TAKE PRIDE IN AMERICA
MESSAGE FROM THE DIRECTOR
OF THE NATIONAL PARK SERVICE

LITTER . . .
One of our major problems!
Also one of our most easily solved problems.

Let's all help. PLEASE—
take the time to read the
litter information on the
reverse side of this card.

Take the time to put your
litter in its place: in a can or a bag!

All we have to do is rekindle
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All we have to do is rekindle
our awareness . . . then take
responsibility to spread that awareness.

Together we can make a difference!

Together we can change habits!

Let's all PITCH IN to make sure our
parks are litter free.

Keep this card as a reminder.

Thank you.

William Penn Mott, Jr.
Litter-ally Speaking...

- Litter pick-up and disposal costs the taxpayer and the Park Service approximately $15 million a year, yet it is one of the most solvable problems we have today.

- Too often it seems that because these lands belong to everyone they are seen as the responsibility of no one.

- We want to instill in all citizens a greater sense of pride, ownership and responsibility for the public lands which belong to ALL Americans.

- How can we protect over 700 million acres of public lands if 240 million Americans don't care?

- All Americans should Take Pride in America. Everyone has to pitch in.

- Litter attracts litter; cleanliness supports cleanliness. If visitors see park officials picking up litter, the tendency is for them to either do the same or, at the very least, not to drop litter of their own.

- Volunteer activities in the parks inspire a sense of stewardship and ownership of the public lands.

- "All Americans should take pride in their outstanding public lands and historic sites that belong to everyone . . . We must all work together for a renewed awareness that these lands are our lands."—President Reagan, State of the Union Address, February 6, 1986.
TAKE PRIDE IN AMERICA
"All Americans should take pride in their outstanding public lands... We must all work together for a renewed awareness that these lands are our lands" to care for and about.

President Ronald Reagan
1986 State of the Union Message

Many of us enjoy the outdoors on lands and waters that are for everyone's benefit. Recreation opportunities abound at our forests, deserts and wildlife refuges; on rivers, lakes, and seashores; and at parks, campgrounds, playgrounds and urban open spaces. Public lands also contribute to our economy and national security through appropriate development of our natural resources.

Important symbols of our past are protected for our mutual benefit as well. These historic sites and landmarks preserve places and memories of the great individuals, cultures, occasions and examples of architecture that make up our heritage.

"Take Pride in America" is based on the premise that these resources are not just the concern of the government agencies that manage them.

The campaign is a partnership of public and private organizations committed to ensuring the wise use of the resources that belong to all of us.

"Take Pride in America" is a national public awareness campaign to encourage everyone to take pride in the Nation's natural and cultural resources.

Each of us has an obligation to be a good steward.
Although most people take pride in our lands, others act as if the lands belong to "everyone" and no one has responsibility to take care of them.

Around the country, in urban and rural areas, public and private resources have suffered from misuse.

Shores, roadsides, trails, and campgrounds have been littered.

Signs and structures have been defaced and fences destroyed.

Wildlife have been poached.

Playgrounds and buildings have been covered with graffiti.

Archeological sites have even been bulldozed so that their "loot" can be stolen more easily.

Some people must not realize that their carelessness is damaging the resources they share with their children and fellow citizens. Their actions could foreclose opportunities for themselves and others.

Our lands and resources must be protected for and by us, not from us. We must prevent thoughtless behavior by a few that reduces enjoyment for many.

"Take Pride in America" seeks to reduce destructive behavior and encourage constructive activity on our lands.

In every State, people are involved in activities ranging from outdoor stewardship and self-policing programs; archeological resource protection awareness efforts; and, "watch" programs or hotlines to report vandalism, wildlife poaching, theft, and other destructive activity.

Others help care for parks, trails, shorelines, campsites and playgrounds through clean-up, maintenance and general assistance when needed.
All of us, young and old, can show our pride:

- We can leave the lands better and know that others will enjoy their visits more because we made a difference.
- We can properly dispose of our trash and, when appropriate, carry it out with us.
- We can observe rules and report destructive activity we might see. Rules have been made for our protection and for the benefit of the resources.
- We can remember that historic artifacts are irreplaceable and should be left intact so that others may study them.

- We can encourage our friends, families, companies, clubs, church and synagogue groups, and communities to take pride in their public lands and choose a favorite area to help care for.
- We can look for opportunities to communicate the good stewardship message to others through speeches, articles, slide shows, field trips and similar efforts.

We can make a difference.

The destiny of America's public lands and resources depends on our commitment to their future.

We can enjoy our magnificent lands, waters, wildlife, and history; but, we must help care for them to ensure they will be everlasting.

Individually, we can make a difference. Together there is no limit to what we can do.

Take Pride in America! This land is our land.

Take Pride in America

Examples of Stewardship Activities Across The Nation
There is excitement in the air, and it is because of the people of this great Nation. Dedicated individuals, families, businesses and groups have made a commitment to the public lands in their areas and are working together to help take care of them. They are making the extra effort to get involved, and they are making public lands and resources better for all Americans. They are making a difference.

You, too, have the opportunity to make a difference!

In his State of the Union address in February 1986, President Reagan outlined the need for commitment saying, "All Americans should take pride in their outstanding public lands and historic sites that belong to everyone ... We must all work together for a renewed awareness that these lands are our lands."

With that charge, the Take Pride in America campaign was launched to generate a greater sense of citizen ownership, pride and responsibility for America's natural and cultural resources and to encourage good stewardship attitudes and behavior.

Take Pride in America is a national public awareness campaign designed to encourage wise use of the lands and resources shared by all Americans. Many federal, State, local and private sector organizations have responded to that call to action and are working together to Take Pride in America. The focus of the campaign is at the grassroots level. The campaign is not intended to be a vast federal program, but rather to provide a unifying theme for thousands of local and individual activities. Through national public service announcements, public-private partnerships, a national awards program and other activities, the campaign seeks to provide a boost for stewardship action and awareness efforts around the Nation.

This booklet provides examples of activities which concerned citizens and organizations have underway. These Americans embody a spirit of commitment to their country and fellow man. All of us, no matter how young or old, can share this commitment by following their example in helping care for, and by using responsibly the public lands and resources we all enjoy.

Get involved. You can make a difference. Take Pride in America. After all, this land is your land!
You can make a difference. Take pride in America. After all, it’s your land.
Index

I. Constituent Organizations ................................................. 1
II. Businesses/Corporations ............................................... 4
III. Youth Groups .......................................................... 6
IV. Civic/Citizen Organizations .......................................... 7
V. Media ........................................................................... 9
VI. Educational Institutions ............................................... 10
VII. Individuals ................................................................ 11
VIII. Public/Private Partnerships ......................................... 13
IX. Local Governments ...................................................... 15
X. State Governments ......................................................... 16
XI. Federal Government ..................................................... 17

The American Forestry Association (AFA), a national citizens organization, has two major action-oriented programs aimed at bringing Americans closer to forest resources, including services and educational programs. The programs have been implemented in communities nationwide, with positive results in terms of increased awareness and participation in forest stewardship activities.

- Keep America Beautiful has initiated a citizen public lands stewardship program to help increase public awareness of their ownership of public lands and their responsibility for maintaining them. The program encourages broad community involvement in a wide range of public lands improvement activities. In recognition of community efforts, an annual KAB Public Lands Day celebration is held on the Saturday following Labor Day. In 1986, KAB set a goal of 100 pilot projects nationwide.

- Keep Virginia Beautiful promotes the KAB System in cooperation with Keep Virginia Beautiful, Inc. The two programs combined have increased statewide the volunteer hours donated to litter control and recycling by over 400%.

- Kentucky’s Clean Community Program developed a videotape outlining KAB’s elementary school curriculum, Waste in Place (WIP). WIP implementation is highlighted by a traveling trombone who appears in schools throughout the State.

- The National Audubon Society, a conservation organization, has developed an ADOPT-A-REFUGE program for local chapters and provides a guidebook for members chapter interested in adopting a wildlife refuge.

- The Frontiers Audubon Chapter has adopted the Santa Ana National Wildlife Refuge, Texas. Volunteers serve as guides and drive the 50-passenger train for visitors. The results have been reduced traffic congestion, less litter and less crowding of trails, and photography blinds.

- The National Wildlife Federation develops educational materials for schools and groups, including NAUTOSQUEST, an innovative approach to discovering and exploring the outdoors. The program is a series of camping workshops to help camp operators and counselors develop in their campers a deep appreciation for and understanding of the natural environment. The National Wildlife Federation also sponsors the annual NATIONAL WILDLIFE WEEK, with educational materials provided to schools which stress the importance of the public lands to the citizens and wildlife of our Nation.
I. Constituent Organizations

- The American Forestry Association (AFA), a national citizens organization, has two major action-oriented programs aimed at bringing Americans closer to forest resources, including those on public lands.
  - Plant America’s Trees (*PAT*) is a national program that helps people solve environmental problems (i.e., soil erosion and stream degradation) in their communities by planting and caring for trees as natural conservation tools.
  - The Anaconda Kiwanis Club plants trees on smelter-damaged hills adjacent to Anaconda, Montana. The volunteers of this *PAT* project will plant 6,000 trees each year, resulting in 300 to 500 trees per acre at the end of ten years.

