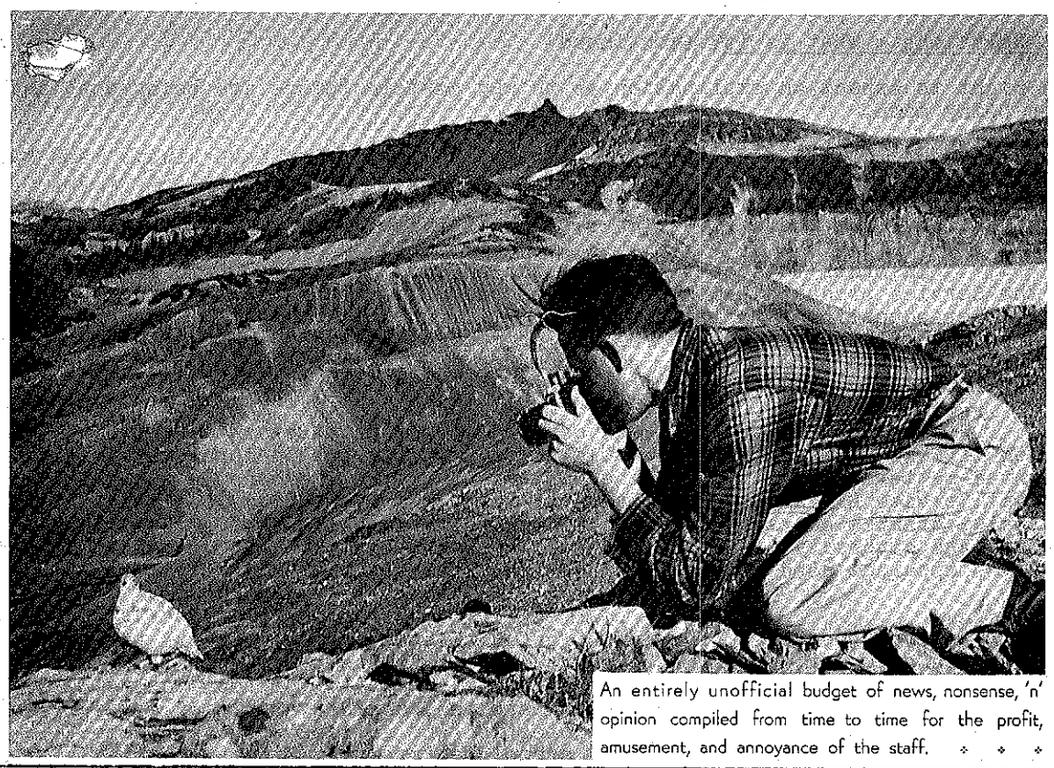
NOV 22 1952

FOREST SERVICE NEWSLETTER



An entirely unofficial budget of news, nonsense, 'n' opinion compiled from time to time for the profit, amusement, and annoyance of the staff. ✧ ✧ ✧

No. 112 VICTORIA, B.C. NOVEMBER, 1952.

PUBLIC RELATIONS - WHAT IS IT?

by: D.R. Monk
Public Relations & Education.

Public Relations is a two-way street. Where the out-going traffic on this street is made up of truth, responsibility, and good manners, the public relations of an organization are good, but incomplete. Where public response, or in-bound traffic, is also made up of truth, responsibility, and good manners, the public relations programme is both good and complete.

With the possible exception of Einstein's Theory of Relativity, or the basic principles of nuclear fission, few endeavours are more widely misunderstood. A truly comprehensive programme of public relations is a very complex mechanism, being partly social, partly economic, and partly educational in its primary elements. In dealing with people in their metaphysical sense there is always a large unknown quantity X in the public relations equation.

Some of the more popular misconceptions of public relations is that it is a propaganda machine along the lines practised by Joseph Goebbels in Nazi Germany. Some feel it is straight press-agentry with at least some of its attendant ills in the form of smoky rooms, ballyhoo, and "cheesecake" photography. Still others settle for a mental picture of public relations as a straight advertising and publicity mill - a collection of hucksters all wearing sincere neckties and only slightly removed from the old-style "Pitchmen" and their patent medicines.

