INFORMATION AND EDUCATION DIVISION YEARLY REPORT

JULY 1956

The Information and Education Division has two primary functions, as its name implies. These are (1) the dissemination of information to the public concerning the activities, and the reason for these activities, of the department, and (2) the promotion of conservation education on the adult, and particularly, on the school age level. In addition, close cooperation with other departments and agencies such as Forestry, Sea and Shore Fisheries, Agriculture, Industry and Commerce, and Education, etc., is maintained.

Since its inception in 1953, the Information and Education Division has functioned essentially as a two-man organization, with the services of one of these men devoted to movie production. The work load and resulting productivity of the division were therefore restricted. A re-organization has been underway for the past several months, however, and prospects for a brighter future and increased productivity are materializing.

The division stepped up its weekly news release service to the papers of the state during the past year. Feature article and newsphoto service has also been accelerated.

Other division functions included the Commissioner's Monthly Newsletter to sportsmen; radio and TV films, scripts and visual aids; editorial service for other department divisions; and production of two bulletins concerned with department activity.
The department film library has been augmented by a new sound and color film produced by the division, and several others purchased from outside sources. Future plans call for more emphasis to be placed on film distribution in an effort to reduce the extremely heavy speaking load now imposed upon department personnel.

Two new staff members, a Conservation Educator and an Informational Representative, will be added to the Information and Education Division in July 1956. The Conservation Educator will devote his full time toward advancing the cause of conservation education in the schools, working in close cooperation with the Department of Education. The Informational Representative will be concerned primarily with various news media in a capacity of writer-still Photographer.

With the increase in personnel, the efficiency and productivity of the Information and Education Division will be increased during the coming year. More emphasis will be placed, where it should be, on educating the youth of Maine in conservation. It is now a recognized fact that the future of any conservation program is in the hands of our youth.