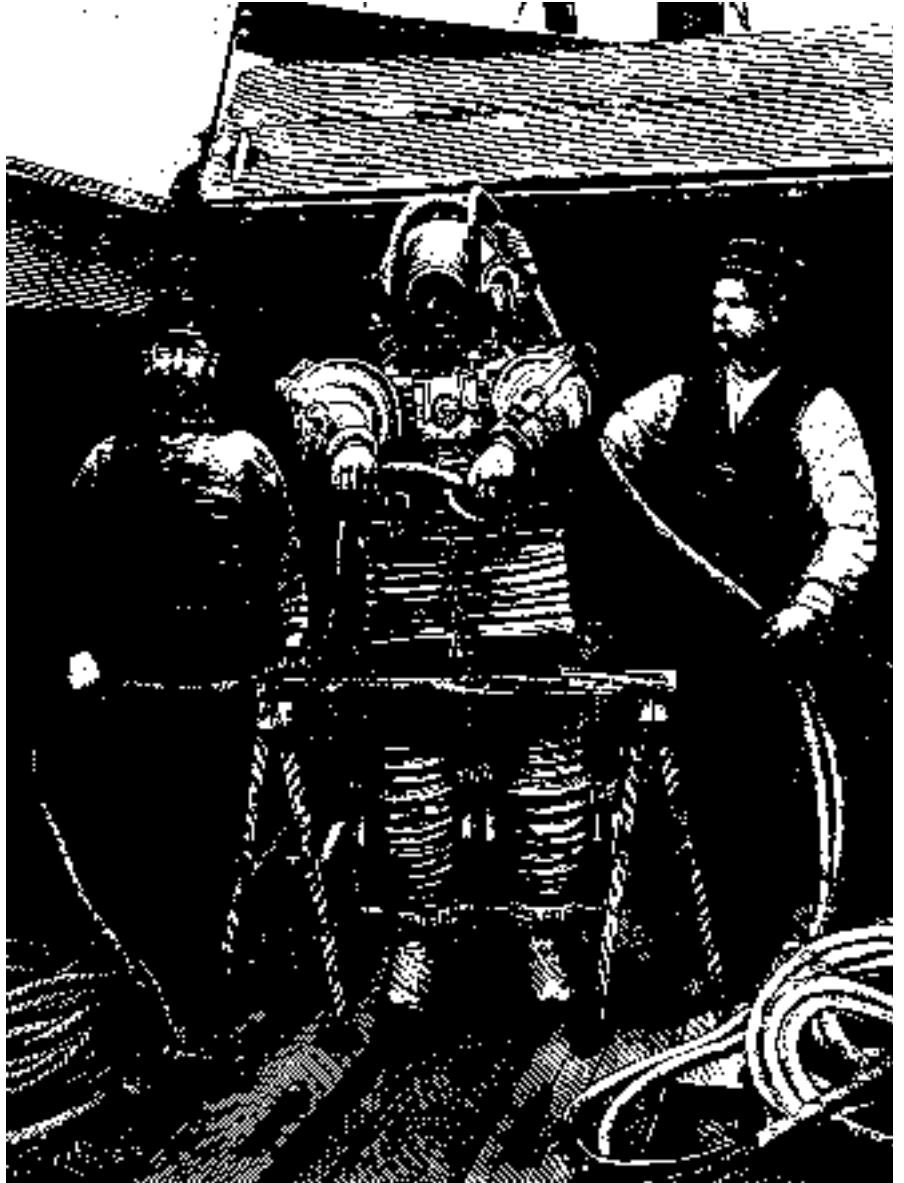
- The Rainwater Basin Wetland Management District in Nebraska is one of the most important stopover areas for waterfowl in North America. Approximately 2 to 3 million geese and 7 to 9 million ducks use the area for a few weeks between February and April each year as they wing their way to their breeding grounds.
- Waterfowl production areas are not just for ducks and geese, though. Several threatened or endangered species, especially prairie plants such as the western prairie fringed orchid, rely heavily on waterfowl production area habitat for survival. The Service purchased Fuller WPA in northwestern North Dakota to protect nesting threatened piping plovers and for waterfowl production. Other rare or unique species recorded on waterfowl production areas in the West include grizzly bears, mountain lions, bobcats, blue grouse and wolverines.
- Waterfowl production areas also protect a large portion of the remaining tallgrass in the Midwest. Helikson WPA in northwest Minnesota contains 1,373 acres of virgin prairie with grasses over 6 feet tall.
- Waterfowl production areas are usually named after the owner who sold the land to the Fish and Wildlife Service, while a few stick with names given by local residents. Some unusual names are: Mosquito Ranch, Humpty Dumpty, Robin Hood, Maga TaHohpi (Yankton Sioux for "duck nest"), Gomer Trout, and Kicking Horse.
- The Blackfoot River, made famous in the book and movie "A River Runs Through It," winds through the Blackfoot WPA in Montana.
- Plover WPA, in Lac qui Parle County, Minnesota, had granite bedrock outcrops exposed 10,000 years ago by a glacial river. The bedrock is said to be some of the oldest in the world.
- Jarina WPA, at the foot of the east face of the Rockies in Montana, is the windiest waterfowl production area. Fierce southerly winds that reach 100 m.p.h., known as Chinooks, roar across the terrain and tear bolted boundary signs from their posts.

