

important asset for Texas, as well as for visitors to the state.

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## The Texas I&E Program: It Works!

Tommy G. Welch and C. Wayne Hanselka

The information and education program of the Texas Section, Society for Range Management (SRM), has been very successful. Recent successes began with reorganization of the I&E Committee by Joe Norris in 1977. The organization developed by Joe divided the committee into sub-committees. One sub-committee deals with activities outside the Section and the other sub-committee provides information for Section members. This two sub-committee structure is now used by other Sections of SRM.

### Committee Structure and Function

The current two sub-committee structure of the Texas Section I&E Committee has worked very well. The chairman of I&E appoints the chairmen of the two sub-committees and provides overall leadership and guidance. The chairman is responsible for public relations with agencies and other organizations to increase public exposure of SRM and for coordinating Section I&E activities with those of the SRM I&E Committee.

The sub-committee responsible for outside Section activities develops information for public news media including publicity and reports for field days, tours, annual meetings, awards and other pertinent information on rangeland. These releases are sent to major and weekly newspapers, farm and ranch magazines, television outlets and radio stations. Mem-

bers of this sub-committee are responsible for obtaining information from field days and tours including photographs. The information is provided to the newsletter editor as well as developed for release to public news media. This sub-committee has responsibility for providing information to the Denver office concerning happenings in the Texas Section and assists with obtaining sponsors for the Section newsletter.

The inside Section sub-committee works primarily with the Section newsletter. Thus, the committee is chaired by the newsletter editor. In addition to preparing the newsletter, the newsletter editor and other members of the sub-committee assist with obtaining sponsors for the newsletter, maintain a working relationship with the printer and distributor of the newsletter, and assist with maintaining an up-to-date newsletter mailing list.

### Section Brochure

Probably the most noteworthy venture conducted in recent years by the Texas Section I&E Committee was the development of a brochure to inform the general public about rangelands in Texas. Preparation of the brochure was initiated in 1979 by Wayne Hanselka, then chairman of the I&E Committee. A draft copy of a brochure was developed using an Old West Regional Commission brochure as a model.

Under the direction of Tommy Welch, 1980 I&E Committee chairman, the brochure, entitled *Enjoy Texas Rangelands*, was completed and printed. It includes a description of range-

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land emphasizing the uses and renewable aspects of this resource. The amount of rangeland in Texas is emphasized. A generalized description is presented of what can be seen on rangelands including plants, wildlife, scenic beauty and the ranching industry. One section of the brochure informs people where they can see rangeland in Texas. Another section emphasizes what rangeland means to the individual with respect to products, aesthetic beauty, and heritage. A simple quiz on rangeland is included. A brief description of the Society for Range Management that includes the objectives, activities, and an address and telephone number to obtain more information is located on the back of the brochure.

The brochure was first printed in 1981. Since then, two more printings have been made (in 1982 and in 1985). These printings have made 45,000 copies of the brochure available at a cost of \$1,189.81. Funds for publication came from the Texas Section. Before the brochure is printed again, it will be carefully reviewed and revised if necessary.

### Distribution of the Brochure

Since 1981, over 30,000 copies of *Enjoy Texas Rangelands* have been distributed mostly through the Texas Tourist Bureau. In 1981, 1,000 copies of the brochure were sent to each of 10 Tourist Bureau locations in the state. Each location now requests additional copies as they are needed. Most of the requests have been received from the eastern one-half of Texas. Many have been distributed at the Brownsville location (southernmost part of Texas) where visitors from the Northeastern states vacation during the winter months.

The brochures are also distributed to elementary age students and their teachers through several conservation workshops and field days conducted by the Section each year. Section-sponsored field days and tours and other Section activities serve as distribution points for the brochure. *Enjoy Texas Rangelands* is available at statewide stock shows and fairs, producer training meetings, and at livestock association meetings where the SRM display and the new Texas Section display are used.

### Summary

The Texas Section I&E Committee has been successful. Development of *Enjoy Texas Rangelands* is one of the outstanding achievements of the committee. Now, other SRM Sections (e.g., Pacific Northwest and Florida) have rangeland brochures available. The accomplishments can be partially credited to the effective organization of the committee. However, the organization had to be combined with efforts of dedicated Texas Section members that volunteered their time to get the job done. Productive activities of the committee have carried over from year to year because membership of the committee does not completely change each year. Often, the newsletter editor will serve in that capacity for several years. The selection of a chairman-elect each year helps to provide continuity. As with all programs, the degree of success varies, but over time the Texas I&E program has effectively worked.

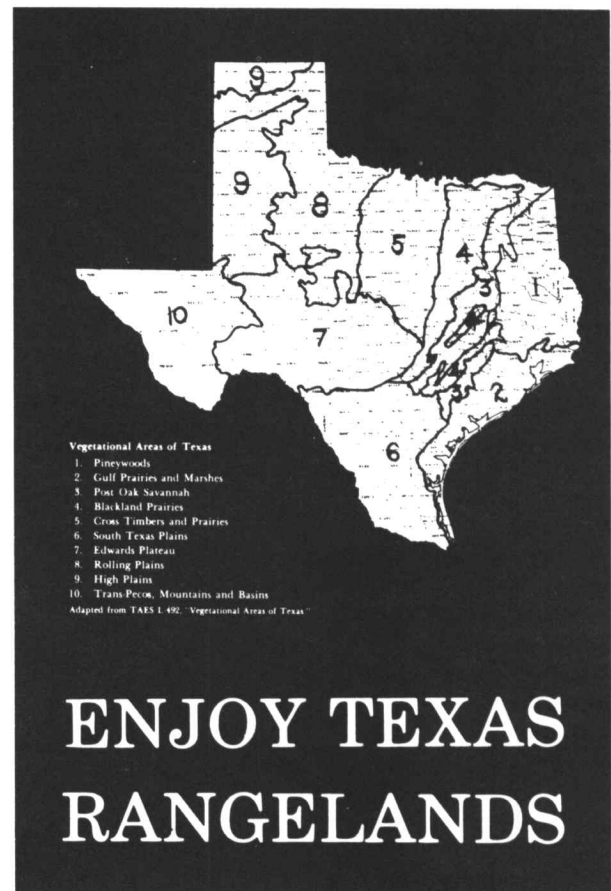


Photo courtesy of Soil Conservation Service

*Enjoy Texas Rangelands brochure developed by the Texas Section Society for Range Management.*