It cannot be denied that these elements do exist in any public relations programme but, if the programme is well conceived, they will exist only in minute quantities, and never obviously. Public relations should never be obvious in its workings.

Now that we have disowned and denied our forbears, what is the purpose of public relations, particularly as it applies to the Forest Service? Briefly, it is a planned programme to build public confidence in the Forest Service; to increase public understanding of the aims of and reasons behind the methods employed by the Service; and to maintain public goodwill towards the Service. It is an educational programme designed to inform the public through press, radio, and direct contact. It is a programme in which all members of the Service participate by virtue of the fact they are employed by the Service. It is doubtful if any other department of government is as dependent, for efficient operation, upon public confidence, understanding, and goodwill as is our Service. In the case of all our policies directly affecting the public, be it in the realm of management or protection or research, a thorough understanding of these policies, which all call for varying degrees of public co-operation, is essential if the policies are to be efficiently introduced and operated. It is necessary for all those engaged in public relations to realize that one should never underestimate the intelligence of the public nor overestimate their information.

With management we are dealing with the utilization of our Province's greatest single resource and in order to do this properly, changes must be made in the "rules of the game" from time to time in order to keep abreast of developments. Similarly, in protection work, we must revise our regulations periodically and sometimes these revisions are not thoroughly understood by the public in general and the industry in particular, which necessitates a very real effort being made on our part to make available to these groups our reasoning behind the new regulations. We must never forget that as trustees of the people of the Province over their most valuable natural resource, they

Public Relations - What is it? (continued)

have a right to expect an explanation as to why certain things are being done and certain changes being made.

We like to feel that all members of the Service have always been aware of this duty. We like to feel that one reason for the general public's approval of the Service's work in the field is a direct result of this public consciousness on the part of our staffs right from the earliest days of the Service.

In order to accomplish this end of informing the public in the 1920's and 30's, the Service produced pamphlets, motion pictures, technical bulletins, exhibits, and various other educational media to the limits of the small amount of monies available for such purposes. There was no centralized section or division whose sole responsibility was to carry on this type of work, although the majority of it seemed to have originated in either Protection, Research, or the various District Headquarters.

In 1945, however, it was decided to set up a separate Public Relations and Education Division whose sole task would be to keep the public correctly informed, edit all printed matter originating in other Divisions for public consumption, and to operate the Forest Service Library. For the first year or two the Division consisted of three brave souls, cramped quarters, and a similarly cramped allotment. Today, however, both the nature and diversity of work and the size of the Division have grown to fit more closely the apparent need with, of course, the latter always slightly outstepping the former.

From the years of printing a few research notes, general bulletins, the annual Service calendar, and annual report, P.R. & E. has broadened its field to include a motion picture library of some 90 subjects all available for loan to the public, a motion picture and photographic production section, a wide variety of general and specific technical and lay bulletins, protection and grazing posters, protection and directional road signs, and a three-man school lecture team, to say nothing of a much-enlarged and improved library with some 7,000 bound volumes and pamphlets on forestry matters plus 100-odd periodicals covering most segments of the profession and industry.

Beyond this, the Division has furnished four Forest Districts with a complete, modern, 16-m.m. projection-unit and power generator. The Division also supplies to trade journals and the press articles on the work of the Service and related subjects. For the third year, radio flashes were sponsored by the Division over every radio station in the Province six days a week during the fire season. Also, for the second year, five 15-minute radio programmes were broadcast for the consumption of specific audiences in specific parts of the Province.

During 1951, over 260,000 persons saw films from the P.R. & E. library which brings the total audience since 1947 to over 500,000 people. During the 1951-52 school term, one lecturer alone showed films to 315 school audiences totalling 45,000 persons and on each occasion spoke on conservation and related subjects for a minimum of 20 minutes prior to each showing.