**U.S. Fish and Wildlife Service
National Wildlife Refuge System
1 800/344 WILD
<http://refuges.fws.gov>**



Part X Product Information

Centennial Handbook



*We think our product information
can help you make some informed
choices.*

Product Introduction

The product list in this handbook is by no means complete. Throughout the years, businesses have developed products to help us get the word out about the National Wildlife Refuge System. If you have other sources that are not listed here, please let us know.

Remember, if you use government dollars to purchase any of the products listed, you may not sell these items. They are giveaways and they must be tied to the FWS and/or Refuge System with an educational message. For example, the National Wildlife Refuge System pins are mounted on a card with information about the blue goose symbol and its connection to the Refuge System. In addition, the bumper stickers have a message on the back about the Centennial and the Refuge System.

If one of your partners, such as a Refuge Support Group, purchases products using private dollars, then they may sell these items.

Check with your Regional Publications Coordinator for product development, as he or she may already have a designer under contract who can produce some of these items.

The product list does not include prices because they vary depending on the size of your order. If you buy in quantity, the cost is considerably less than if you purchase one or two of each item. Please contact the company to find out the cost of the product you are interested in ordering.

National Wildlife Refuge System Products

Supplier	Product
<i>After Hours Embroidery</i> 13407 Pine Needle Lane Fort Myers, FL 33908 phone 941/437 3260	blue goose baseball cap blue goose tee-shirts blue goose polo shirts blue goose tote bags
<i>Marketing World Specialties, Inc.</i> 1360 Sarno Road, Suite C Melbourne, FL 32935-5211 phone 800/589 5556	blue goose tattoo blue goose pen blue goose insulated travel mug blue goose flag (2'x3')
<i>Stamp Cabana</i> 777 E. Merritt Island Causeway Merritt Island, Florida 32952 phone 407/783 7405	blue goose stamp ultra marine blue ink pad
<i>Eagle River Design, Inc.</i> 2731 S. Highway 191 Moab, UT 84532 phone 800/558 8591	NWRSystem pin (blue goose) NWRSystem centennial pin (blue goose) NWRSystem large medallion (blue goose)
<i>Times Printing Company</i> PO Box 400 Manteo, NC 27954 phone 252/473 2105	Refuge Cancellation Stamp (refuge name and date stamp w/blue goose)
<i>National Wildlife Refuge Association</i> 1010 Wisconsin Avenue, NW Washington, DC 20007 phone 202/333 9075	NWRSystem calendar Guide to National Wildlife Refuges by Riley (book) Seasons of the Wild by Hollingsworth (book)
<i>Forrester Promotional Products</i> PO Box 21 Newbury, MA 01950 phone 508/465 0133	bumper stickers (Celebrate Wildlife)
<i>Wilderness Graphics, Inc.</i> PO Box 1635 Tallahassee, FL 32302 phone 850/224 6414	blue goose passport book stamp w/refuge name and blue goose

Supplier	Product
<i>Friends of Blackwater NWR</i> PO Box 1231 Cambridge, MD 21613 phone 410/228 2692	NWRSystem tee-shirt (image is current year poster) (sm, med, lg, xlg, xxlg)
<i>The Lighthouse for the Blind</i> Skilcraft Custom Business Products PO Box 14959 Seattle, WA 98114-0959 phone 800/799 0402	blue goose centennial mouse pads blue goose business cards
<i>U.S. Mint</i> 6331 Third Street, NW Washington, DC 20220 phone 202/289 0609	Teddy Roosevelt circular bronze medallions
<i>Western Heritage Company</i> PO Box 455 Encampment, WY 823325 phone 307/327 5702	FWS items/awards/gifts for employees and volunteers, e.g. coffee mugs
<i>Chincoteague Natural History Association</i> PO Box 917 Chincoteague, VA 23336 phone 757/336 3696	Teddy "T.R." Roosevelt Bear 100 x 100 anniversary patch 100 x 100 anniversary button
<i>Media Source</i> 1339 Wales Drive Fort Myers, FL 33901 phone 941/931 3230	blue goose bumper stickers, (centennial theme, English and Spanish versions) blue goose beanie baby centennial ball caps and tee shirts
<i>Custom Wood Signs</i> 1020 SE Clinton Portland, OR 97202 ph: 503-233-1539	wood NWRSystem blue goose plaque, semi-oval 18"x11"

