



# Wildlife Viewing and Nature Tourism Working Group 2018 Fall Webinar Series

***Clean air and water, human health, and economic benefits:  
How bird conservation benefits some of the things Americans value most -- and how we  
spread that message.***

**December 18, 2018 2:00 – 3:00 p.m. EST**

Successful conservation usually involves effective communication, engaging key audiences with a compelling message that motivates their support for conservation. Because of their diversity, ubiquity, and popularity, birds are excellent agents for demonstrating the benefits of conservation to society. Conservation actions such as land protection benefit birds, and efforts targeting birds often benefit the broader ecosystem. To reach audiences outside the traditional bird conservation community, it's often necessary to develop messaging that highlights these non-bird-specific benefits. Over the past year, members of the North American Bird Conservation Initiative (NABCI) have compiled examples of how conservation aimed at birds benefits all of us; and how actions taken to protect the environment for reasons other than bird conservation can end up benefitting birds. This webinar will describe the origin and mission of NABCI, discuss Bird Conservation Relevancy examples that NABCI has gathered, and discuss how these might be used to reach a diverse audience with a message about the benefits of bird conservation.



**Presented by: Steven Albert and Greg Butcher**



**Steven** is the Assistant Director for Demographic Monitoring Programs at the Institute for Bird Populations (IBP), Point Reyes Station, CA. Steve works primarily with IBP's two signature monitoring efforts: the Monitoring Avian Productivity and Survivorship (MAPS) program, which tracks the health and population changes of more than 150 species of land birds in North America; and its sister program, known by its Spanish acronym, MoSI, which tracks populations in the Neotropics, where nearly half of North America's land birds winter. Steve formerly worked for a variety of federal and state agencies, including the U.S. Fish and Wildlife Service and National Park Service, and held the positions of Fish and Wildlife Director for the Zuni Indian Tribe in New Mexico; Adjunct Faculty at Prescott College; and President of the New Mexico Chapter of The Wildlife Society.



**Greg** is the Migratory Species Coordinator for U.S. Forest Service International Programs, working with birds, bats, and monarch butterflies. He is a longtime member of the NABCI, Western Hemisphere Shorebird Reserve Network, Sonoran Bird Habitat Joint Venture, and Partners in Flight. For his Ph.D. at University of Washington, Greg studied the behavior of Bullock's Orioles. He studied ecology in Costa Rica with the Organization for Tropical Studies and has worked closely with BirdLife International over for the past 15 years. He is a Fellow of the American Ornithologists' Union (AOU) and a 2010 TogetherGreen Fellow. He has been a traveling birdwatcher since he was 11 years old and has enjoyed birds in 40 countries across five continents.

**Connection:** Join the webinar at [fwc.adobeconnect.com/wildlifeviewing](http://fwc.adobeconnect.com/wildlifeviewing) (sign in as guest, with first and last name, no password required).

Conference call audio: 888-670-3525 Participant code: 835-369-4269

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