Since 1949, nearly 20,000 copies of a popular booklet on forest management have been distributed in response to requests. Some 60,000 booklets on forest protection specially designed for school children have been sent out in the last two years, to say nothing of the thousands of forest protection bulletins, research notes, technical publications, and lay bulletins, distributed to the Industry, Professions and general public over the same period.

Before deteriorating into a statistical analysis, it might suffice to say that numerous other media and information on forestry matters are continually flowing from the P.R. & E. offices. Although the effectiveness of public relations may not be readily measured with a slide rule, the public appears to be glad to receive the information that has gone out already and it is reasonable to assume they will continue to be interested in the administration of their own affairs in the future.

It has been said that Public Relations is not something that can be applied to a particular phase of a business - nor is it an umbrella covering everything but touching nothing. It is, rather, a fundamental attitude of mind which deliberately and with enlightened selfishness places the broad interest of the public first in every decision affecting the operation of the business.

Public relations is not a specialized activity like production, engineering, finance, and sales. It is rather something that cuts through all these as the theme for each. It is an operating philosophy that management must seek to apply in everything it does and says.

All of which means that every member of the Service is at some time or other a public relations officer - when he answers the phone, when he issues a campfire permit, or when he is examining a timber sale or, broadly speaking, whenever he makes contact with a member of the public.

The public's opinion of any large organization is generally constituted of a series of individual contacts with, more likely than not, the more junior members of the organization. It is the clerk dealing with public enquiries at the general office counter who, for the duration of that contact, is the personification of not only the complete Forest Service but also the entire Civil Service. That particular member of the public will take away with him an impression of that clerk and the way his enquiry was handled. If he is pleased with his contact he is indirectly pleased with the Forest Service as a whole and, less directly, with his Civil Service. This in turn makes it more pleasant for the Service to deal with him the next time and, being more pleasant, these future dealings may well be more efficient.

The Forest Service has an interesting and vital story to tell. The way in

Public Relations - What is it? (continued)

which this story is told determines to a considerable degree its acceptance by the public. Confident that our policies, or out-going traffic, is good, and yet always remembering good public relations is a two-way street welcoming in-bound ideas and reactions, our service to the public can be maintained on a high and efficient plane, contributing much to the welfare of our Province.

::: ::: ::: :::

VANCOUVER DISTRICT

The Winners!

We knew that we could do it! As our readers will recall, the boys at Sechelt copped third prize for their float in the May Day parade. Not to be outdone, Chilliwack Ranger Station entered a float in the Cherry Carnival parade, July 1st., and walked away with the second prize.

Photo By Baldwin.

Here follows the text of a message received from one of our Up-Island Stations:

"We hate to brag, of course, but that sign does say FIRST. Yes, sir. Campbell River for bigger fish, bigger parades, and bigger and better Forest Service floats.

"Most of the credit for this work of art goes to our suppression crew who put in many overtime hours building the lookout et al, with some inspiration and a little assistance from the Station staff.

"This float was entered in the Labour Day parade. The S.P.F. set actually worked for a distance of about 3 miles, with only about 15 feet of aerial up and the rest coiled on the floor. We worked out a rough plan and I think Foreman Petty and his crew are to be commended for the fine job they did in building and decorating this float. Their 'first' prize was won in a stiff competition."

Our congratulations, R.D. 17!

::: ::: :::

Speaking of parades, here is an item of interest that appeared in the Nelson Daily News recently, under the heading '25 YEARS AGO':

> Sept. 25, 1927 - Of all individual exhibits at the Nelson Fall Fair, probably the most talked about was the Forestry display of a mountain covered by a forest and fertile valley with live fish in the lake in the foreground. Model was arranged by C.J. Haddon.

::: ::: :::

A 'BORING' TRAGEDY

From our files for September 1952.