- Keep America Beautiful, Inc. (KAB) is a public service organization dedicated to promoting proper waste handling through voluntary action. The KAB system is America’s first behavior-based approach for promoting proper waste management. The program is now in place in 380 cities and counties in 38 States. Litter reductions of up to 80% have been documented in many of these communities.
  - Keep America Beautiful has initiated a citizen public lands stewardship program to help make Americans conscious of their ownership of public lands and their obligation to share in the responsibility for maintaining them. The program encourages broad community involvement in a wide range of public lands improvement activities. In recognition of community efforts, an annual KAB Public Lands Day celebration generally occurs the Saturday following Labor Day. In 1986, KAB has set a goal of 100 pilot projects nationwide.
  - Virginia’s Division of Litter Control promotes the KAB System in cooperation with Keep Virginia Beautiful, Inc. The two programs combined have increased statewide the volunteer hours donated to litter control and recycling by over 400%.
  - Kentucky’s Clean Community Program developed a videotape outlining KAB’s elementary school curriculum, Waste in Place (WIP). WIP implementation is highlighted by a traveling troubadour who appears in schools throughout the State.

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• The American Institute of Architects has developed The Sourcebook, a unique collection of references of environmental education resources. It offers learning opportunities in community study and environmental behavior, ecosystem and architectural heritage, art and design principles, and earth resources and technology.

• The Appalachian Mountain Club sponsors numerous projects through their Volunteer Trails Program. Trail reconstruction and relocation, shelter maintenance and other volunteer activities benefit wilderness areas and national forests and parks in Alaska, Colorado, Massachusetts, New Hampshire, New Mexico, New York, Utah and Wyoming.

• Florida chapters of The Wildlife Society installed boxes for bluebirds and wood ducks on refuge lands. College students associated with the Society assisted in collecting field data on wildlife population and diet.

• The Southwestern Region of the National Speleological Society provided assistance to the Bureau of Land Management to preserve and protect fragile resources of the more than 800 caves in the Roswell District, New Mexico. Activities included cave tours, design and development of a photographic journal of cave resources, trash and graffiti removal, and mapping of caves and passages.

• Approximately 30 volunteers from member clubs of the Northern California Federation of Rock, Gem and Mineral Societies hold an annual litter cleanup of the Clear Creek Management Area. The event has resulted in the collection of tons of trash over the past few years.

• The Fresno County Sportsmen's Club assisted State and federal agencies in developing a parking area near the Tumey Hills in central California. In addition, the volunteers provided visitor assistance on the opening weekend of quail season. The Club also conducted habitat maintenance work which included removing fallen trees and mending fences, repairing spillway erosion, planting new willows around ponds and making brush piles to provide wildlife cover.

• The U.S. Marine Corps, Cape Lookout Mobile Sportsfishermen Association members, other park users, and a park concessioner conducted a major clean-up project at the Cape Lookout National Seashore, North Carolina. Approximately 150 volunteers relocated hundreds of rusted vehicles that had been scattered for many years throughout the seashore. Marine Corps heavy equipment assisted with the clean-up.

• The National Association of Conservation Districts' annual observance of Soil and Water Stewardship Week includes the development and distribution of reference materials for use by both clergy and lay leaders of all faiths on the importance of wise use of land and natural resources.

• The Nature Conservancy contributed three weeks to construct a barbed wire fence in the Soda Lake, California, area to protect shoreline soil and the wildlife habitat of the sandhill crane and other migratory birds.

• The Chili and Hiking Group from Santa Fe and Tesuque, New Mexico, adopted the Frijoles Canyon Trail for maintenance and up-keep.
• The Easy Riders Saddle Club maintains a new trail in the Shenandoah National Park, Virginia.

• "Operation Beach Respect" is sponsored by the North Carolina Beach Buggy Association at Cape Hatteras National Seashore. This campaign involves an anti-litter campaign and volunteer beach patrols.

• Members of two off-highway vehicle groups spent two weekends picking up trash at the Imperial Sand Dunes Area, California. More than 900 bags of trash were removed the first weekend, and 20 cubic yards the second weekend. Signs were installed urging users to keep the dunes clean and two 40-cubic-yard dumpsters were installed.
II. Businesses/Corporations

- A two-day clean-up effort was organized by Wild Rivers Expedition and Cannon Tours. Once littered with garbage and tires, a 27-mile section of the San Juan River in Utah now has a much improved appearance. The fourteen volunteers collected a truckful of garbage.

- HNG/Internorth developed slide programs for 16 areas of the National Park System around the country. One year, at their Omaha, Nebraska, office, the company sponsored "Pizza and a Park." As an employee environmental education gesture, a slide presentation was shown to 500 employees and a park interpretive specialist spoke.

- As an extension of Kodak's participation in Great Smoky Mountains National Park's Golden Anniversary photo contest, the company produced and donated a slide show on photography in the park. The park shows the program in the Sugarlands Visitor Center and makes it available for loan off-site.

- Printing of the Ocmulgee National Monument, Georgia, gifts catalog was completed at no cost to the park. The Macon Area Voc-Tech School donated technical assistance; paper was donated by Unijax Paper Company; and an anonymous printer completed the project.

- As part of Honda Motor Company's Team Clean Project, the Bureau of Land Management's Idaho State Office received materials and equipment to help combat litter and off-road vehicle-related damage to the public lands. Donated items included a trash compactor, motorized all-terrain bikes, and litter bags.

- At the Johnson Valley Open Area, California more than 200 members of Bureau of Land Management's Barstow District, the American Motorcycle Association and their families spent the weekend taking out an estimated four tons of glass, trash, junk cars, and other debris. The AMA provided manpower, American Honda provided trash bags, BLM provided dump trucks, and Thompson Distributing Company of Barstow provided beverages.

- Monsanto's Project Green Lots was organized to improve the appearance of vacant lots in St. Louis' inner city areas. The project involves Monsanto personnel and retirees, volunteers, local youths, and unemployed workers.

- Mobil Oil Company's Clean/Green Teams effort provides summer jobs for youth who clean and fix-up local parks, subways, and neighborhoods.

- During a pipeline development project, Shell and Mobil Oil company employees reported a major prehistoric artifact theft operation resulting in legal prosecution.
• **Exxon** provided a grant to the **Wyoming Game and Fish Commission** to develop a multimedia program called “Keeping Wyoming Wild.” The program shows ways to minimize wildlife conflicts and other impacts in the conduct of development activities on public lands. Exxon policy requires all employees and contract personnel to view this program before working on projects. Other natural resource development companies have similar educational programs.

• **The Dupont Company** provided the Fish and Wildlife Service with a four year grant to support captive breeding of endangered bald eagles at the Patuxent Wildlife Research Center in Laurel, Maryland. Captive-bred eaglets are released to the wild in States where eagle populations are low. DuPont also published a brochure on bald eagles and donated 100,000 copies for free distribution to the public at national wildlife refuges and other locations.

• **Chevron** and other companies provided 24-hour guards on access roads into the Bridger/Teton National Forests to control traffic into an important wildlife area where exploration drilling was taking place. A similar guard program was set up by **Shell** to protect archeological values in the San Juan Resource Area of Colorado.

• In 1984, **International Minerals & Chemical Corporation** received a Fish and Wildlife Service Citizen’s Award for purchasing and distributing 150 copies of the FWS award-winning film, “America’s Wetlands,” to organizations for use with civic, business, and other groups. The film depicts the values of wetlands for wildlife conservation, fisheries production, water quality, and flood control.
III. Youth Groups

- A large Scout Camporee involving Boy Scouts from eleven districts is occurring on the Chesapeake & Ohio Canal where Potomac River floodwaters left a trail of mud and debris from Georgetown (Washington, D.C.) to Cumberland, Maryland. Under the supervision of troop leaders and National Park Service staff, Scouts will work on clearing the towpath and cleaning up campsites in workcamps at eight different locations along the canal.

- Other Boy Scout volunteer activities include:
  - four hundred Scouts from the Black Otter District planted trees and constructed erosion dikes near Billings, Montana;
  - three troops performed resource management and meadow rehabilitation work at Washington’s Mount Rainier National Park;
  - Scouts and Bureau of Land Management staff prepared a videotape training aid on proper tool use and outdoor safety for use by New Mexico Boy Scouts;
  - Teton Peakes Council Scouts in Idaho completed erosion prevention, vehicle barrier placement and placement of hazard signs.

- At Ozark National Scenic Riverways, Missouri, a three week Camp Fire, Inc., volunteer project involved trail maintenance and construction, vista clearing, river-use monitoring and river cleanup.

- Eight Brownie Girl Scouts and their troop leader planted sea oats at Gulf Islands National Seashore, Florida.

- A Girl Scout troop planted 200 persimmon trees as part of a project to restore the historic George Washington Carver National Memorial, Missouri.

- Various youth groups participated in Touch America Project (TAP) efforts:
  - 32 young people planted 10,000 jack pine trees in the Hiawatha National Forest in Michigan;
  - 15 Star City 4-H Wildlifers contracted photo blinds, trail fences, transplanted trees and performed road erosion control in the Cane Creek State Park in Arkansas;
  - seven teenagers from the Springhill School in Mariposa, California, worked every other Friday for two months to rebuild and maintain the Jearceydale Campground.
IV. Civic/Citizen Organizations

- **New Mexico Volunteers for the Outdoors (VFO)** was organized to enable volunteers to use their resources to establish facilities for the conservation and wise use of New Mexico's natural resources. VFO has sponsored or co-sponsored over 20 projects and has involved over 2,500 volunteers in the care of public lands. Projects include: Embudo Canyon Recovery Day, Coronado Monument Beautification Day, development of a City of Albuquerque Open Space Brochure, and design of a cross-country ski and Biathlon ski trail.

- **Volunteers for Outdoor Washington (VOW)** developed a summer trail and campsite crew for people who are developmentally disabled.

- **Hidden Cave Volunteer Tour Guides** provide public tours of prehistoric caves at Hidden Cave, Nevada, giving the visiting public a unique opportunity to gain new insights into Native American prehistoric lifeways.