Supplier**Product**

EPI Communications
6116 Executive Blvd, Suite 210
Rockville, MD 20852
phone 301/230 2023

Teddy Roosevelt standups

National Business Center
Department of Interior
1800 C Street, NW
Washington, DC 20240
phone 202/208 3919

3' x 10' banner (inside)
4' x 27' banner (inside)
3' x 20' banner (outside)
4' x 27' banner (outside)

U.S. Fish and Wildlife Service
Regional Sign Center
3 Kansas Street
Winona, MN 55897
phone 507/452 8487

banners
blue goose entrance signs
boundary signs

Banana Banners
314 Duke Street
Alexandria, VA 22314
phone 703/823 5933

2' x 5' banner (outside)

The Sign and Banner Factory
1607 NE 7th Avenue
Portland, OR 97232
phone 503/284 9121

2' x 7' banner (outside)

Theodore Roosevelt Impersonators

Jim Foote
phone 516/671 1447 or
800/669 1867

Keith McGough
phone 888/4TR 1902

Robert Overholser
phone 360/629 3909 (home)
360/435 6412 (work)

Part XI Helpful Information

Centennial Handbook



*Rather not crank out information
all by yourself? Help is only a phone
call away!*

National Wildlife Refuge System Outreach Team

These team members, including one representative from each region and several from Washington, DC, are your contacts for the Refuge System Centennial. They will keep you informed of Centennial activities and can work with your station.

Region 1

*Susan Saul
External Affairs
phone 503/872 2728
fax 503/231 2122*

Region 2

*Julie Niemann
phone 505/248 6822
fax 505/248 6874*

Region 3

*Chuck Traxler
External Affairs
phone 612/713 5403
fax 612/713 5183*

Region 4

*Vicki McCoy
Special Assistant to RD
phone 404/679 7288
fax 404/679 7276*

Region 5

*Kathy Zeamer
External Affairs
phone 413/253 8527
fax 413/253 8468*

Region 6

*Sheri Fetherman
Refuges Program
phone 303/236 8145 x649
fax 303/236 4792*

Region 7

*Cathy Rezabeck,
External Affairs
phone 907/786 3351
fax 907/786 3844*

Refuge Advisors

*Mike Hedrick, Manager
Charles M. Russell NWR
phone 406/538 8706 x 221
fax 406/538 7521*

Jerome Ford, Manager

*Tensas NWR
phone 318/574 2664
fax 318/574 1624*

Region 9 (W.O.)

*Jim Kurth, Deputy Chief
National Wildlife Refuge System
phone 703/358 1744
fax 703/358 2248*

Vacant, Division Chief

*Visitor Services & Communications
phone 703/358 2029
fax 703/358 2248*

Dennis Prichard

*Centennial Projects Coordinator
phone 703/358 2029
fax 703/358 2248*

Janet Tennyson

*Communication Team Leader
phone 703/358 2029
fax 703/358 2248*

Rachel Levin

*External Affairs
phone 202/208 5631
fax 202/219 9463*

Julia Hathaway

*Congressional Affairs
phone 202/208 5403
fax 202/208 7059*

National Outreach Team

The National Outreach Team consists of a representative from each Region plus the National Outreach Coordinator in Washington, D.C. This team incorporates the Service's messages into the various programs and products, such as the Service exhibit and the regional refuge brochures. Their work helps ensure that we all are reading from the same sheet of paper.