The recent closure in the Vancouver Forest District, following as it did on the heels of the prolonged strike, frustrated more than one 'woodsman'. A case in point is the fact that one of the aforementioned breed evidently tried to commit suicide the

Vancouver District (continued)

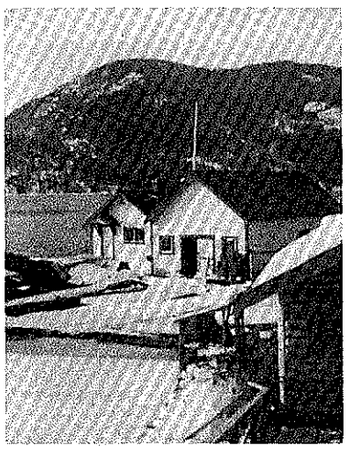
A 'Boring' Tragedy (cont'd)

other day from the roof of the twenty-two storey Marine Building, in downtown Vancouver, which edifice, incidentally, houses the head office of the Vancouver Forest District. Life and the rigours of same being what they are, the poor soul succumbed at the sixteenth floor during his descent, his body being found on a balcony jutting from that floor. The coroner's report read "apoplexy". The victim was identified as one three-inch long 'long-horned' or 'Douglas Fir wood borer'. There were no known surviving relatives. Investigations as to the whys and wherefores of this sad incident are continuing, but not much in the way of enlightenment is anticipated. Any suggestions?

::: ::: :::

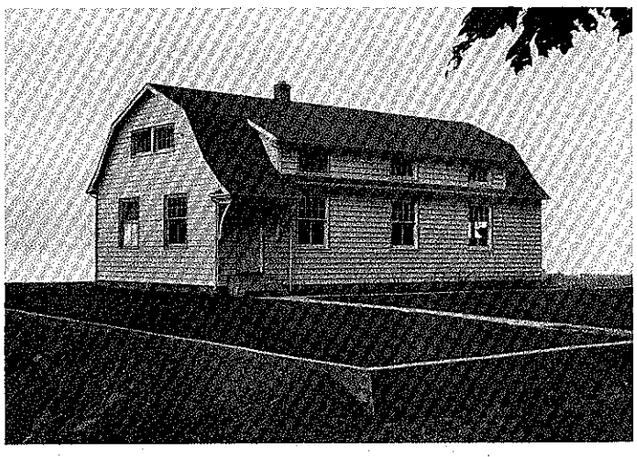
SUMMER PROJECT AT HARRISON

We used to have an old Ranger Station here at Harrison and for the benefit of those readers of the Newsletter who have never been here, we are sending along two snaps - one of the old and one of the new facilities.



Left: The Old

Right: The New



One shows the old Station and boat-house, and the other the new Station for R.D. #3! The Station is constructed on a rock fill, which replaced the old wharf and piling. Now that we are comfortably lodged in modern quarters, and being not unduly proud of them, we hereby submit as a final exhibit a snap of THE NEW RANGER STATION at Harrison Lake.

::: ::: :::

MATCHED

During the late afternoon of October 25, 1952, Mr. Syd Burgess, Cruiser with the Headquarters staff, and Miss Muriel Hennessey, were married in Holy Trinity Cathedral, New Westminster. The ceremony was performed by the Reverend Pearson.

At 5 P.M. on October 22nd, Mr. Eric Bennett i/c of Management, presented Syd with a lovely torchiere lamp and electric kitchen clock on behalf of Syd's many friends throughout the Service.

After a honeymoon "down South" the Burgess' will be taking up residence in South Burnaby.

Our congratulations to you, Syd, and the very best of good wishes to you both.

::: ::: ::: :::

KAMLOOPS DISTRICT

Good Luck, John

On October 4, Mr. John Pinder-Moss resigned as Grazing Division draughtsman after five and one-half years of service. He is returning to the practice of his profession of Consultant Landscape Arbortect, in which we wish him every success. On his departure, and following a short farewell speech conveying the good wishes of the staff, Mr. Swannell presented him with a lounge chair and desk lamp.

::: ::: :::

Moves

On Saturday, September 27, we bid au revoir to Norman MacRae who has transferred to the Management Department in Victoria. Glasses were raised in farewell as we extended our best wishes to Norm. He will be greatly missed by his colleagues in Kamloops.

