

**JOB PROGRESS REPORT
INFORMATION/EDUCATION PROGRAM**

STATE: Territory of Guam

PROJECT NO.: FW-3C-5

SUB-PROJECT NO.: C-3

JOB NO.: 1

JOB TITLE: Public Information and Education on Guam's Fish and Wildlife Restoration and Endangered Species Programs (2520, 2530, 1630)

PERIOD COVERED: October 1, 1996 to September 30, 1997

SUMMARY

The Public Information Officer Position remained unfilled while efforts are underway to create an Education Specialist Position. The position description was approved by the Governor and is pending review by the Civil Service Commission.

The Division conducted a two-day Marine Fishing Derby for Kids Only at Andersen Air Force Base's Serena Beach in June. A fishing clinic open to the public was also conducted on the Saturday prior to this event.

The Division continues to distribute posters, flyers, pamphlets, coloring books and videos to the public and schools

The Division continued to issue press releases on its projects and activities, set up static public displays, conduct press conferences, submit feature articles to the print media, make radio and television appearances, and respond to requests for information from students and members of the general public.

BACKGROUND

The Public Awareness and Conservation Education Program (PACE) was established in support of the Division's mission to protect, preserve, develop and enhance Guam's aquatic and wildlife resources. The program consists of school presentations dealing with aquatic and wildlife conservation, kids' fishing derbies, the production of resource materials for classroom use including coloring books, activity guides, posters and informational flyers, news releases, static public displays, public service announcements, press conferences and feature articles.

Up until FY90, the program was facilitated primarily by a Public Information Officer, and periodically by staff biologists. Since FY90, Conservation Officers have also provided direct support to the PACE effort by conducting classroom visits to address the enforcement aspects of conservation.

The effectiveness of the PACE programs and activities can best be measured by the community's continuing response in reporting suspected poachers and poaching activities to conservation officers and police, the growing interest and demand for resource conservation materials, and the increase in teacher and student requests for fish and wildlife presentations. As in the past, residents continue to report bird sightings, bring in injured birds or birds presumed to be endangered species, and generally to encourage the institution of more intensive management programs for Guam's fish and wildlife resources.

PROCEDURES AND RESULTS

Activities and efforts during FY97 included the following:

1. Class presentations on endangered species, coral reef ecology and fish and wildlife conservation in general, were delivered public and private elementary schools, middle schools, and high schools, university classes, and groups such as the 4-H Club, Cub Scouts, and Department of Parks and Recreation Summer Camp. Division staff biologists and conservation officers also provided support to the University of Guam's fisheries training program.
2. The Division distributed color posters on the to every school and library on the reef and pelagic fishes of Guam. Copies of the poster are available to the public upon request at the Division office. The development and production of the posters were funded by the Sport Fish Restoration Program.
3. The Division distributed color posters on the Dangerous and Poisonous Sea Creatures to the public. Poster production was funded by the Guam Coastal Zone Management Program while DAWR provided some of the photographs and technical support.
4. The Division distributed color flyers of Guam's animal, plant and marine life to the schools and public. The PACE program funded the development and production of the flyers, while the Coastal Zone Management Program funded the printing.
5. The Division distributed color posters on the Mariana fruit bat (*Pteropus mariannus*) to every school and library on Guam. Copies of the poster are available to the public upon request at the Division office. The development and production of the posters were funded by the Wildlife Restoration Program; printing funds came from the Bureau of Planning's Coastal Management Program through a grant from the National Oceanic and Atmospheric Administration.
6. The Division continues to issue copies of a 30-minute video on coral reef ecology intended for use in public fisheries presentations and for distribution to school and public libraries, museums, and other educational institutions.
7. Displays on the brown tree snake and various fish and wildlife conservation programs were set up during Earth Week and other similar events.

8. Division programs and activities continue to gain extensive media coverage. Newspaper and television feature articles on Guam rail, Micronesian kingfisher and Mariana crow recovery efforts are periodically done, as are hunting and fishing activities and enforcement. In addition, a number of off-island media visited Guam during the year to film and document brown tree snake impact on Guam's natural resources and efforts to control its spread to other islands.
9. The Division participated in Youth Leadership Day activities.
10. Division staff developed press releases and feature articles and participated in media conferences on various conservation topics.

RECOMMENDATIONS

1. Hire an Education Specialist as soon as Civil Service approved the position.
2. Develop and implement a Hunter Education program to compliment the existing PACE program utilizing Division biologists, conservation officers, and community volunteers as instructors.
3. Develop and implement specific public education programs on the brown tree snake and the recovery programs for the Mariana crow, the Micronesian kingfisher, the Guam rail, and other endangered indigenous species. Attempt to develop feelings of cultural pride and concern for the recovery of indigenous wildlife.
4. Develop a teacher-training program for aquatic education.
5. Continue to hold freshwater and marine fishing derbies and clinics for children. In addition, develop a new series of freshwater and marine fishing derbies, clinics, and other events for older youths, ages 13 through 17, and for adults.
6. Explore the possibilities of corporate sponsorship for specific endangered species recovery, conservation, and public awareness programs.
7. Continue aquatic and wildlife presentations at public and private schools, libraries, summer camps, after-school programs, and civic organizations.
8. Develop and implement workshops on various natural resource conservation topics for public and private school teachers.
9. Continue public awareness program through press releases, news articles, press conferences and other media to keep the public informed of the progress and accomplishments of the Division's fish, wildlife and endangered species programs.
10. Update existing and develop new public service announcements for television and radio.

11. Coordinate the Division's participation in mutual programs and projects with Guam's Department of Education, Guam Coastal Management Program, Sea Grant, the University of Guam Extension Service, Department of Parks and Recreation, the Guam Environmental Protection Agency, the U. S. Fish and Wildlife Service, the U. S. National Park Service, and the Guam National Wildlife Refuge.
12. Develop a traveling exhibit program to present information on the Division's fish and wildlife conservation and management programs and natural resource conservation educational materials in village community centers.

PROGRAM COST:

The estimated cost of the Division's PACE Program was \$20,000.

This report was prepared by: Gerry Davis