- A group called "**Friends of the Mohave Road**" in California, cleared rocks and brush, marked and mapped a portion of the old historic wagon road, known as the Mohave Road, so that future visitors may use and enjoy it.

- **The Westark Retired Senior Volunteer Program Chapter of Arkansas**, established to provide senior citizens (age 60 and older) with volunteer opportunities, performs numerous tasks at the Fort Smith National Historic Site such as greeting visitors and answering questions, distributing brochures, performing curatorial functions and basic park research.

- **The Friends of Red Rock Canyon** is a non-profit organization established to enhance the recreational programs of the Bureau of Land Management at the Red Rock Canyon Recreation Area, near Las Vegas, Nevada, by accepting services of volunteers. Activities include nature walks, slide presentations, demonstrations and discussions about: Night Sky interpretation; life and survival of the Southern Nevada Piaute Indians, and adaptations of desert wildlife.

- **The Friends of the Minnesota Valley** is a non-profit, tax-exempt group organized to support the Minnesota Valley National Wildlife Refuge through finding volunteers, volunteering themselves, raising funds for projects and acting as spokespeople for the refuge.

- **The Lemhi Nordic Ski Club Explorer Scouts** and other volunteers completed a shelter a half-mile from the Continental Divide. The shelter, at the 8,400 foot elevation in the Beaverhead Mountains on the Montana-Idaho border, is available for cross-country skiers and hikers on the Continental Divide.

- **Volunteer** groups at Chickamauga and Chattanooga National Military Parks in Tennessee and Georgia report trail conditions and safety hazards on adopted trails.
The Friends of Indiana Dunes National Lakeshore, Indiana, published 20,000 copies of the "Singing Sands Almanac," Indiana Dunes' former newspaper, now discontinued. The newspaper addressed important safety and resource management concerns and also contained the park's interpretive schedule.
V. Media

- **Sunset Magazine**, a western regional publication, is searching the West to find pace-setting volunteer programs. The magazine is asking readers to share their experiences and ideas with other *Sunset* readers. The magazine editors see the beginning of a grassroots movement of people doing more than just "giving at the office."

- The National Fishery Research and Development Center, Asaph, Pennsylvania, has a new group of sixteen volunteers who responded to an article in the Marketplace section of *The Wellsboro Gazette* and *Westfield Free Press-Courier*. The papers published articles about the "Take Pride in America" campaign and discussed some specific areas where volunteers could help.

- *The Sulpher Times Democrat* in Oklahoma, ran articles describing the effects of misuse and abuse of public lands and strongly encouraged every citizen to study the message and be ready to act on that message during the coming months and years.

- *The Gallup Independent* in New Mexico is donating space for a bi-weekly column called "Your National Parks." The articles are written by the Superintendent at El Morro National Monument. The column is intended to provide in-depth understanding of the national parks: how they were established; how they are being maintained today; what they offer to visitors, and discussions of current issues affecting the entire national park system.

- *Channel 10 TV News (KTSP)* in Phoenix, Arizona, ran a week-long series of reports on the theft and destruction of archeological resources in Arizona. These feature stories highlighted the fact that destruction of our heritage can be stopped if people report violations.

- *The PBS TV station (KAET)* in Tempe, Arizona, produced a 20-minute documentary on archeological vandalism, titled "Thieves of Time". This educational program explores the scope and effect of the illegal trade in antiquities stolen from our public lands.
VI. Educational Institutions

- Ninety-five students and staff of Pleasant Hill School in Springfield, Oregon planted two acres of trees in the Bureau of Land Management’s Eugene District. The school has planted trees in conjunction with the students’ forestry studies for three consecutive years.

- Fifty-one students from the Robinson High School National Honor Society, Fairfax County, Virginia, conducted a clean-up operation at a section of the drained C&O Canal in the Georgetown section of Washington, D.C. The students collected over two truck-loads of trash, leaving three blocks of clean canal and towpath.

- The Children’s Museum of Indianapolis has developed a special computer program called “Mysteries in History.” This simulation game involves an archeological site where children uncover clues about a 1700’s fur trading post. Through this unique education tool, children learn about how archeologists find out about the past and obtain an appreciation of our heritage.

- Twenty student volunteers from New Mexico State University’s Chapter of the Wildlife Society installed a water catchment in the Owl Canyon of the Pelloncillo Mountains, New Mexico. The catchment, with 3,000 gallon storage capacity, is connected by pipeline to a wildlife drinking trough. The students also completed maintenance on another catchment in the area.

- ALIVE, the Association of Locally Involved Volunteers in Education was founded in 1969 for the purpose of supporting and enhancing quality education within the City of Waco, Texas. ALIVE has grown from primarily a support service for classroom activities to include such areas as resource speakers, Career Day participants and Indian Village guides. The Environment and the Outdoor Programs of ALIVE include the following activities:
  - Development of a curriculum in Environmental Science using community resources and on-site indoor and outdoor laboratories;
  - Transplantation of a natural prairie to 2 high school plots;
  - Coordination of a project whose school students carry out ecological, geological and historical studies on the effects of Lake Brazon on the City of Waco.

- The Madison School in Hinsdale, Illinois, has created “The Living Classroom,” a nature walk of wildflowers, dry rock riverbed and a low wooden bridge located on the school grounds. A curriculum guide written for the classroom includes lessons in science, creative writing, math, art, English, and social studies.

- The New York City Board of Education sent letters to every high school in the city asking students to volunteer in the Gateway National Recreation Area clean-up. Hundreds of students participated in the event which was part of the Gateway Environmental Study Center’s tenth anniversary celebration. The events were co-sponsored by Educators for Gateway, a group of teacher volunteers.
VII. Individuals

- Volunteers on Vernon Avenue, Bedford-Stuyvesant, Brooklyn, New York, acquired from the city an abandoned lot covered with three feet of trash and rubble. They turned it into a neighborhood garden and sitting area.

- A family of four volunteered over 500 hours toward the preservation and communication of American heritage at the Fort Scott National Historic Site, Kansas. In period costume, they described the daily life of the fort's inhabitants. Their efforts have helped thousands of visitors understand and appreciate frontier military life of the 1800's.

- A retired Federal employee has contributed over 2,600 hours of service coordinating a volunteer program that has resulted in almost 24,000 service hours to the Bureau of Land Management at the Yuma Resource Area, Arizona. Under his direction, volunteers supervised visitor use and maintained recreation sites, assisted in wildlife reintroduction projects, maintained revegetation projects, inventoried archeological sites, and developed interpretive materials.

- A student Eagle Scout completed a project for the Bureau of Land Management at the Fork Powder River Campground, Worland, Wyoming, involving the installation of fire barrels, trash collection, and sign construction.

- A senior citizen couple served as volunteer campground hosts at the Junction Campground on the Trinity River, California. Camping on-site from May through November, they collected camping fees, monitored campground use, repaired tables and structures, and removed litter.

- Three individuals teamed up to volunteer over 1,100 hours to help inventory old-growth Douglas fir reserves in the North Coast Range of California. They also monitored the sensitive spotted owl whose known habitat includes old-growth timber.

- A husband-wife professional photography team volunteered 1,540 hours to inventory and monitor hawk, prairie falcon, bald eagle and golden eagle nests in the Alturas area. They also assisted the California Department of Fish and Game for two weeks in tracking radio-collared deer, and performed recreation visitor use surveys at three major reservoirs and a trout stream in the area.

- A high school student from the Sacramento area volunteered to work at the Blue Ridge Condor Lookout, California. Condor sightings were the primary goal, although other wildlife observations were also conducted.

- A recreation volunteer provided visitor services and interpretive planning, including 35 field patrols at the Eagle Lake Recreation Management Area, the Bizz Johnson Trail Recreation Area, and the Fort Sage Mountains Recreation Management Area, California. The volunteer also presented interpretive talks and hosted a senior citizens travel group.

- A Zion National Park, Utah, volunteer donated time to manage the park's group campground reservation system during the busy spring and summer season.
• **Three volunteers** assisted a Bureau of Land Management archeologist in locating several panels of Native American rock art in the Winnemucca, Nevada District. The site, which had been previously unrecorded and contains some elements not commonly found in the region, was reported by another local individual.

• **Volunteer archeologists and citizens**, under the supervision of Bureau of Land Management archeologists, spent 4,841 hours participating in archeological digs in the King Range National Conservation Areas, California. The Sinkyone and Mattole Indians inhabited the King Range over a span of 4,000 years, until about 100 years ago. The history of the area was further documented through the efforts of these volunteers.
VIII. Public-Private Partnerships

• "Operation Brightside" is a program the City of St. Louis initiated to deal with the problem of weeds and litter. The program was based upon the premise that "government can’t do it alone." A public/private partnership was developed by enlisting the cooperation of the business community, labor, church leaders, neighborhood groups and schools to work with the City government to effectively address the problem. The success of Operation Brightside has been impressive:
  — over 65 million pounds of trash have been collected by more than 75,000 neighborhood residents who volunteer each year;
  — 6,000 vacant lots have been cleared, graded and seeded by the Operating Engineers Local 513 Training School;
  — 1,500 disadvantaged youths have received job training through the summer employment program;
  — St. Louis school children are learning the advantages of a clean city through educational programs; and
  — over 2 million flowers have been planted and a multi-material recycling center which "Pays Cash for Trash" has opened.

• The Travel for Tomorrow Council, a public-private organization co-chaired by the U.S. Travel and Tourism Administration (Commerce) and the National Tour Association, was established to encourage: conservation of America's scenic and natural areas; preservation and interpretation of its history; wise use of its energy resources; and, enhancement of individual mobility. The organization also sponsors an annual National Tourism Week and public service announcements.

