

Invitation to Wildlife Week with ZOO & WILD

To: Zoos, Forest and Wildlife Divisional Offices, Wildlife or Welfare Non-governmental Organisations
From: Sally Walker, Sanjay Molur, the Z.O.O. Crew & the W.I.L.D. Lifers

Dear Colleagues:

Wildlife Week has been celebrated every year in India in October for the last 50 years. For the past nearly 20 years Zoo Outreach Organisation has tried to help zoos and NGO's promote both conservation and welfare by celebrating this event. We provide educational material which is free of cost to you if it is used according to our guidelines. Our reason for this is simple – educational research indicates that people of all ages remember things best if they are not just passively listening. They remember if they are having fun, or doing something, or if an emotional experience is connected with learning. That is why we distribute packets with several items to be use in activity, rather than just a booklet or brochure of facts.

Applications for material will be accepted only from zoos, forest and wildlife divisions, schools, colleges, universities, institutes, and registered non-governmental organisations.

This year we have 9 themes: 1. Bats 'n' Rats; 2. Bats about Bats; 3. Dare to Care for Bears; 4. Tiger Toolkit; 5. Tiger & Lion-Tailed macaque; 6. Primarily Primates; 7. Helping Herptiles; 8. Lionising Vultures; 9. Zoo Behaviour for Conservation and Welfare. There are a few miscellaneous items also.

Our rules are the same as before:

1. Packets are not to be simply given out as souvenirs but used as part of a systemically organised educational programme which features a variety of lectures, activities and games featuring the species or theme. It is suggested that the organisers arrange for
 - i. an educator or other helper for the programme prepare a presentation (can be short) from the information given in the kits and packets;
 - ii. activities utilising the materials in the packet be organised (these could be the following):
 - rakhi-tying ceremony with participants using the rakhi enclosed in their packet;
 - demonstration and pledge or chant with participants marching or standing with their small placards in a public place in the zoo (this is a good photo opportunity);
 - quiz programme testing participants on the information in the booklet contained in the packet
 - at least one or two games suggested in the guidelines to be played with participants
 - participants should have an opportunity to have the certificate in the packet signed or themselves sign the pledge card, whichever is there.
 - if a painting or drawing competition is conducted or a debate, one or more of the themes should be concerned with the packet themes.
2. The applicant / organiser ordering kits and packets must pay postage for the items and must send their order well in advance of the event so that items reach on time.
3. The organiser must take photographs of the event and send one or two to Z.O.O. along with a Report of a minimum of one page about the programme. These are for publication in any of the following : ZOOS' PRINT, ARNIZE News, Bat Net (for bat programmes). Photos of participants doing something which can be identified as part of the programme are preferable to those of dignitaries on the dias or plain group photographs. Examples of quizzes, drawings, essays, etc. can accompany these reports and are welcome.
4. If press is called, information that Zoo Outreach Organisation **and the sponsor of the packets** (this is most important) should be included in the press news.
5. Organisers should complete an evaluation form after the programme which will be send in due course by zoo.

Your zoo, division or organisation can order up to 50-100 copies of most theme materials, if you send us a proposal which meets our specifications. Instructions for the short proposal are clearly given in the following pages as well as a list of items and the number you can order. In the proposal you should indicate what you will do, whom you will call, and how you will relate the contents to the event. Use the enclosed format and send it to us by 10 September 2004. Please use Speedpost, Fax or email only. We can't be responsible for late arriving materials if either your request form reaches us late for any reason or if your choice of postal service does not keep to their word. In far away areas, this is a problem, so be aware. We look forward to your participation in Wildlife Week-50 years.

Educational materials for Wildlife Week -- description

Bats 'n Rats -- New Programme

1. Bats n Rats packets (includes poster, booklet, mask, sticker, etc.) -- for ages 8-16
2. Bats n Rats posters -- attractive full colour poster (in ZP last month) -- for any age

Bats about Bats

3. Bat tree game on the back of an A3 poster of a cave bat (See page 11)
4. Bat Education packet
5. Bat summary reports of CAMP (for higher level students and adults)