National Outreach Coordinator

Anita Noguera
phone 202/219 1834

National Web Manager

Charlie Grymes
phone 202/219 1822

Region 1

Susan Saul
phone 503/872 2728

Region 2

Tom Bauer
phone 505/766 3940

Region 3

Joan Guilfoyle
phone 612/713 5630

Region 4

Connie Dickard
phone 334/441 5181

Region 5

Marci Caplis
phone 413/253 8321

Region 6

Sharon Rose
phone 303/236 7905

Region 7

Karen Boylan
phone 907/786 3309

Region 9

Mary Maruca
phone 703/358 2195

CA/NV

Patricia Foulk
phone 916/414 6464

Office of Public Affairs

*Need help writing a news release?
Want to know how to invite the
media to an event? Contact your
Regional Public Affairs office for
assistance. Get the “who, what,
where, when, why, and how.”*

Region 1

phone 503/231 6120
fax 503/231 2122

Region 2

phone 505/248 6911
fax 505/248 6915

Region 3

phone 612/713 5360
fax 612/713 5280

Region 4

phone 404/679 7289
fax 404/679 7286

Region 5

phone 413/253 8328
fax 413/253 8456

Region 6

phone 303/236 7905
fax 303/236 3815

Region 7

phone 907/786 3309
fax 907/786 3495

Region 9 (W.O.)

phone 202/208 4131
fax 219/208 2428

Region 9 (W.O.)

Other Contacts

Audio Visual

phone 202/208 5611
fax 202/208 7409

Media Services

phone 202/208 5634
fax 219/208 2428

Printing

phone 202/208 4111
fax 202/208 7661

Volunteer Coordinators

Have a question or two about volunteers or the Service's volunteer program? Need a volunteer handbook? Each region, along with the Washington Office, has a Volunteer Coordinator who can help with questions you may have about volunteers or volunteering.

Region 1

*Linda Watters (acting)
Steve Moore
Phone 503/231 6177
Fax 503/231 2364*

Region 2

*Vacant
Art Needleman (acting)
Phone 505/248 6822
Fax 505/248 6874*

Region 3

*Vacant
Tom Worthington (acting)
Phone 612/713 5444
Fax 612/713 5287*

Region 4

*Richard Mattison
Phone 404/679 7178
Fax 404/679 7285*

Region 5

*Jennifer Palaia
Phone 413/253 8303
Fax 413/253 8468*

Region 6

*Tina Proctor
Phone 303/236 8145 x 606
Fax 303/236 4792*

Region 7

*Bill Kirk
Phone 907/786 3391
Fax 907/786 3976*

Region 9 (W.O.)

*Tina Dobrinsky
Phone 703/358 2303
Fax 703/358 1826*

Contracting and General Services

What can we pay for? How can we pay for it? What can we spend government dollars on? What's a cost-share agreement and how do we set one up? The Office of Contracting can provide guidance for all of these questions and more.

Region 1

phone 503/231 6188
fax 503/231 6259

Region 2

phone 505/248 6794
fax 505/248 6791

Region 3

phone 612/713 5212
fax 612/725 1717

Region 4

phone 404/679 4053
fax 404/679 4057

Region 5

phone 413/253 8230
fax 413/253 8450

Region 6

phone 303/236 5412
fax 303/236 4791

Region 7

phone 907/786 3409
fax 907/786 3923

Region 9 (W.O)

phone 703/358 1901
fax 703/358 2264 (contracts)
703/358 1875 (purchasing)

Regional Sign Coordinators

Which entrance sign do I use for my field station? Can I use the blue goose? Questions? These people can help.

Region 1

Vaughn Ruppert
Phone 503/872 2702
Fax 503/231 2364

Region 2

Art Needleman
Phone 505/248 6822
Fax 505/248 6874

Region 3

Vacant
Phone 612/713 5444
Fax 612/713 5287

Region 4

Richard Mattison
Phone 404/679 7178
Fax 404/679 7285

Region 5

Sarah Bevilacqua
Phone 413/253 8515
Fax 413/253 8480

Region 6

Lorrie Beck
Phone 303/236 8145 (x637)
Fax 303/236 4792

Region 7

Dave Patterson
Phone 907/786 3389
Fax 907/786 3976

Region 9 (W.O.)

Rebecca Halbe
Phone 703/358 2365
Fax 703/358 1826

Regional Sign Center

Duane Gaulke
Mandy Kline
Ed Legace
Matt Merchlewitz
Ed Petschow
3 Kansas Street
Winona, MN 55897
Phone 507/452 8487
Fax 507/452 0860

Congressional Affairs

*Need help when it comes to working
with Congress and their staff?
These are the folks to contact.*

Region 1

David Patte
phone 503/231 6120
fax 503/231 2122

Region 2

Vacant
phone 505/248 6931
fax 505/248 6915

Region 3

Jane West
phone 612/713 5314
fax 612/713 5280

Region 4

Ann Feltner
phone 404/679 7275
fax 404/679 7286

Region 5

Marci Caplis
phone 413/253 8321
fax 413/253 8456

Region 6

Sharon Rose
phone 303/236 7905
fax 303/236 3815

Region 7

Jen Kohout
phone 907/786 3687
fax 907/786 3495

Region 9 (W.O.)