• OPERATION RESPECT is a cooperative program between several Bureau of Land Management State Offices and citizen, civic and other local organizations. The goal of the program is to encourage a change in the behavioral patterns of recreational visitors and to develop a greater sense of respect for public and privately-owned lands. This program helps provide a way for land managers to respond to a real need for citizen awareness and community involvement and education.
  — The Colorado State Office of the Bureau of Land Management and Colorado Women in Mining undertook OPERATION RESPECT as a public service program to increase public awareness about the fact that safety of leisure-time visitors and miners go hand-in-hand with respect for Colorado mining country. The objectives of the program in Colorado are to prevent needless loss of life; promote respect for miners' property and equipment; inform the public of land ownership patterns; and develop long-term remedies through a Statewide information program.
  — The New Mexico Cowbelles, the Bureau of Land Management, the New Mexico Department of Game & Fish, and the U.S. Forest Service initiated OPERATION RESPECT in New Mexico. This program was an attempt to cut down on the ever-increasing problems of destruction of federal, State and private property, livestock and wildlife through public awareness and education.
The National Institute for Urban Wildlife and the U.S. Fish and Wildlife Service produced a series of educational packages to provide teachers and other educators with factual information about wildlife, habitat, and resource management. The material, printed through a grant from the Exxon Company, is designed for use with students in grades four through seven.

The Friends of Salem Maritime, the Derby Street Neighborhood Association and the City of Salem's Clean Sweep joined together with Salem Maritime National Historic Site staff to clean up Derby Wharf Beach, Massachusetts. The National Park Service provided trunks, equipment and personnel to assist the clean-up effort.

The Bureau of Land Management, Nevada Department of Wildlife and Fraternity of Desert Bighorn Sheep cooperated to complete a wildlife guzzler in the Arrow Canyon Range, Las Vegas, Nevada. The watering device serves 8,000 acres of habitat which used to be only winter range due to lack of water. The North American Wild Sheep Foundation of Wyoming also contributed to the funding and design.
IX. Local Governments
(Includes Indian Tribal Governments)

- The Ute Mountain Ute Tribe of Southern Colorado established the Ute Mountain Tribal Park in 1980. The park, which contains about 2,000 cliff dwellings—some of the best examples in the American Southwest—was developed to preserve and protect the ruins and to present the Indian story. The park encourages a living approach to archeology.

- Marin County and San Jose, California; Durham, North Carolina; Vandalia, Ohio; and, Suffolk County Parks and Recreation, Virginia; are among several localities that have started “PARKWATCH” hotlines. PARKWATCH is a program that encourages park visitors to play an active role in protecting their parks. The program provides people who observe destructive activity in parks—such as vandalism and theft—with a means to report them.

- The City of Page, Arizona, conducts an annual “PAGE ATTACKS TRASH” campaign. Over 4,500 participants display grass roots volunteerism and patriotic support of the Nation through the theme “Page, Arizona Has Pride in America.” Tons of garbage were collected from the public lands and recreation areas surrounding the community.

- “Take Pride in Jackson Hole” (Teton County, Wyoming), is a comprehensive campaign to improve the community’s resources. Clean-ups, landscaping and refurbishing projects have been organized involving the entire county in what they are calling the “best valley spruce-up of all time.”
X. State Governments

- The Arizona Governor’s Archeology Advisory Commission developed public service announcements, posters and brochures to increase public awareness of cultural resources. The Governor’s Commission on Arizona’s Environment has sponsored a “hot line” (1-800-VANDALS) for the public to report violations of archeological protection laws and other acts of vandalism on the public lands.

- The Florida Department of Natural Resources developed the Resource Alert Program to encourage citizens to become involved in the protection and conservation of State resources. Citizens are asked to report infractions of State laws or regulation (i.e. saltwater fishing, beach and shore, public lands, marine life violations) through a 24-hour toll-free number.

- The State of Wyoming has developed a State Range Stewardship program to encourage respect and proper use of the State’s resources. The State also works with various industries to implement environmental awareness programs for their employees.

- California’s Department of Parks and Recreation developed a teacher’s guide to educate California students on the need to protect natural and cultural resources and to expand public awareness of California’s resources. The Department has hosted 1,600 students in special field trips to selected parks.

- The Territory of Guam has developed a First Lady’s Beautification Task Force to help promote the natural beauty of Guam and to recognize individual, business, government and federal agencies who keep up appearances.

- The Tennessee Department of Conservation created the LIFECYCLE ’86 program to encourage citizens to begin thinking about the quality of life in their communities (i.e., clean air and water, recreation opportunities and a solid infrastructure). The program, sponsored in more than 30 Tennessee cities, also provides examples of how the citizens can become involved.

- The State of Oregon created Stop Oregon Litter and Vandalism (SOLV) as a comprehensive clean-up program for beaches, parks and other public lands. Under the SOLV umbrella the State sponsors the statewide Bag-It Days. In two weeks over 10,000 volunteers picked-up and recycled over 50 tons of paper, plastic and other trash. Other activities which fall under the SOLV program include:
  - Company’s Coming - Oregon State Parks and Department of Transportation completed a clean-up campaign on the Oregon Coast prior to Expo’86 in Vancouver, BC.
  - Summer Clean-up projects - encourages groups to clean-up and recycle litter from lakes, streams, city parks, streets, forests, national lands, and other public places.
  - Get the Drift - Ocean Beach plastic clean-up - an annual campaign focused on plastic harmful to wildlife along the ocean.
XI. Federal Government

Department of Agriculture

- **The Soil Conservation Service Earth Team** is the newly strengthened national volunteer program office. Volunteers help to protect America's national resources:
  - aid farmers, ranchers and other land users in soil erosion activities;
  - conduct field surveys;
  - plan outdoor classrooms and conduct natural resources activities;
  - introduce students to resource conservation; and,
  - conduct and participate in clean-up activities.

- **Smokey Bear** and his message, "Remember, only you can prevent forest fires," have helped the U.S. Forest Service create and maintain a need for the prevention of wild fires. Fire prevention public service advertising appears on television, radio and in newspapers and magazines. Forest Service line officers, State foresters, park rangers, and Bureau of Land Management and volunteer fire fighters take Smokey and his message to elementary school children every year.

- **The Woodsy Owl Campaign's “Give a Hoot—Don't Pollute”** message appears in the broadcast and print media. Over 5½ million pieces of campaign literature are distributed annually and 40,000 “Leader Kits” containing classroom lessons are sent to teachers each year. Woodsy is the Nation’s symbol for youth of a clean, quality environment that is used by the Forest Service, Army Corps of Engineers and State and local park and forestry organizations.

- **The Extension Service** in New Mexico, in cooperation with the Forest Service and the Bureau of Land Management, is initiating an Off Road Vehicle Education Project to for land users.

- **The Extension Service and Forest Service** operate the **Range Etiquette** program in Arizona. Endorsed by the Arizona Cattlegrowers and the Arizona Game and Fish Department, the program’s objective is to continue and expand the Department’s ability to reach urban range users, such as fishermen, hunters, sightseers, and bird watchers, with a message about multiple-use range management. Elements of the message include:
  - brochures, posters, and exhibits on Arizona range land;
  - radio and television public service announcements;
  - natural resources workshops for Arizona educators; and,
  - a natural resources curriculum for Arizona elementary schools.

Department of the Army

*(Corps of Engineers)*

- Children aged six though twelve participate in the **Junior Ranger Program** by completing required units of study at participating lakes in subjects such as, environmental protection, wildlife management, forest management and water resource management. Other activities include litter cleanups, tree-planting, and environmental games.
• **Ecomeets** involve students from three levels of grades (1-6; 7-9; 10-12). Teams of three students from competing schools compete in subjects pertaining to wildlife and wildlife signs and tracks, forest ecology, outdoor safety and survival skills, bird ecology, interpretation and aquatic ecology. After each competition, follow-up sessions are held to afford greater learning opportunities for the students.

• **The San Francisco Corps of Engineers District** and the **Golden Gate National Recreation Area** of the National Park Service, along with volunteers, is beginning restoration of the vessel, *Wapama*, which is included on the National Historic Register. The vessel built in 1915, plied the west coast carrying lumber and passengers, will be berthed at the San Francisco Bay Model Visitor center. Corps of Engineers personnel and volunteers will conduct tours of the *Wapama*.

**Department of the Interior**

• **PARK WATCH** is an innovative program for the national parks based on the highly successful Neighborhood Watch programs. Due to the problems on public lands—littering, vandalism, theft and other more serious crimes—PARK WATCH has a two-pronged attack to human misbehavior. The first aspect involves citizens in crime reporting, thereby increasing the coverage of interested and law-abiding “eyes” within each park boundary which enables park officials to more frequently apprehend offenders. The second aspect lies in citizen awareness: a sense of responsibility and stewardship for the park being visited is developed and this feeling is carried to other public lands that maybe visited, all the while setting a good example for other visitors.

— **The National Park Service’s Blue Ridge Parkway** developed a PARK WATCH program, aimed at reducing vandalism, larcenies, and traffic fatalities. PARK WATCH also asks the public to be alert to the whole spectrum of park protection problems including safety hazards, fires and threats to Parkway resources. After more than one year in operation Parkway officials reported significant reductions in offenses in spite of a five percent increase in visitors.