Dare to Care for Bears

6. Bear packet
7. Bear t-shirts (new) -- adult and childrens sizes (limited numbers) -- better to order a few for prizes

Tiger Toolkit

8. Tiger packets, English
9. Tiger packets, Hindi

Tiger & Lion-Tailed macaque

10. Booklet : The LTM takes on the tiger
11. T-shirts (new) -- Ladies jeans tops only assorted sizes but mostly Large (limited quantity) - order a few for prizes *

Primarily Primates

12. Primate packets -- (a) for small children
13. Primate packets -- (b) for students 8-16
14. Primate Report Summaries of Primate CAMP Report (for higher level students and adults)

Helping Herptiles

15. Amphibian packet -- for any kids *
16. Amphibian A-3 poster - two colour
17. Turtles and Tortoises packet
18. Gharial - Lost & Found, and Lost again? *

Lionising Vultures

19. Vulture Culture packet *

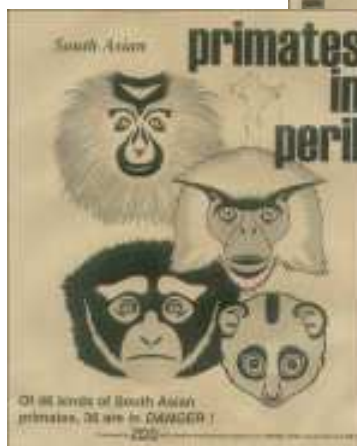
Zoo Behaviour for Wildlife Welfare & Conservation

20. Zoo Patrol Folder -- for kids from 6 - 14
21. Daily Life Wildlife -- for all

Miscellaneous items

22. A-3 size 2004 Calendars -- Different animal themes - two colour - simple
23. Small pocket 2004 calendars -- Different animal themes - two colour - simple
24. Red panda t-shirts -- these are XXL t-shirts -- very large and unfit for anything but "how many kids can fit" game

* These materials may or may not be completed in time but we are trying our best



Order form

Contract : I agree to pay transport charges for packets, organize an event with an appropriate target group, pay postage for items, and submit a written report of the event, including — in addition to your written description — photos, press clippings (if available), examples of comments, paintings, essays done by participants. Signature : _____

Transport method – please select one and have one alternate

Speedpost (insure this facility is available in your city) ☐ Courier : select one of Prakash Airfreight Courier ☐

Professional Courier ☐ _____ (fill in your own courier) ☐ Registered parcel: ☐

Please note : speedpost and courier do not work out as per contract in the North East and some other distant places. You MUST allow at least one week delivery even with these methods ! ZOO cannot responsible for such delays. So Please send the form back at the earliest to:

Zoo Outreach Organisation

29/1 First Cross East, Bharathi Colony, Peelamedu, Coimbatore, Tamil Nadu 641004

Phone: 0422 2561087; 2563159; Fax: 0422 2563269; Email: zooreach@vsnl.com;

Website: www.zoreach.org, www.zoosprint.org

Proposal Form (use an extra sheet if necessary)

In this proposal you should indicate what you will do, whom you will call, and how you will relate the contents to the event during Wildlife. See our Website for Guide-lines in organising a programme <www.zoreach.org.com> see upper right corner. Do NOT just give materials away without making a good attempt to engage your audience by delivering a lecture, holding a discussion, playing games, tieing rakhi or conducting drama.

Order Form for Wildlife Week -- No request will be attended without a proposal and agreement
Tear out or xerox and fax to our office at 0422 2563269 or email at zoocrew@vsnl.net along with your proposal and signed agreement. See next page for order information and proposal form.

Bats 'n Rats -- New Programme

	No. items requested
1. Bats n Rats packets (can order 50-100 with convincing proposal)	
2. Bats n Rats posters (can order 50-100 with convincing proposal)	

Bats

3. Bat tree game (can order 50-100 with convincing proposal)	
4. Bat Education packet (can order 50-100 with convincing proposal)	
5. Bat Summary report (can order 25-30 with convincing proposal)	

Dear to Care for Bears

6. Bear packet (can order 50-100 with convincing proposal)	
7. Bear t-shirts (can order 25-50 with convincing proposal)	

Tiger Toolkit

8. Tiger packets, English (can order 50-100 with convincing proposal)	
9. Tiger packets, Hindi (can order 50-100 with convincing proposal)	

Tiger & Lion-Tailed macaque

10. Booklet (can order 50-100 with convincing proposal)	
11. T-shirts (can order 10-15 for prizes with convincing proposal)	