Julia Hathaway
phone 202/208 5403
fax 202/208 7059

Publication Coordinators

What is the proper format for a refuge brochure? How about refuge specific fact sheets? Hosting a conference and need help with designing the agenda, not to mention graphics and 1,000 copies? Who do you turn to? Your Publication Coordinators can help.

Region 1

Matt Hasti
phone 503/872 2701
fax 503/231 2364

Region 2

Art Needleman
phone 505/248 6822
fax 505/248 6874

Region 3

Chuck Traxler
phone 612/713 5313
fax 612/713 5183

Region 4

Ellen Marcus
phone 404/679 7179
fax 404/679 7286

Region 5

Diana Weaver
phone 413/253 8329
fax 413/253 8456

Region 6

Melvie Umland
phone 303/236 8145 x 622
fax 303/236 4792

Region 7

Laura Whitehouse
phone 907/786 3373
fax 907/786 3844

Region 9 (W.O.)

Mark Newcastle
phone 202/208 4111
fax 202/208 7661

NCTC

Troy Bunch
phone 304/876 7656
fax 304/876 7241

Additional Resources

Special Events

- FWS Manual Chapter (042 FW1)
- Handbook for Dedications and other Special Events (included in this handbook)

Note: these can be found on the FWS home page

Paid Advertising

- Departmental Manual (470DM1.1E)
- FWS Manual Chapter (115 FW 1.2 E.)
- sii.fws.gov/outreach/advertising.htm

Congress

- sii.fws.gov/r9cla
Guidance, do's and don'ts, and other tips on Congressional Outreach
- <http://thomas.loc.gov/home/thomas2.html>
Legislative information

Media

- sii.fws.gov/r9extaffmediaser.htm
Policy on working with the press and other useful resources
- <http://refuges100.fws.gov>
Information most frequently requested by reporters about the National Wildlife Refuge System

Fundraising

- www.doi.gov/ethics/ethics4.html
Guidance on fundraising and donation activities, including do's and don'ts of partnerships

Partnerships

- <http://www.friends.fws.gov>
- <http://www.volunteers.fws.gov>
- <http://www.refugenet.org>
National Wildlife Refuge Association web site
- www.nfwf.org
National Fish and Wildlife Foundation web site

Note: Look for information about the Refuge Support Group grant program. This program provides grants (\$1,000-\$5,000) to creative and innovative programs that increase the number and effectiveness of organizations interested in assisting the Refuge System nationwide.

- www.audubon.org/campaign/refuge
National Audubon Society web site

- <http://www.nwf.org/affiliates>
National Wildlife Federation chapters

Publications

- www.fws.gov/r9pdm/forms/3-550.pdf
Except for internal documents and general site brochures for refuges and hatcheries, all Service publications must be cleared through the Publications Approval Request process (FWS Form 3-55) before design and printing can start.

Theodore Roosevelt

26th President of the United States, noted conservationist, hunter and birder, Teddy Roosevelt is credited with setting aside the first national wildlife refuge at Pelican Island, Florida, in 1903. Before leaving office in 1909, President Roosevelt created 55 more bird and mammal reservations throughout the United States.



Jay Norwood “Ding” Darling

Nationally recognized for his conservation-minded cartoons and two Pulitzer Prizes, “Ding” accepted President Franklin D. Roosevelt’s offer to head the Bureau of Biological Survey in 1934. Although his tenure as Chief lasted only 18 months, he brought new energy and direction to the agency by creating the first Duck Stamp and acquiring many new refuges.



J. Clark Salyer II

The tireless Chief of the Service's Wildlife Refuge Program for nearly 30 years, Salyer was actively involved in acquiring and expanding numerous refuges across the country. "Ding" Darling noted that "Clark Salyer was the salvation of the Duck Restoration Program of 1934-36. He did most of the work for which I was given credit and awarded medals."



Paul Kroegel

Paul Kroegel was the first manager and game warden of Pelican Island bird reservation. Initially hired by the Audubon Society at a salary of \$1 per month, Warden Kroegel worked for the Bureau of Biological Survey for nearly 20 years to protect the bird rookeries on our first refuge.