• **Valley Watch** (adapted from PARK WATCH)

— **The Minnesota Valley National Wildlife Refuge Recreation Area** of the Fish and Wildlife Service and State Trail have implemented a program called **VALLEY WATCH**. The objective is to encourage valley visitors and neighbors to take an active role in protecting and preserving the valley. Visitors and residents are encouraged to be alert for uncontrolled fire, safety hazards, vandalism and crime, and to report any incidents to the proper authorities.

• **The Young Waterfowlers Training Program**, being conducted in several **National Wildlife Refuges** provides several training sessions on hunting techniques, waterfowl identification, hunter safety ethic, and respect for waterfowl and its habitat.

• **“Wildlife Ranger”** program: Volunteers are asked to adopt a **National Wildlife Refuge** (1,500-2,000 acres) as their own and during one or two weekly visits or patrols, they pick up litter, identify and report problems, maintain leaflet boxes, do simple wildlife counts, and generally act as wildlife patrolmen. The objective is to develop a reliable corps of volunteers who have a sense of pride and responsibility for the refuge and help in the management of the area.
• The U.S. Fish & Wildlife Service developed and produced a series of educational packages to provide teachers and other educators with factual information about wildlife, habitat and resource management. The material was designed for use with fourth through seventh grades.

• The Wolftrap Farm Park for the Performing Arts in Virginia asked a noted, local singer/songwriter to write a song for the Park’s Fourth of July celebration. The request was made for the song to reflect the goals and objectives of the Take Pride in America campaign and the pride Americans have in their parks and public lands. The song, “America is You,” served as the theme for the day’s celebrations. The President’s Own United States Marine Band provided the accompaniment for the song.

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Department of the Interior

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"All Americans should take pride in their outstanding public lands and historic sites that belong to everyone... We must all work together for a renewed awareness that these lands are our lands."

President Ronald Reagan, State of the Union Address, February 6, 1986

THE PUBLIC LANDS AND RESOURCES

America's federal, state and local public lands provide important opportunities for citizens to enjoy the outdoors and learn about their natural surroundings and cultural heritage. This vast public domain encompasses over one-third of the Nation. Each year on rivers and lakes and in mountains and deserts, millions of Americans camp, hike, boat, swim, hunt, fish, bird-watch, sightsee and learn about the natural and historical diversity of America's public lands.

The federal government manages over 700 million acres of these public lands, including national parks, national forests, wildlife refuges, multiple-use lands, reservoirs and recreation areas. Public lands also include millions of acres of state parks, forests and preserves, neighborhood playgrounds and urban open spaces.

THE NEED FOR WISE USE AND PUBLIC AWARENESS

Although most citizens appreciate and wisely use their public lands, too many resources have been littered, vandalized, looted, burned or misused. Many natural, historical and archeological resources are irreplaceable — if harmed, they are damaged or lost forever. Even where damage can be repaired, impacts on visitor enjoyment and costs for rehabilitation are significant. Too often it seems that because these lands and resources belong to everyone, they are viewed as the responsibility of no one.

Careless use and abuse have taken a toll. For example, 80 to 90 percent of the prehistoric ruins in the Southwest show signs of vandalism; careless smokers burn 160,000 acres each year; and vandalism in the national parks costs over $200,000 annually.

As this Nation has become more industrialized and urbanized, many people have forgotten or never learned about how to care for the land or how to leave the lands better for those who follow. A growing population, more leisure time, greater mobility, and the increasing importance of recreation to society ensure that the public lands will be subject to greater use. Estimates are that recreation visits to the public lands have risen 35 to 45 percent over the past decade. With increased use often comes increased opportunities for misuse or abuse.
TAKE PRIDE IN AMERICA

To help ensure that public lands and resources can continue to meet increasing demands for recreation and to help America's natural and historical resources, all citizens need to be aware that how they use these lands today will determine whether they will be able to use them in the future.

The Departments of Interior, Agriculture, Army (Corps of Engineers), Commerce and Education, the Environmental Protection Agency and other public and private organizations are working together on a "Take Pride in America" campaign to instill in citizens a greater sense of ownership, pride and responsibility for the public lands. The Advertising Council, Inc., has made this initiative one of its national advertising campaigns for 1986.

Many individuals, businesses and citizen, civic, trade and professional groups recognize their personal responsibility for these lands and are making the extra effort to be involved. Volunteerism on public lands is on the rise. Citizens and corporations are involved in programs ranging from maintaining trails and litter collection to supporting research and interpretive activities. There has been a tremendous outpouring of support. These and other efforts are making a difference.

Land managers cannot do their jobs without citizen support. The "Take Pride in America" campaign is intended to facilitate and encourage community awareness and involvement. It is not intended to supplant existing efforts but rather to provide a positive atmosphere for them and an inspiration for new public land stewardship action and awareness efforts.

At a minimum, the campaign will encourage citizens to become more knowledgeable and careful public land users and to share that knowledge with others by example and as spokespersons and leaders: in speeches and articles; through educational field trips, through clean-up and "adopt-a" projects; and in self-policing and "hotline" programs. There are no limits to what people can do. Each and every effort can make a difference. If every citizen could feel personally responsible for the wise use of these lands, which really do belong to them, careless activity would diminish.
Thank you for this chance to be with you. You are a key group of people in America today, more than ever. Together, we have a special opportunity to take action that will help make a better life for our children and future generations. As outdoor writers, you are uniquely able to communicate directly with the American people about the need to take pride in America's natural and cultural resources.

In February 1985, shortly after I took office as the 45th Secretary of the Interior, I was asked at a Congressional hearing about what I planned to do to prevent the theft of petrified logs from public lands in New Mexico. I answered at some length but the essence was that, basically, there was nothing the federal government could do to prevent such abuses on 700 million acres of federal lands (one-third of the Nation) if 240 million Americans did not care. There are not enough soldiers in the Army, or money in the U.S. Treasury, to protect such vast ownership.

Dissatisfied with that response, I discussed the problem with many land managers and users. It became clear that when people feel a real sense of ownership for and are involved in the care of these lands, there are fewer abuses. So, we decided to pursue a national campaign to heighten awareness on the part of all Americans that these lands are their lands to be protected for them, not from them.

In President Reagan's 1986 State of the Union Message, he launched the Take Pride in America campaign and called upon all of us to get out the message that America's parks, forests, wildlife refuges, historic sites, waterways, campgrounds, playgrounds and other public resources are the responsibility of every American.

I believe that the majority of our citizens cherish these lands and are careful visitors. But others act as though the lands belong to "everyone," and, therefore, no one has responsibility to take care of them. Well, that is just plain wrong. But, all around the country, in urban and rural areas, public lands and resources have suffered from misuse.

- Shores, roadsides, trails, and campgrounds have been littered.
- Signs and structures have been defaced and fences destroyed.
- Playgrounds and buildings have been covered with graffiti.
- Archeological sites have even been bulldozed so that their "loot" can be stolen more easily.
- Game hogs continue to defy hunting and fishing bag limits.
Either these people do not realize, or do not care, that their thoughtlessness is damaging the resources and could foreclose opportunities not only for them, but also for their children and fellow citizens.

We must discourage and deter thoughtless behavior by a few that reduces enjoyment for many. "Take Pride in America" seeks to reduce destructive behavior through public awareness and citizen involvement.

The campaign has several elements:

- Officials at all levels from the Departments of Agriculture, Army (Corps of Engineers), Commerce (Travel and Tourism), Education, Interior and the Environmental Protection Agency are communicating the Take Pride in America message. At the grassroots level, our field managers are enhancing or developing programs that involve individuals and communities on behalf of public lands.

- The Advertising Council, Inc., will produce national broadcast and print ads for the fall that focus on abuses of public resources using well-known personalities to discourage improper behavior.

- A Take Pride in America Awards Program has been developed, in cooperation with the Governors of almost 40 States, to recognize and encourage outstanding stewardship action and awareness efforts.

Many individuals and groups have developed outdoor stewardship and self-policing programs; archeological resource protection awareness efforts; and, "watch" programs or hotlines to report vandalism, wildlife poaching, theft, and other destructive activity.

Others help care for parks, trails, shorelines, campsites, and playgrounds through clean-up, maintenance and general assistance when needed.

- This summer along the Chesapeake and Ohio Canal, thousands of boy and girl scouts, 4-H-ers, and other volunteers from all over the Eastern Seaboard are coming together for the C&O Canal Cleanup Camporee. The Canal, part of a national historical park, was severely damaged last year by floodwaters from the Potomac River. These young people are personally involved in restoring the Canal. They will "own" it when they are through. I pity any future Interior Secretary who fails to pay adequate attention to "their Canal." They will carry with them an attitude that assuredly will affect their reactions to similar areas wherever their futures take them.

- The American Camping Association (ACA) has organized a Take Pride in America Committee to develop a camping code for its 2500 member camps. Over the summer, several ACA camp directors will pilot outdoor education projects with their young campers. Nine million young people go to camp each year. If this effort was the only one to result from the campaign, it will all have been worth it.

- "Take Pride in Jackson Hole" (Teton County), Wyoming, is a comprehensive campaign to improve the community's resources. Cleanups, landscaping and refurbishing projects have been organized to involve the entire county in what they are calling "the best valley 'spruce up' of all time."
New York and other inner-city youths participate in environmental education programs because of an excellent public-private partnership between the New York City Board of Education and Gateway National Recreation Area. This year, the environmental education center celebrated its 10th anniversary with a beach cleanup effort.

At the Minnesota Valley National Wildlife Refuge near Bloomington, Take Pride in Minnesota Valley and "Valley Watch" programs have been organized to involve the local community to help care for the refuge and prevent abusive activity. An incredible network of citizens have joined together under the "Take Pride" umbrella to conserve and enhance this refuge near Minneapolis.