Primarily Primates

12. Primate packets (a) (can order 50-100 with convincing proposal)	
13. Primate packets (b) (can order 50-100 with convincing proposal)	
14. Primate Summary report (can order 25-30 with convincing proposal)	

Helping Herptiles

15. Amphibian packet (can order 50-100 with convincing proposal)	
16. Amphibian A-3 poster (can order 1 per programme)	
17. Turtles and Tortoises (can order 50-100 with convincing proposal)	
18. Gharial - Lost and Found, & Lost again? (can order 50-100 with convincing proposal)	

Lionising Vultures

19. Vulture Culture packet (can order 50-100 with convincing proposal)	
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Zoo Behaviour for Wildlife Welfare & Conservation

20. Zoo Patrol Folder (can order 50-100 with convincing proposal)	
21. Daily Life Wildlife	

Miscellaneous items

22. A-3 size 2004 Calendars (can order up to 200)	
23. Small pocket 2004 calendars (can order up to 100)	
24. Red panda t-shirts (can order up to 20)	

Some Guidelines for organising an education programme around an event or a taxon.

Sally Walker

(Taken from the ZOO ED Book, Sally Walker, Zoo Outreach Organisation, 1998)

Designated programmes for a species or an event can be long term, short term or seasonal. For example, the Indian Sangai education programme was a long term programme from about 1988 - 1996, involving research and surveys as well as educational activities to a great variety of target groups. This extended over eight years - a very long programme.

A tiger cub naming ceremony held by the Friends of Mysore Zoo was a "one off" or short term event of one afternoon. The birthday of a popular animal could be held yearly. World Environment Day is held every year.

Conducting programmes around species and/or events may enable a zoo to have something going on throughout the year.

The following outline suggests ways of using species and events to focus your educational activities.

ELEMENTS OF DEVELOPING A PROGRAMME

1. Functions

Functions may include — lectures, parades, parties, ceremonies, press conferences, discussion groups, contests, competitions, special tours, slide shows (both in-house and outreach), etc.

2. Materials

Posters, newsletters, brochures, packets, brochure-stickers, stickers, stamps, rubber stamps, t-shirts, calendars, postal cards, carry-bags, etc.

3. Partners

Collaborate on programmes with other organisations such as Rotary Club, nature clubs, conservation organisations, climbing and adventure clubs, churches, schools, businesses.

SPECIES

Endangered species, particular

1. An endangered species in your zoo.
2. An endangered species not necessarily in your zoo but in India.
3. An endangered species not even in India but as a symbol in the world.

Endangered species, general

1. A group of endangered animals which can highlight the destruction of a particular habitat or biome
2. The concept of endangered species/"vanishing species"
3. A "representative" group of endangered animals, i.e. a mammal, a bird, a reptile, a fish, an amphibian, an insect.

Engaging/attractive species — or — the very opposite

1. An "attractive" animal that is not necessarily in trouble but can serve as a focal point to attract public attention.
2. An "attractive" young animal that has a birthday, or is being "named" etc. that can serve as a focal point, such as a tiger cub or a red panda cub.
3. An unattractive or unpopular animal with a negative image but has a story to tell itself can be played upon to make a point on an environmental issue. Vultures, spiders, certain reptiles can become popular if you give them the right "spin" in your education programme.

Official / commercial animals

1. Your official, state or national animal
2. An animal that is the symbol or logo of a well-known industry of company (that might fund some programme).

EVENTS

Events can be global, national, state, local, in house

1. World events such as World Environment Day, World Forestry Day, Wildlife Week, etc. A complete list of such days appropriate for India is given below.

2. National or state national events (do not necessarily have to be connected with wildlife or environment, i.e. Republic Day in India is a free day for children at the zoo; Mothers Day could focus on zoo animal mothers and their babies and allow all mothers with a baby in free of charge).

3. Local events — can mean your city or your own zoo. Zoo Week, Clean-up Day in your community, Health day, etc.

4. In-house events — Zoo special events such as animal birthdays, zoo centenary, or national and international scientific meetings.

