

United States Department of Agriculture



Natural Resources Conservation Service
375 Jackson Street, Suite 600
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To be sent via email

March 31, 2004

MINNESOTA BULLETIN NO. 260-4-10

SUBJECT: INF – WILDLIFE HABITAT COMMUNICATIONS MATERIALS

Purpose. To encourage field office use of wildlife habitat education/information materials.

Expiration Date. September 30, 2004.

Under separate cover, each field office will receive the following informational materials on fish and wildlife habitat:

- A hard copy printout of a series of 52 articles dealing with wildlife habitat on private lands. The series of 52 news articles is enough for a local newspaper to receive one each week for a year. Used as intended, once a week, it would remind readers that NRCS services are available, as well as put a name and a face to local conservation services (local adaptation needed). The articles may be used for partner newsletters and/or radio programs, as well. An introduction sheet includes an explanation of how to use the articles for maximum local impact with minimum of time input.
- A CD with electronic files of all the articles in word format. The CD also includes jpeg photo files and black and white wildlife artwork. All, some or parts of the articles may be used with newspapers, newsletters, radio interviews or as training for new employees. The CD also contains a file of a brochure/poster featuring basic food and cover needs of 15 wildlife species. The brochure will be made available to field offices when printed.

These materials were prepared by the NRCS Wildlife Habitat Management Institute staff and are also available for download from the WHMI ftp site at <ftp://ftp-fc.sc.egov.usda.gov/WHMI/> by clicking on *wildlife habitat articles*. The State Office has a limited supply of these information materials.

All technical questions should be directed to Paul Flynn, State Resource Conservationist. Questions regarding public information efforts should be directed to Julie MacSwain, Public Affairs Specialist.

WILLIAM HUNT
State Conservationist

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