"Page, Arizona Has Pride in America" was the slogan and theme for this year's annual community cleanup event which literally involves the entire town. As a city with Glen Canyon National Recreation Area as its neighbor, Page residents feel a special sense of responsibility for their public lands.

For several years, the Du Pont Company of Delaware has shown a strong commitment to the natural environment and its wild inhabitants. In particular, they have contributed to the reestablishment around the country of our magnificent national symbol, the American bald eagle. Since 1983, Du Pont has provided $200,000 for eagle breeding and research activities at the U.S. Fish and Wildlife Service's Patuxent Wildlife Research Center in Maryland.

Stewardship activities need not be as extensive as these to make a difference. Individual Americans also contribute:

A family of four has volunteered over 500 hours toward the preservation and communication of American heritage at the Fort Scott National Historic Site, Kansas. In period costume, the family describes the daily life of the fort's former inhabitants. Their contribution has helped thousands of visitors understand and appreciate frontier military life of the 1840's and 1850's.

There are opportunities for everyone -- individuals, groups, schools, church and synagogue youth groups, businesses, and entire communities -- to make a difference. There also are numerous ways you in the outdoor media can help.

Not far from here, the Wellsboro Gazette ran an article on the Take Pride in America effort and discussed specific areas were volunteers could help their public resources. Since then, area citizens have given hundreds of hours of their time to help.

I ask you to help us by continuing and expanding your already outstanding efforts to encourage all Americans to:

- Leave their public lands in better condition than they find them.

- Observe rules and report destructive activity. (I know that many States have Turn-in-a-Poacher (TIP) programs. Efforts like those need continued editorial support.)
o Remember that historic artifacts are irreplaceable and should be left intact so that others may study them.

o Get friends, families, companies, clubs and communities to take pride in their public lands and choose a favorite area to help care for.

o Look for opportunities to communicate the stewardship message through speeches, articles, slide shows, field trips and similar awareness efforts.

One thing I must point out is that this effort is not intended to be a massive federal program or to supplement our budgets. We are trying to create an atmosphere for citizen and private sector action.

There is an issue, however, that requires federal action — and requires it now! As you may know, we have proposed a selective increase in national park entrance fees as an equitable means of financing a small portion of the national park budget. This proposal is particularly critical now as we face increased visitation to the parks due to lower fuel prices and concerns about travelling abroad.

Our proposal would not only make 80 percent of collected fees available to help the parks this year, but it also would allow volunteers to take on additional responsibilities. We can provide better service if Congress will act! Otherwise, millions of Americans may be disappointed as they flock to the parks this year because we lacked the flexibility to accommodate such a great increase in visitation. But, they need not be disappointed. Our entrance fee proposal is the solution.

While I would never put a dollar figure on the value of a visit to a national park, our parks nonetheless require the expenditure of tens of millions of taxpayers' dollars for construction, operation, maintenance, water and sewer systems, campgrounds, visitor centers and salaries for park employees.

A family of four in an automobile is currently admitted to Grand Canyon National Park for two weeks for $2.00. Just for comparison purposes, it costs more than that for each member of that family to see a 90-minute movie, or, in some places, for a two-scoop ice cream cone!

I suspect that some movies may be worth their admission charges and some ice cream cones may be worth more than their price, but, I know for sure that admission to Grand Canyon or Yellowstone is worth more than the $2-per-carload now charged. Only 60 of our more than 300 national park units charge any entrance fee. I believe it is entirely fair that those who use a public resource should pay some share of its operation and maintenance costs where it is feasible to do so. Our approach would still leave more than 80 percent of the cost of park operations to be paid by taxpayers. But, we believe that visitor or not, most Americans support the concept of maintaining the crown jewels of our natural and historic heritage for generations yet to come.

Park entrance fees were frozen by the Congress in the late 1970s. In fact, they have not been changed significantly since 1972. This means that the inflationary cycle of recent memory sharply reduced the real dollar value of the existing fee collections.
Historically, park fees were much higher than they are now. In 1918, when the dollar bought several times more than it does today, it cost $7.50 for an "automobile ticket of passage" to Yellowstone National Park. I will let you speculate what $7.50 in 1918 dollars would be worth in 1986; but, my staff suggested to me it would be around $50.00 (based on the Consumer Price Index).

Any increase in entrance fees would be implemented on a park-by-park basis. No entrance fee should ever be charged for many parks either because of their unique nature — the Lincoln Memorial comes to mind — or because it would be impossible to collect fees in an efficient manner. Urban recreation areas and parkways would be exempted.

In 1984, entrance and user fees amounted to $21 million, but this represented about 3 1/2 percent of the National Park Service's total operating budget for that year. I think we should do better than that. As a Nation, we must face the reality of the need to balance the federal budget within this decade. Raising park entrance fees would be a very small, but measurable, contribution to that effort. And, this summer in particular, it could make a world of difference.

We believe this proposal is practical, prudent, and in the public's best interest. The times call for more realistic entrance fees to serve and safeguard our park resources.

I would like to suggest a parallel here. Back in the 1930's, America's hunters knew it would be in the long-term interest of the Nation's wildlife resources if they could devise an equitable and effective source of funding for conservation. From their commitment came a model of user-pay programs — the Pittman-Robertson Federal Aid in Wildlife Restoration Act. This program, funded by sportsmen for a half-century, has yielded great benefits not only to hunters, but also to the public at large.

In a similar way, more realistic park entrance fees would not only increase returns to park users but also would help maintain the parks for all Americans. Raising these fees would put all of us on record in favor of a reasonable payment for a very special experience and in support of the places and activities that provide personal enrichment — recreation.

We all enjoy different kinds of recreation and we should feel fortunate to have such an array of opportunities from which to choose. While "recreation" has come to mean "fun" in our society, the root of the word is re-creation. Our daily routines often result in stress and tension. We need to be able to enjoy outdoor activities to regenerate our bodies, minds and spirits. When we return from our weekend trips, whether we have hiked 30 miles or have simply enjoyed a sunset, we are refreshed and better able to take on our responsibilities once again. We are more productive citizens.

I appreciate the chance today to discuss two important issues — one, our park entrance fee proposal which requires immediate action, and the other, Take Pride in America, which I hope is just beginning and will have an impact over decades to come in the way Americans view the great resources with which God has blessed us.

It has been a great privilege for me to be able to talk with you because of the key role that you can play in both of these efforts. I am confident that if we join together, we can make a difference. We can ensure that our recreational and cultural lands will be everlasting. Working together, there is no limit to what we can do.

* * * * *
Single copies of campaign information packets may be obtained by writing to:

TAKE PRIDE IN AMERICA CAMPAIGN
P.O. BOX 1339
JESSUP, MD 20794

Participating federal agencies include:

Department of the Army
Corps of Engineers
20 Massachusetts Ave., NW
Washington, D.C. 20314

Department of Agriculture
14th and Independence Ave., SW
Washington, D.C. 20013

Department of Commerce
Travel and Tourism Administration
14th and E Sts., NW
Washington, D.C. 20230

Department of Education
400 Maryland Ave., SW
Washington, D.C. 20202

Participating private sector partners include:

American Recreation Coalition
1331 Pennsylvania Ave., NW, Suite 726
Washington, D.C. 20004

Chamber of Commerce of the U.S.
1615 H St., NW
Washington, D.C. 20062

Council of Chief State School Officers
400 N. Capitol St. NW
Washington, D.C. 20001

Keep America Beautiful, Inc.
9 West Broad Street
Stamford, CT 06902

National Crime Prevention Coalition
733 15th St. NW, Ste. 540
Washington, D.C. 20005

National Recreation and Parks Assoc.
3101 Park Center Dr.
Alexandria, VA 22302

(See other side for participating State contacts)
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<th>State</th>
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<tr>
<td>Alabama</td>
<td>Charles D. Kelley Commissioner of Agriculture and Natural Resources</td>
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<td>Arizona</td>
<td>William B. Keeler Arizona State Forester</td>
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<td>David S. Boyce California State Forester</td>
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<td>Wyoming</td>
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*NOTE: The above information is a sample and may not reflect the current contact information.*
1. Distribute brochures with the Take Pride message to visitors at entry stations.

2. Enlist the support of retired citizens in distributing campaign materials, making presentations, and leading community stewardship efforts.

3. Implement "Watch" programs to encourage people to report abuses of lands and resources.

4. Include the Take Pride stewardship message in school curricula and youth group education packets.

5. Encourage speakers to include the Take Pride message in all relevant speeches and interviews, press releases, etc.

6. Organize a volunteer effort at your workplace, school, church, synagogue, or neighborhood.

7. Cook or serve meals for volunteers or help provide transportation to work sites for volunteers.

8. Plan events to observe designated national celebrations (Historic Preservation Week, Volunteer Week, Tourism Week, etc.) to underscore the Take Pride theme.

9. Provide advice and assistance for fundraising events which benefit public lands and resources.

10. Recognize outstanding efforts by giving certificates and letters of commendation.

11. Implement employee stewardship awareness programs.

12. Compile a list of available public or private assistance programs in your community that can be used by land management agencies.

13. Include the Take Pride message in printed and audio-visual materials about land and resource management programs and issues.

14. Implement an "Adopt-a" program to take care of public lands and facilities.

15. Set up "hotlines" for reporting all types of vandalism and abuse of public lands and resources.

16. Encourage businesses to lend equipment or storage space for a project which benefits public lands.

17. Include mail inserts on the Take Pride campaign for all outgoing mass mailings to employees, members, constituents, etc.