::: ::: :::

Harry Mayson, Ranger at Chase, transferred to the Kamloops District Office as Supervisor in Protection, and also Don Fraser, Ranger at Barriere, transferred to this office as Supervisor in Management. Ranger Paquette is now at Chase and was succeeded at 100 Mile House by George Specht. Don Fraser's successor at Barriere is W.W. (Bill) Smith.

::: ::: :::

Ed Smith, Asst. Forest Agrologist, has transferred from Nelson District to our Grazing Division. We hope you are liking it here, Ed.

::: ::: :::

Kamloops District (continued)

MATCHED

The month of August saw the wedding of Janet Freathy, popular Management stenographer, to Jim Ashby, also of Kamloops. On Janet's departure the Staff presented her with a steam iron. Call back and see us sometime, Janet!

::: ::: :::

Doreen Liddicoat, Grazing stenographer, and Tom Wallace, Asst. Forest Agrologist in Grazing, were married at St. Philip's Anglican Church in Vancouver on September 27, at which time this office was very well represented. Once more we gathered around, to present Doreen and Tom with a coffee table. Heartiest wishes are extended to them both. Their honeymoon trip was spent across the line in San Francisco, Reno (?), and other points south.

::: ::: :::

Earl Boutwell, Patrolman at Revelstoke during the summer, and Miss Margaret Georgina Hopkins, were married on Saturday, September 13, at St. James Anglican Church, Armstrong.

::: ::: :::

George Bowie, Compassman at Kamloops, and Miss Mabel Louttit of Armstrong, were married on August 9.

::: ::: :::

Len Hamann, Air Observer, and Miss Jean Linville of Shuswap, were married on October 11.

::: ::: :::

Our congratulations and very best wishes to you all!

::: ::: :::

HATCHED

We also extend our congratulations to -

To Mr. and Mrs. Eric Robinson (District Office) - a DAUGHTER, Beverly Jean, on June 1.

To Mr. and Mrs. Gordon Bregoliss (District Office) - a DAUGHTER, Rita Anne, on July 21.

To Mr. and Mrs. Bruce Neighbor (District Office)- a DAUGHTER, Judith Carol, on August 10.

To Mr. and Mrs. Stan Noakes (District Office) - a SON, Stephen Robert, on September 13.

To Ranger and Mrs. Bill Smith (Barriere) - a DAUGHTER, in September.

To Mr. and Mrs. Brian Collins (Barriere) - a DAUGHTER, in September.

And, just as we thought the haze of cigar smoke was finally lifting, we hear of the arrival on October 23 of a set of TWINS (one of each kind) to Ranger and Mrs. Olie Kettleson of Revelstoke.

::: ::: :::

Welcome

We put out the welcome mat for Jack K. Robinson from Fredericton, New Brunswick, who is now Forester-in-Training in our Management Department; and to Jim Clark, Silviculturist, from Edmonton, Alberta.

Since our last appearance in the Newsletter we welcome the following who are all additions to the District Office staff:-

Miss Winnie Veach and Mrs. Jessie Pettit in Operations, Mrs. Fran. McGillivray and Mrs. Fern Tomilson in Management, Miss Betty Gardiner in Grazing, and Miss Florence Baker at the switchboard, replacing Miss Maureen Gillis who is now in Records.

::: ::: :::

We are all happy to see Mike Aldworth, draughtsman, back after an absence of several months sick leave.

::: ::: :::

This We Must See!

We hear that Ranger Bob Hewlett has challenged Ranger Roy Eden to a foot race, any time, any place!!! We wonder if Roy and Bob are getting in trim during their holidays. We are standing by to make our bets and would like to know just when this marathon is taking place.

::: ::: :::

The summer could not pass without our annual weiner roast held again this year at Silvery Beach on beautiful Shuswap Lake. Several of the braver souls took a plunge before gathering round the huge bonfire for hot dogs, coffee, and an over-supply of marshmallows. The company of sixty were serenaded by Freddie White playing the banjo and Len Hamann on his guitar. It seemed that a very good time was had by all!

