

FINAL REPORT  
SECTION 6  
ENDANGERED SPECIES ACT



FEDERAL AID PROJECT E-19

LEAST TERN "SHARE THE BEACH"  
PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

SEPTEMBER 9, 1991 - AUGUST 31, 1992

## FINAL REPORT

STATE: Oklahoma

PROJECT NUMBER: E-19

PROJECT TITLE: Least Tern "Share the Beach" Public Service Announcement Campaign.

PROJECT PERIOD: September 9, 1991 - August 31, 1992

- I. PROGRAM NARRATIVE OBJECTIVE - To develop three radio and two television public service announcements relating how human activity and disturbance threatens the Interior Least Tern in Oklahoma.
- II. INTRODUCTION - The Interior Least Tern (Sterna antillarum athalassos), is a nesting resident of Oklahoma restricted primarily to the larger rivers of the Mississippi drainage. In Oklahoma, the Arkansas, Canadian, Cimarron, and Red rivers host localized populations of this endangered species. The interior least tern is dependent on broad sand bars and barren shores along wide, shallow rivers, salt flats, and reservoirs. The U.S. Fish and Wildlife Service's 1990 Recovery Plan Goal of eventually delisting the Interior Least Tern will be facilitated by development of public awareness and educational programs about the species. The Service has determined that developing public awareness and implementation of educational programs about Interior Least Terns should be initiated (Recovery Objective 51). The Least Tern "Share the Beach" Public Service Announcement Campaign will inform and educate the public on the negative impact that particular human interaction can have on this species. Human activity in nesting areas may result in nest disturbance, abandonment, and loss of young. Seemingly innocuous activities including walking pets, hiking, biking, and use of all-terrain vehicles can destroy tern habitat and kill young.
- III. ACCOMPLISHMENTS - Oklahoma Department of Wildlife Conservation (ODWC) personnel researched, designed, developed and distributed public service announcements for the Interior Least Tern public awareness campaign.

Three television (one ten-second, one twenty-second and one thirty-second) and five radio (two thirty-second and three ten-second) public service announcements (PSA's) were developed.

Television PSA's were distributed to television stations in the Oklahoma City and Tulsa markets by ODWC and The Nature Conservancy personnel. In addition to the PSA's, program directors and/or public affairs directors were personally given a copy of the U.S. Fish and Wildlife Service's Least Tern Brochure and a photocopy of the 1989 Outdoor Oklahoma magazine article titled "The Interior Least Tern."

FINAL REPORT

PROJECT NUMBER: E-12

STATE: Oklahoma

PROJECT TITLE: "Share the Search" Public Service Announcement Campaign

PROJECT PERIOD: September 9, 1991 - August 31, 1992

I. PROGRAM OBJECTIVE - To develop mass media and other television public service announcements relating to driver activity and substance abuse and the interior search team.

II. INTRODUCTION - The Interior Search Team (IST) is a national coalition of Oklahoma law enforcement agencies, primarily police, sheriff, state trooper, and state highway patrol, that is dedicated to the reduction of drug-related traffic fatalities. The IST is a partnership of law enforcement agencies from across the state. The IST is currently operating on a broad-based, multi-media campaign which includes radio, television, and newspaper. The IST and White Service's 1990 Recovery Plan will be of significant benefit to the Interior Search Team. The IST is currently operating on a broad-based, multi-media campaign which includes radio, television, and newspaper. The IST and White Service's 1990 Recovery Plan will be of significant benefit to the Interior Search Team.

III. OBJECTIVES - Oklahoma Department of Wildlife Conservation (ODWC) personnel researched, designed, developed, and distributed public service announcements for the Interior Search Team.

These activities are two-second and twenty-second and are designed to be aired on television and radio. The IST and White Service's 1990 Recovery Plan will be of significant benefit to the Interior Search Team.

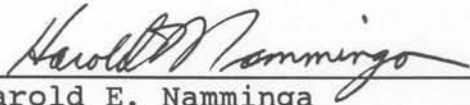
The IST and White Service's 1990 Recovery Plan will be of significant benefit to the Interior Search Team. The IST and White Service's 1990 Recovery Plan will be of significant benefit to the Interior Search Team.

Radio PSA's were researched, scripted and produced for broadcasting from stations serving towns within close proximity to interior least tern colonies. An introductory letter outlining the PSA campaign and its importance will be packaged with PSA's and background material (tern brochure and magazine article). PSA's and related information will be forwarded to targeted radio stations in May 1993.

IV. PREPARED BY: Erich Langer, Steve Webber and Paul Moore

V. DATE: October 20, 1992

VI. APPROVED BY:

  
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Harold E. Namminga  
Federal Aid/Research Coordinator