18. Develop a list of all the volunteer programs in your community so they can be publicized.

19. Enclose the Take Pride message in billings of utility companies, banks, credit cards, etc.


21. Develop a crossword puzzle using the Take Pride theme.

22. Recruit volunteers to manage and recruit additional volunteers.
23. Develop a "good steward" test or questionnaire for magazines.

24. Sponsor a photo contest and ask participants to submit pictures representing what taking pride in America means to them.

25. Recycle aluminum cans or newspapers and donate the proceeds to a project that benefits public lands and resources.

26. Invite a representative from a volunteer group or land management agency to speak to your civic club, church, synagogue, school or youth group.

27. Organize a "Take Pride in ________" committee in your State or community to organize and coordinate local activities.

28. Develop audio-visual materials (movies, videos, slide shows, etc.) using the public lands and resources to illustrate the Take Pride message.

29. Act as a campground "host" by disseminating information on proper use of the area and giving campfire talks.

30. Start a Take Pride column in a local newspaper or encourage local papers to do feature articles on the work of volunteers and ways to help the public lands in your area.

31. Work with existing local volunteer centers to match stewardship needs with citizens' interests.

32. Establish a skills bank of potential volunteers and a list of the needs of local land management agencies.

33. Set up a local speakers' bureau to spread the Take Pride message.

34. Encourage a computer sales and service company to donate a computer to automate volunteer or speakers' bureau information.

35. Volunteer to staff the desk at a visitor center or do office work for a land management office.

36. Establish a "Friends of ________" non-profit organization to benefit a particular unit of public land.

37. Organize an environmental education program for school children and consider using an area of public lands as an "outdoor classroom."

38. Set up a donation box or develop a gift catalog to assist resource and land management projects.

39. Volunteer to conduct research or field studies for land managers.

40. Encourage local radio and television stations and newspapers to run Take Pride in America public service announcements.

41. Write articles about the Take Pride message and examples of stewardship activities for your church, synagogue, club, professional organization, office or school newsletter.
42. Encourage the local media to produce feature stories on local examples of stewardship opportunities and cover Take Pride related news events.

43. Volunteer to issue visitor permits or check passes at the gate of a recreation or historic area and distribute material on the Take Pride campaign.

44. Write outdoor guides on history, flora and fauna, etc., for a trail, campground, or other public land area.

45. Encourage businesses and corporations to donate money, services and equipment for efforts benefitting public lands and resources.

46. Organize a community-wide clean up drive.

47. Publicize the Take Pride awards program and encourage groups to nominate their programs and projects.

48. Sponsor a school or extracurricular essay contest for students to write about what "Take Pride in America" means to them.

49. Organize a race or contest to benefit a local public area, wildlife or cultural resource.

50. Work with local cablevision company to publicize upcoming Take Pride events on local community access channel.
"All Americans should take pride in their outstanding public lands and historic sites that belong to everyone . . . We must all work together for a renewed awareness that these lands are our lands."

Ronald Reagan
The Take Pride in America campaign is pleased to announce its first annual awards program. Thirty-six States and two U.S. Territories have joined with federal agencies and numerous private sector partners in this public awareness campaign. The campaign and awards program are aimed at encouraging a sense of stewardship and responsibility for our Nation's public lands and natural and cultural resources. These awareness efforts seek to make all citizens more knowledgeable and careful public land users.

Around the Nation, individuals, businesses and private and public organizations embody the spirit of the Take Pride in America campaign. They are involved in activities which show a great respect and appreciation for the federal, State and local lands which belong to each and every citizen of this country. Their actions are helping to ensure that the public lands and resources which we enjoy today will also be here for future generations.

It is the American spirit of commitment they represent and the renewed sense of pride in our country that has enabled the public and private "partners in pride" to undertake this national campaign. The Take Pride in America Awards Program is designed to recognize and encourage projects and programs that are the most exemplary of the Take Pride in America campaign. Eleven categories have been established to promote broad participation.

All Americans can exercise their rights and fulfill their obligations to take an active role in the care of the beautiful lands and outstanding cultural resources that help make this Nation a great place to live. Individuals and groups everywhere can inspire others by sharing their successful efforts. **Anyone who has been or is involved in activities on behalf of public or Indian lands and resources is encouraged to participate in the Take Pride in America Awards Program.**

Take Pride in America — this land is your land!

For more information on the national awards program contact:
Take Pride in America Campaign
(202) 343-1726
THE AWARDS PROGRAM

The Take Pride in America Awards Program will recognize individuals and public and private groups that conduct outstanding stewardship action or awareness efforts on behalf of federal, State, local and/or Indian lands and resources. The program will recognize singular projects, ongoing programs and efforts as well as results.

The goals of the Take Pride in America campaign are to:

- Increase awareness of the importance of wise use of public lands and natural and cultural resources;
- Encourage an attitude of stewardship and responsibility toward public lands and resources; and,
- Promote participation by individuals, organizations and communities in caring for public lands and resources.

ELIGIBILITY CRITERIA

To be eligible for a Take Pride in America award, an individual or group must:

- Demonstrate involvement in caring for federal, State, local or Indian lands; or
- Illustrate citizen or group initiative toward greater awareness and wise use of public lands; or
- Foster recognition of citizen responsibility and/or encourage personal attitudes of stewardship and active involvement for the public lands and resources.

The awards program is open to any individual and to public and private sector groups, large and small, that have contributed to increased awareness and wise use of public or Indian lands and resources. The activities for which nominations are solicited in this first awards cycle must have been initiated, accomplished or ongoing in 1985 or 1986.

JUDGING

A Blue Ribbon Panel will review entries and select awardees. Awards will not necessarily be made in every category (see Category Selection). Entries will be judged based on four criteria:

- Relevance to Take Pride in America goals;
- Effect on the public lands;
- Effect on public awareness; and
- Degree of involvement/commitment.
CATEGORY SELECTION (choose only one)

I. Constituent Organizations: National, regional, State and local trade, professional, or other advocacy and membership groups.

II. Business/Corporations: For-profit companies.

III. Youth Groups: Non-school organizations of and for persons 18 years and younger.

IV. Civic/Citizen Organizations: National, regional, State, and local organizations with public service spirit or agenda (e.g. religious or fraternal organizations).

V. Media: Print and broadcast organizations.

VI. Educational Institutions: Groups of students, teachers, or administrators from elementary, middle and high schools, and colleges and universities.

VII. Individuals: Persons or families not acting as part of an organized group.

VIII. Public/Private Partnership: Joint efforts between government agencies and private individuals or organizations.

IX. Local Governments: Cities, townships, counties, Indian governments, or other local governmental bodies.

X. State Governments: Employees or Agencies of a State or Commonwealth.

XI. Federal Government: Employees or Agencies of the U.S. Government.

NOMINATION PROCESS

States: A number of States are holding first-round Take Pride in America awards competitions. Participating States and the Governors' designated contact for the campaign and/or State awards program are listed at the end of this application booklet. These States have been provided with awards applications and informational materials. Individuals and groups located in States that are holding Take Pride in America competitions should enter the State competition to become eligible for the national awards. After awards selections, participating States may submit up to five State winners per category to the Take Pride in America national awards program office. Individuals and groups located in States that do not establish awards programs can enter the awards competition by submitting nominations directly to the Take Pride in America national awards program office, 18th & C.Sts., N.W., Washington, D.C. 20240.

Federal Government: All federal agencies (Departments) are invited to participate in the Take Pride in America Awards Program. Agency Bureaus (major divisions) are encouraged to solicit nominations from their various units for the Federal Government category. Each bureau may submit directly to the Take Pride in America national awards program office up to five nominations for the Federal Government category. Private sector individuals or groups wishing to nominate federal agencies for the Federal Government category must submit nominations to the appropriate State competition. Federal agencies wishing to nominate non-federal individuals or groups to other categories must submit those nominations to the appropriate State.
ENTRY PROCEDURES:

- Select the correct awards category. An activity may be entered in only one category.

- Complete the attached Entry Application. Please type. Incomplete applications will be automatically disqualified.

- Complete the attached Activity Data Record. Please type. Be sure to include a mailing address and daytime telephone number where a designated individual may receive awards correspondence.

- Supplementary information is not required. If it is provided, place the information in a clearly labeled folder or binder. This is necessary to ensure that all entry information receives full consideration.

- Ensure that supplementary materials are no larger than the 9½" x 11½" standard folder or fastened binder and include no more than 20 pages of documentation. Each page should be clearly labeled with the activity name.

- Suggested enclosures:
  - photographs or slides, if appropriate;
  - organizational, mayoral, gubernatorial, presidential, etc. citations, resolutions or proclamations;
  - newspaper, magazine or other publication articles (any printed materials that promote your activity).

- There is no entry fee. All materials become the property of the awards program and will not be returned.

APPLICATION DEADLINE

Entries should be mailed to:

Entries must be postmarked by:

PRESENTATION OF AWARDS

The national finalists and award winners will receive their awards and be recognized publicly at a special Take Pride in America awards ceremony in Washington, D.C. Participants are responsible for their own transportation and lodging expenses.
TAKE PRIDE IN AMERICA AWARDS APPLICATION

__________________________  __________________________  ______________________
Individual/Group Name            City                     State

Category Name: ___________________________  Category Number: ______________________

Responses must be confined to the space provided on the application.

1. DESCRIPTION: Describe your activity (e.g., clean-up, patrol/watch, communications program).

2. PURPOSE: Why did you conduct this particular activity?

3. METHOD: How did your activity further the Take Pride in America goals?

4. RESULT: What effect did your activity have on public awareness of the need for wise use of public lands and resources?

5. RESULT: What effect did your activity have toward the betterment of the public lands and resources?
6. INVOLVEMENT/COMMITMENT: Answer only one of the following (as appropriate to your category selection).