::: ::: ::: •••

CHESS IS AT IT AGAIN

Our fellow-traveller and 2 i/c Parks and Recreation, "Chess" Lyons, has now added to his laurels as an author with the production of a tidy little volume with the large title of "Trees, Shrubs, and Flowers to Know in British Columbia." The publishers, Dent & Sons, Ltd., have promised to have this hot off the press late in November. The author cites this as an example of the use to which one can put the hours between 4 and 7 A.M. (Personally we prefer sleeping).

The proud "poppa" of this little gem says the advantages of the book are its handy pocket-size, strictly non-technical presentation, and illustrations of almost everything mentioned therein. The only known disadvantage (if you decide you simply must have a copy - and "Chess", of course, hopes you do so decide) is that you have to pay for it. However, rumour has it that even that disadvantage can be slightly ameliorated by buying your supply through "Chess". Any Scotchmen in the crowd on the lookout for a neat and useful little momento for the "missus'" Christmas stocking?

::: ::: ::: :::

SENATOR McKINNON

It isn't often that a member of this Service receives the distinct honour of being elevated to the Canadian Senate. However, the photograph below proves beyond a doubt that our very own Assistant Chief Forester i/c Technical Planning, F.S. McKinnon, has been so honoured.

Capital Press Service.

This photograph shows the late Lord Robinson addressing delegates to the Sixth British Commonwealth Forestry Conference in the Senate Chamber, Ottawa, Ontario. "Senator" McKinnon, the B.C. Forest Service delegate, is seated in the middle row on the left side, third man from the bottom.

::: ::: ::: :::

PARKS AND RECREATION

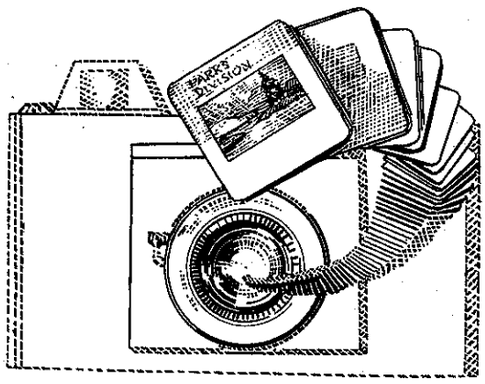
Coloured Slides

Over the past ten years the Parks and Recreation Division has built up a collection of some 800,35-m.m. slides. These have proved very popular with lecturers and also as an ideal (inexpensive) way of entertaining friends of an evening. It is significant to note that Forest Service personnel in their mellow moments invariably turn to scenes of the forest primeval or expanses of pink posies rather than views of monstrous logging "cats" and assorted miscellany of logging activities.

In the belief that these slides are only as valuable as the amount they are used, the system is being organized for streamlined service. Besides each major

Parks and Recreation (continued)

Coloured Slides (cont'd)



park having its particular set, there will be special series covering wildflowers, wildlife, famous scenes in B.C., and general travel views for various sections of the Province. All slides are mounted in glass, labelled and packed in a handy container.

Everything should be in order by Xmas so let's have your requests.

::: ::: :::

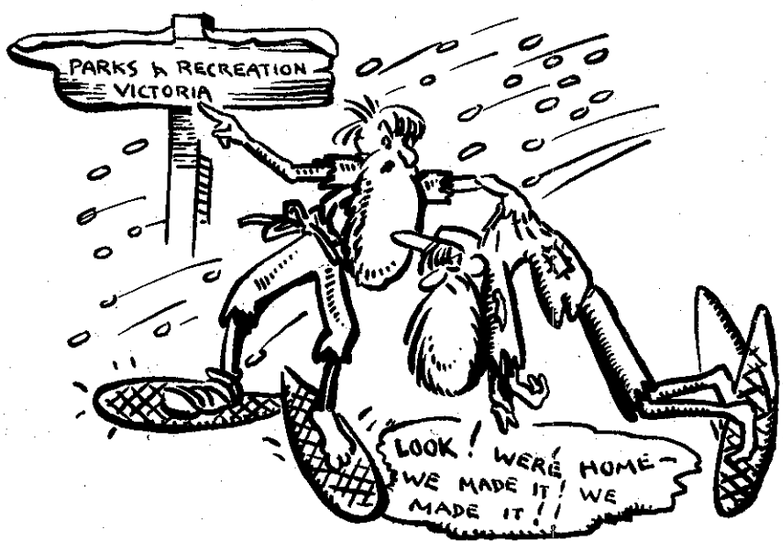
Park Visitors!