Special days for Zoo Education

January	14-30th	Animal Welfare Fortnight
March	21st	World Forestry Day
	22nd	World Water Day
April	22nd	World Earth Day
		Water resources Day
June	5th	World Environment Day
July	1st	Vanamahotsava First Day
September	16-18th	Clean up the World Day
October	1- 7	Wildlife Week
	4th	World Animal Day
November	1st	World Ecology Week
	19-21	National Environment Week
	24th	World Biodiversity Conservation Day
December	2nd	Zoo Week
	3rd	World Conservation Day

Writing a Press release : Pointers for pleasing all Media

who what where when

who what where when

3. Keep it as short as possible (one page double spacing best). If it is too long they will edit and if they edit they will get many things **WRONG**

5. Use a quote if possible. Quote your boss (zoo director) . Have one spokesman for the zoo. **(NGOs – get permission from the Zoo before speaking to press or giving press release)**

7. Give name, address, phone, etc. of local contact in case there are questions

9.NGOs : DO NOT – repeat – DO NOT use zoo education programmes as a platform to criticize the zoo.

Different types of media require different types of information

TV

Magazines

1.ANNOUNCEMENTS - of general interest programmes and activities to which the public are invited

3. FEATURES - Articles background, profile (animal or human), general

NEWSPAPERS

- Can be longer than radio but not too long
- If your press item is too long they will edit it; this can lead to BAD mistakes

- Photos: inclusion of a good photo almost guarantees inclusion of a press item.

·Rules of thumb for length: Hard news item - 1 page, double spacing; Announcement: 1/2 page, d.s.; Feature: 3-5 pages, d.s.

Should be visually interesting and SHORT

- T.V. time is costly; each second is gold

- T.V. is visual; must SHOW something

Should be short and snappy

- Radio is audial so try and paint an audial picture of most important items; bring a vocal animal if possible

- Seconds are a long time on the radio

- Rules of thumb of radio speaking time
10 seconds = 25 words , 20 seconds = 50 words, 60 seconds = 150 words

BAT COUNT !

• See the picture of a tree in the middle of the poster? Do you see some small black things hanging? They are BATS! ... or, their roost, sleeping, grooming, feeding etc. How many bats can you count from the tree? Just try!

• An example of how you can count bats is given at the small black circle in the picture. Write the number down. Then turn this picture up side down, look for the number! Don't cheat!



Bats in caves: Where you can best hang! They look very much like birds, but the way to identify them when flying is the characteristic V shape. Notice the shape of the wings of bats in the above picture.



Binoculars: They can cut distances in half a smaller tree or bats will identify the species.




Search: To watch bats in caves or at night a torch light has to be used. But you should observe bats without disturbing them, much as they do not like bright light.



Tags: For long-term use different sizes of tags to catch and study bats without harming them and release them back. The commonly used tags are metal tags, hair tags and acrylic tags.



Grids: You can count small bats using grids like shown above. It has two features. Firstly, which you can use and count the number of bats you see within each square and get an average estimate of the number of bats at the whole colony.



First-aid box: Bat bites can be bad and painful. And they can give you diseases and infections. So a first aid box is very necessary to carry in your field trip.



Gloves: Biologists who handle bats should wear thin rubber gloves, which are latex-free. If the bat bites, they lose only the glove.



Tagging bands: In order to study different roosting sites, to tell males and females with small metal pieces on their tails, bats can be banded, in order to avoid confusion with. These tags are it or very certain color, so that the natural behavior of the animal is not affected.



Field Chart and Pen: After you did a bat habitat, you can note down what you have observed about bats e.g., the date, the place, number of bats, number of bats, the dangers they face here and Report try to do separate.

Bookmarker: This tool often records bats can be identified. But first, presented with Bats sounds, by using an instrument called the Spectrometer it gives an accurate bird with the frequency of the sounds, so that you can about the bats and sometimes, even what species it is.

Handy tip: In bats you should keep very accurate data & use

In bat studies, one big obstacle is the utter lack of population studies over time. In some parts of the world, such as USA even, bat biologists take the help of volunteers who are based at a particular site which is near a bat tree. The biologists give some basic lessons in counting easily identifiable bats and soon they have an army of helpers which can provide some baseline information.

Counting bats and generally bat research (the kind biologists do) is fascinating. This full colour bat poster gives instructions on the back and also relates some of the tools and techniques used by bat researchers. It won't make anyone ready for bat research but it might make them interested enough to select wildlife as a career. Available from ZOO for Wildlife Week.