Rachel Carson

Hired as a junior aquatic biologist in 1935, Carson remained with the FWS for 17 years before resigning from her position as the Service's Chief Editor to pursue a literary career. Her success as the author of "The Sea Round Us" and "Silent Spring" was based on research performed by FWS scientists in the 1940s and '50s documenting the effects of pesticides on human and wildlife populations.



National Wildlife Refuge System

Centennial Interim Logo and Centennial Design Element (Celebrating a Century of Conservation)

Guidelines for Use

Purpose

- To promote awareness of the National Wildlife Refuge System's Centennial by consistently using this approved interim Centennial logo and Centennial design element

Sample Uses

- fact sheets
- news releases
- refuge reports
- site brochures
- products, i.e., banners, stickers, posters
- pins

Use with other logos

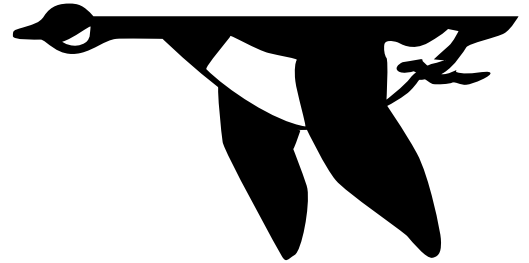
- Service logo must be used in all circumstances, Department of Interior logo is optional

Centennial logo use with accompanying Centennial design element

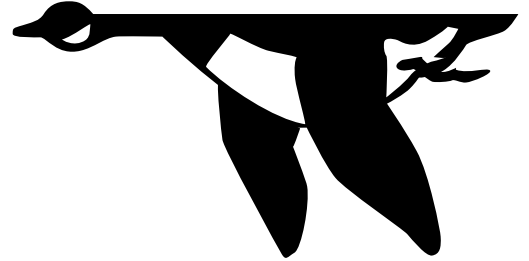
- set centered beneath the Centennial logo or
- set flush-left to the right of the Centennial logo
- no catchphrases, tag-lines, or slogans will replace any elements of the Centennial logo and Centennial design element

Color

- when printed, if only one ink is used, the logo can be printed in Black or PMS 2738 (blue)
- when using four-color process printing, the logo is a four-color build of PMS 281C
- when the logo is used as a background on the printed page, a tint range of 20-50% is recommended



↑ 6 pica (or 1" height)



↑ 12 pica (or 2" height)



↑
FWS Graphic Standard
for publications size
4 pica (or 5/8" height)
prints in black or PMS 2738

*Celebrating a
Century
of Conservation!*

*Celebrating a
Century
of Conservation!*

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Celebrating a
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of Conservation!

National Wildlife Refuge System 1903 - 2003



Celebrating a
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of Conservation!

National Wildlife Refuge System 1903 - 2003



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Additional Resources

Special Events

- FWS Manual Chapter (042 FW1)
- Handbook for Dedications and other Special Events (included in this handbook)

Note: these can be found on the FWS home page

Paid Advertising

- Departmental Manual (470DM1.1E)
- FWS Manual Chapter (115 FW 1.2 E.)
- sii.fws.gov/outreach/advertising.htm

Congress

- sii.fws.gov/r9cla
Guidance, do's and don'ts, and other tips on Congressional Outreach
- <http://thomas.loc.gov/home/thomas2.html>
Legislative information

Media

- sii.fws.gov/r9extaffmediaser.htm
Policy on working with the press and other useful resources
- <http://refuges100.fws.gov>
Information most frequently requested by reporters about the National Wildlife Refuge System

Fundraising

- www.doi.gov/ethics/ethics4.html
Guidance on fundraising and donation activities, including do's and don'ts of partnerships

Partnerships

- <http://www.friends.fws.gov>
- <http://www.volunteers.fws.gov>

- <http://www.refugenet.org>
National Wildlife Refuge Association web site
- www.nfwf.org
National Fish and Wildlife Foundation web site

Note: Look for information about the Refuge Support Group grant program. This program provides grants (\$1,000-\$5,000) to creative and innovative programs that increase the number and effectiveness of organizations interested in assisting the Refuge System nationwide.

- www.audubon.org/campaign/refuge
National Audubon Society web site
- <http://www.nwf.org/affiliates>
National Wildlife Federation chapters

Publications

- www.fws.gov/r9pdm/forms/3-550.pdf
Except for internal documents and general site brochures for refuges and hatcheries, all Service publications must be cleared through the Publications Approval Request process (FWS Form 3-55) before design and printing can start.