

JOB PROGRESS REPORT INFORMATION/EDUCATION PROGRAM

STATE: Territory of Guam

PROJECT NO.: FW-3C-6

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, 1997 to September 30, 1998

SUMMARY

The Natural Resource Information and Education Officer position approved by the Governor and the Civil Service Commission during FY97 was announced twice during FY98 but remains unfilled.

The Division sponsored two Kid's Fishing Derbies during FY98, one at Fena Lake at the Naval Ordnance Annex, and the other at Sirena Beach, Andersen Air Force Base.

The Division continues to distribute posters, flyers, pamphlets, coloring books and videos to the public and schools and continues to make classroom presentations at the island 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 (PIO), and periodically by staff biologists. During FY90, Conservation Officers began providing direct support to the PACE effort by conducting classroom visits. The PIO position was vacated in late FY96 and since then the classroom visitation portion of the program has been supported by Fisheries and Wildlife Biologists as well as Conservation Officers.

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

The Division's activities and efforts during FY98 included the following:

1. 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. Presentations were usually accompanied by a live Guam rail, fruit bat, brown tree snake, monitor lizard, or various marine organisms, as appropriate. Conservation Officers alone conducted 20 classroom presentations, the Wildlife staff an equivalent number, and the Fisheries staff 47 more.
2. Continuation to distribute color posters on the reef and pelagic fishes of Guam to public upon request at the Division office and to replenish the posters previously supplied to every school classroom on Guam. The Sport Fish Restoration Program funded the development and production of the posters.
3. Continuation to distribute color posters on the Dangerous and Poisonous Sea Creatures to the public upon request. The production of the posters were funded by the Guam Coastal Zone Management Program, while DAWR provided some of the photographs and technical support.
4. Continuation to distribute color flyers of Guam's animal, plant and marine life to the schools and public upon request. The development and production of the flyers were funded by the PACE program, while printing was funded by the Coastal Zone Management Program.
5. Continuation to distribute color posters on the Mariana fruit bat (*Pteropus mariannus*) to the public upon request at the Division office and to replenish the posters previously supplied to every school classroom. 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. Continuation to distribute 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. In addition to this institutional distribution, free copies of the video are available to the public upon request at the Division office. The video was funded by the Sport Fish Restoration Program.
7. Displays on the brown tree snake the Guam Rail, and various other fish and wildlife conservation programs were set up during Earth Week, the University of Guam Charter Day, 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. Participation in Youth Leadership Day activities and hosted one University of Guam special projects student as an intern.

10. Development of press releases and feature articles and participated in media conferences on various conservation topics.

RECOMMENDATIONS

1. Fill vacant Natural Resource Information and Education Officer position as soon as possible in FY99.
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 tv 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 project is approximately \$20,000.

This report was prepared by: Robert D. Anderson.