

Item III. — *Methods and means of publicity for Nature Protection.*

1. The Technical Meeting called at Copenhagen, 25 August to 3 September 1954, considers that one of the most important tasks of I.U.P.N. is to collect information and distribute it, that the collection of such information is being carried out in a satisfactory manner, but that emphasis should be put on distribution,

therefore recommends:

*a)* that a Press Service should be established at I.U.P.N.'s headquarters in Brussels, that would stencil all worthwhile and reliable information as soon as it is received at the Secretariat;

*b)* that this information should be sent out to Press agents designated by I.U.P.N. in as many countries as practicable who would assume the task of sending it out to the press, radio stations, etc. The Press agents should be connected with organizations concerned with nature protection;

*c)* that these agents should also be asked to distribute the resolutions passed at I.U.P.N.'s meetings to the Press, as well as to specialized magazines according to the subject, for instance to engineers' publications when hydro-electric projects are concerned, or to teachers' magazines in the case of educational problems, etc;

*d)* that these agents should forward to I.U.P.N. all pertinent and interesting information available in their country;

*e)* that people wishing to use articles, illustrations or plates from other countries can apply directly to the I.U.P.N. agents without payment of fees.

2. The Technical Meeting, conscious of the fact that radio broadcasts are a powerful means of calling the attention of the public to the necessity of nature protection and the conservation of natural resources,

recommends that the Executive Board, the members of the Union and all bodies concerned should use the radio as a means of dissemination and suggests amongst other methods:

*a)* that short programmes lasting two to five minutes should be sent to broadcasting stations, either as a text or, if possible, the tape recordings to be read during intermissions, if they cannot be used otherwise;

*b)* that the "Ask a Question Panel" methods and other similar programmes should be used, in order to disseminate the objectives of nature protection and conservation of natural resources.

3. The Technical Meeting, conscious of the efficacy of films as a means of dissemination of nature protection and conservation of natural resources ideas, considering the work done by the Union following a contract passed with Unesco, aimed at the collection of documentation on films concerning the above mentioned subjects, recommends that the Executive Board of I.U.P.N.:

*a)* attempts to prepare and publish a catalogue of films which could be distributed to various interested bodies. Regular supplements to this catalogue should also be issued and distributed.

*b)* studies the possibility of facilitating the loan and circulation of these films throughout the world.

*c)* arranges if practicable to have a stock of films, either at the headquarters of I.U.P.N. or on one or several continents.

*d)* attempts to obtain the assistance of experts in cinematography in order to improve, if so requested, the presentation of films already prepared.

*e)* attempts the publication of running comments for silent films and statements to introduce sound films prepared in various languages.

*f)* encourages producers to incorporate the notion of nature protection in popular films shown to the public.

4. The Technical Meeting conscious of the efficacy of visual aids when teaching adults or children the notion of nature protection and conservation of resources, if such methods are based on sound scientific data and if they are prepared in a simple and comprehensive manner,

expresses the hope that the Executive Board of I.U.P.N shall consider the preparation of several copies of a standard exhibit to be sent to alle organizations concerned,

recommends that all members of I.U.P.N. and other organizations interested in the dissemination of similar ideas as well as all governments should contribute:

*a)* to the organization of nature protection exhibitions on a national,

regional and local scale;

b) to the establishment of nature protection and conservation of natural resources sections in the existing museums of natural history;

c) to the establishment of small educational museums where items of local interest would be exhibited and demonstrations given of the interdependence of natural elements and nature protection. This should be especially considered in areas of easy access to tourists and children;

d) to the publication and distribution of a guide on the best methods of preparing exhibits on nature protection;

e) to the launching of an itinerant international exhibition on nature protection.