A. Individual category: Explain the extent of your personal contribution to this activity.

B. Group, organization, public/private partnership, business or governmental body categories: Explain the degree of participation received from citizen groups, governmental bodies, the general public and/or other groups.

C. Media category: Explain your contributions to public awareness of the public lands. Videotapes, newspaper and/or magazine clippings, etc. should be submitted to support your explanation.

7. COMMENTS: If you have any additional comments on your activity, please include them here.

8. REPLICATION: For our information only, please explain how your activity can be adapted or expanded to other areas and locales. This information will not be rated.

9. SUGGESTIONS: Please make any suggestions for improving the Take Pride in America Awards Program here. This information will not be rated.

AWARDS APPLICATION PACKAGE CHECKLIST:

☐ Completed Awards Application
☐ Completed Activity Data Record
☐ Supplementary Information (optional)
ACTIVITY DATA RECORD

This information will not be rated

FOR OFFICIAL USE ONLY

Project No. ____________________
Award Appln. No. ________________
Date _______ Initials _________

Title of Activity: _____________________________

Award Category Name: ____________________________ Award Category No.: __________

Scope of Activity:
(Check only one)

☐ advertising
☐ educational
☐ site-specific
☐ program
☐ other

Frequency of Activity:
☐ one-time
☐ occasional
☐ periodic
☐ on-going

Type of Activity Conducted:
(Check only one)

☐ clean-up
☐ gift
☐ "adopt-a"
☐ maintenance
☐ inventory
☐ education
☐ recognition

☐ patrol/watch
☐ research/studies
☐ public relations
☐ interpretation
☐ administrative
☐ construction
☐ Other ________

Subject Area:
☐ camping
☐ hiking
☐ forestry
☐ engineering
☐ architecture
☐ rangeland
☐ graphics

☐ cultural resources
☐ soil-conservation/water
☐ geology/mapping
☐ wildlife/fish
☐ off-road vehicles
☐ environmental protection
☐ misc-recreation
☐ Other ________

Beginning Date: _______________ End Date: _______________

Total Number of People Involved: _______________

Name of Site/Place (if applicable) ___________________________

Closest City/Town: ___________________ County: __________________

State: ___________________________
Description of Activity: 

Application Contact Name: (last) __________________________ (first) __________________________

Title: __________________________________________

Organization: ___________________________________

Address (street) ___________________________________

(city) __________________________ (state) __________________________ (zip) __________________________

Daytime Telephone No.: (____) _______ — _______

Type of Organization: (Check only one)
- civic
- professional
- state
- university
- federal
- conservation
- military
- corporation
- media
- user-group
- citizen
- employment
city
- community
- youth
- other
- fraternal
- other (specify)

Public Land/Site Owner:  
- federal
- state
- county
- city
- other (specify)

Address: (agency) ___________________________________

(street) __________________________________________

(city) __________________________ (state) __________________________ (zip) __________________________

Daytime Telephone No.: (____) _______ — _______
## TAKE PRIDE IN AMERICA STATE CONTACT INFORMATION

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<th>State</th>
<th>Name</th>
<th>Title</th>
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<tr>
<td>ALABAMA</td>
<td>John W. Hodnett</td>
<td>Commissioner</td>
<td>702 Administration Building</td>
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<td>AMERICAN SAMOA</td>
<td>William Satle</td>
<td>Director</td>
<td>Pago Pago, American Samoa 96799</td>
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<td>ARIZONA</td>
<td>Chuck Kaupik</td>
<td>Executive Assistant to the Commissioner</td>
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<td>ARKANSAS</td>
<td>Kay Arnold</td>
<td>Director</td>
<td>The Heritage Center, Suite 200</td>
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<td>225 E. Markham</td>
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<td>CALIFORNIA</td>
<td>William S. Briner</td>
<td>Director</td>
<td>Department of Parks and Recreation</td>
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<td>CONNECTICUT</td>
<td>Stanley J. Par</td>
<td>Commissioner for Environmental Protection</td>
<td>165 Capital Avenue</td>
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<td>Elton Gosnelliamer</td>
<td>Executive Director</td>
<td>Department of Natural Resources</td>
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<td>3900 Commonwealth Boulevard</td>
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<td>J. Leonard Ludbetter</td>
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<td>Department of Natural Resources</td>
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<td>Madeleine Z. Bordallo</td>
<td>First Lady of Guam</td>
<td>Government House</td>
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<td>HAWAII</td>
<td>Susumu Ono</td>
<td>Chairman, Board of Land &amp; Natural Resources</td>
<td>P.O. Box 621</td>
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<td>Janice Jenson</td>
<td>Special Assistant for Natural Resources</td>
<td>Governor's Office</td>
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<td>ILLINOIS</td>
<td>Charles Tammings</td>
<td>Office of Public Information</td>
<td>Department of Conservation</td>
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<td>Larry Wilson</td>
<td>Director, Conservation Commission</td>
<td>Des Moines</td>
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<td>KENTUCKY</td>
<td>Charlotte Baldwin</td>
<td>Secretary, Natural Resources and Environmental Cabinet</td>
<td>Capitol Plaza Towers, Frankfurt, KY 40601</td>
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<td>James Gatesohn</td>
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<td>Tom Martin</td>
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<td>Department of Natural Resources</td>
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<td>Bruce Hayden</td>
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<td>Office of the Governor</td>
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<td>NORTH DAKOTA</td>
<td>Doug Eken</td>
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<td>TEXAS</td>
<td>John Goodin</td>
<td>Director, Natural Resources</td>
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<td>VIRGINIA</td>
<td>R.C. Levy, Jr.</td>
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<td>1100 Washington Building</td>
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<td>WEST VIRGINIA</td>
<td>Ronald B. Potesta</td>
<td>Director of Natural Resources</td>
<td>1800 E. Washington Street</td>
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<td>Paul Clary</td>
<td>Natural Resources Analyst</td>
<td>State Planning Coordinator's Office</td>
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TAKE PRIDE IN AMERICA NATIONAL AWARDS PROGRAM

The Take Pride in America campaign is pleased to announce its 1987 National Awards Program. In 1986, forty States and two U.S. Territories joined with federal agencies and numerous private sector partners in this public awareness campaign. The campaign and annual awards program are aimed at encouraging a sense of stewardship and responsibility for our Nation's public lands and natural and cultural resources. These awareness efforts seek to make all citizens more knowledgeable and careful public land users.

Around the Nation, individuals, businesses and private and public organizations embody the spirit of the Take Pride in America campaign. They are involved in activities which show a great respect and appreciation for the federal, State and local lands which belong to each and every citizen of this country. Their actions are helping to ensure that the public lands and resources which we enjoy today will also be here for future generations.

It is the American spirit of commitment they represent and the renewed sense of pride in our country that has enabled the public and private "partners in pride" to undertake this national campaign. The Take Pride in America Awards Program is designed to recognize and encourage projects and programs that are the most exemplary of the Take Pride in America campaign. Eleven categories have been established to promote broad participation.

All Americans can exercise their rights and fulfill their obligations to take an active role in the care of the beautiful lands and outstanding cultural resources that help make this Nation a great place to live. Individuals and groups everywhere can inspire others by sharing their successful efforts. Anyonewho has been or is involved in activities on behalf of public or Indian lands and resources is encouraged to participate in the Take Pride in America National Awards Program.

WHO MAY APPLY

The 1987 Take Pride in America National Awards Program will recognize individuals and public and private groups that conduct outstanding stewardship activities or awareness efforts on behalf of local, State, federal and/or Indian lands and resources. The program will recognize singular projects, ongoing programs and efforts, as well as results. The awards program is open to any individual and to public and private sector groups that have contributed to furthering the goals of the campaign. The activities for which nominations will be solicited must have been initiated, accomplished or ongoing in 1986 or 1987.

The goals of the Take Pride in America campaign are to:

- Increase awareness of the importance of wise use of public lands and natural and cultural resources;
- Encourage an attitude of stewardship and responsibility toward public lands and resources; and,
- Promote participation by individuals, organizations and communities in caring for public lands and resources.
Eligibility Criteria/Categories

To be eligible for a Take Pride in America award, an individual or group must:

- Demonstrate involvement in caring for federal, State, local or Indian lands; or
- Illustrate citizen or group initiative toward greater awareness and wise use of public lands; or
- Foster recognition of citizen responsibility and/or encourage personal attitudes of stewardship and active involvement in public lands and resources.

Eleven award categories will be eligible for nominations:

I. Constituent Organizations: National, regional, State and local trade, professional, or other advocacy and membership groups.

II. Business/Corporations: For-profit companies.

III. Youth Groups: Non-school organizations of and for persons 18 years and younger.

IV. Civic/Citizen Organizations: National, regional, State and local organizations with public service spirit or agenda (e.g. religious or fraternal organizations).

V. Media: Print and broadcast organizations.

VI. Educational Institutions: Groups of students, teachers, or administrators from elementary, middle or high schools, and colleges and universities.

VII. Individuals: Persons or families not acting as part of an organized group.

VIII. Public/Private Partnership: Joint efforts between government agencies and private individuals or organizations.

IX. Local Governments: Cities, townships, counties, Indian governments, or other local governmental bodies.

X. State Governments: Employees or Agencies of a State or Commonwealth.

XI. Federal Government: Employees or Agencies of the U.S. Government.

Award applications and instructions for submission will be available from participating States, federal agencies and/or from the campaign headquarters in the spring of 1987. For further information, contact your State Take Pride in America Coordinator. In States where there is no designated campaign coordinator, write to the campaign headquarters.