The day of guessing how many is over. Traffic counters at Mt. Seymour and Cultus Lake Parks have been recording the facts during the summer.

Take Mt. Seymour for example. In September, over 6,000 cars carrying more than 22,000 visitors made the trip up "the hill". In a one-hour period on September 14, an average of seven cars a minute was clocked. Considering that half the people in Vancouver still don't know there is such a road or park, it is pretty fair justification for developing this area.

Cultus Lake Park, merely in its infancy, had a total of 3,000 cars in August. Nearly everyone stays to swim and picnic and so, in terms of man-hours of recreation, Cultus receives heavier summer use than Mt. Seymour.

::: ::: :::



There is a wild rumour afoot that nomads Bob Ahrens and George Wood may return to the office before Xmas. Some oldtimers in the office can even remember what they looked like. (It wasn't good).

::: ::: :::

Astrologers Please Note!

Is it a phase of the moon, the power of suggestion, or the workings of fate? Ever since Len Shaw started off with a daughter in August 1950, the Parks personnel have been guided accordingly. Look at this for a list - Seymour Park, Wally Rolls, Bob Stewart, George Wood, Ralph Ritcey, Chuck Velay, Chess Lyons and York Edwards.

(In order not to spoil the story, the fact that Dennis Podmore was blessed with a boy wasn't mentioned. Anyway it still leaves a run of seven in a row).

Apropos to the above it is said that a parrot is the only thing in the world that can speak that doesn't try to make a better story out of what he heard.

::: ::: ::: :::

NEW PUBLICATIONS

The following Forest Service publications have been issued since the last edition of the Newsletter:

T.38 - "A Preliminary Study of Growth and Development of some Douglas fir - Ponderosa Pine Types", by M.B. Clark.

Research Note #23 - "An Aerial Moose Census", by R.Y. Edwards.

Copies of these publications are available from Public Relations Division, Victoria.

::: ::: ::: :::

THE MASTHEAD STORY

The Masthead on this issue shows Lloyd Brooks of Parks and Recreation holding a ptarmigan entranced as he carefully takes a colour shot for the collection mentioned in the Parks section of this issue. Mountain background is courtesy of Garibaldi Park.

::: ::: ::: :::

Arthur Herrald McCabe
1893 - 1952

Death came suddenly to Art McCabe as he chatted with an associate on Friday, October 31.

Mr. McCabe had recently returned from hospital and appeared to be in good health.

Art was born in Ontario in 1893 and came to British Columbia in 1920. He joined the Forest Service in 1939 as a Patrolman east of Prince George and later rose to the rank of Acting Ranger. In 1945 he attended the Ranger School and, upon graduation, was appointed Supervisor of Scalers for both Prince Rupert and Fort George Districts. Subsequently he was relieved of his responsibilities in the Prince Rupert District and served as Supervisor of Scalers for Fort George until his untimely death.

Mr. McCabe is survived by his widow, one daughter, and five sons. His passing has come as a great shock to all members of the Forest Service and their sympathy goes out to his family in their great loss.

Gustav William Anderson Holmgren
1878 - 1952

Bill Holmgren, widely known throughout the Forest Service after 22 years of service, passed away at his home in Nelson on Sunday, September 7, at the age of 74.

Mr. Holmgren came to Canada from his native Sweden in 1906 and entered the Forest Service in 1923 as an Assistant Ranger. Subsequently he served as Ranger at Nelson and Grand Forks, Supervisor at Penticton and Nelson, Fire Inspector at Nelson, and finally Assistant Forester in charge of Operation at Nelson until his retirement on September 30, 1946.

Bill is survived by his widow, two children, and several grandchildren. To them go the sincere condolences of the Forest Service.

::: ::: ::: :::