



Governor's Pride in Arizona Awards Conference

Arizona Clean and Beautiful is seeking nominations for the 2005 Governor's Pride in Arizona Awards to be held on October 27, 2005 at the South Mountain Environmental Education Center in Phoenix. Businesses, organizations, governmental agencies, tribal communities, and individuals can be nominated.

Governor Janet Napolitano has been invited to recognize the 2005 honorees.

Governor's Pride in Arizona Conference is the only statewide environmental award program that recognizes Arizona communities, businesses, and organizations that have demonstrated a commitment to the environmental quality of Arizona by the development of innovative, sustainable programs to improve the quality of life.

In 1990, through the vision of Arizona Clean and Beautiful and the Arizona Department of Transportation, the Governor's Pride in Arizona Awards were started. It has evolved, thanks to help from committee members and the judges, into a landmark event that offers educational workshops and exhibits that address Arizona's current environmental trends and issues.

Please fill out the form and submit by
September 22, 2005 to *Arizona Clean and Beautiful*

Call ACB at 602-262-2532 if you have any questions.

For additional nominations, feel free to copy the form or download a form from our website at www.arizonacleanandbeautiful.org.

Criteria for Recognition

- * Nominations will be accepted from anyone who chooses to submit an application.
- * Successful entries must meet the basic requirements outlined in the entry procedures.
- * Every question must be answered in order to be considered for an award. If you do not understand a question, please call the ACB office at 602-262-2532.

Honorees or their designee must be present to accept their award on Thursday, October 27, 2005 at the annual Governor's Pride in Arizona Awards Ceremony at the South Mountain Environmental Education Center in Phoenix.

Entry Procedure

- * Check the boxes that apply for each category.
- * Submit 5 copies of the summary.
- * Include slides, printed materials, photos, press clippings, etc.
- * Place the Nomination form, the summaries and other documentation into a folder.

Answer the following questions as completely as possible including relevant statistics and quantifiable data. If a question does not apply, then answer accordingly. Submit no more than 4 pages of written information. If information is missing or the guidelines are not followed, the application will be disqualified.

If you have any questions on filling out this form, please call the ACB office at 602-262-2532 or email at azbeautiful@qwast.net.

1. Identify the need or problem that this program has addressed.
2. What were the goals of the program? Include the scope and the size of the target audience.
3. Briefly describe the program history.
4. What is the current status of the program activities and techniques?
5. What innovative approaches were used to accomplish the program?
6. How many participating volunteers, employees, and program partnerships, etc. were involved?
7. What was the program's budget?
8. What were the results of the program (quantity, if possible), including improvements in public attitudes?
9. What were the environmental, economic and quality of life benefits?
10. What other details would you like to add that were not required above?

Pollution Prevention, Environmental Technology & Leadership Categories only:
Complete the following information (no more than 2 additional pages)

11. Explain your management commitment.
12. What outreach techniques were used?
13. Which source reduction activities were considered?
14. Please describe how the program can be adopted by others?

Verification & additional background information is available from:

Name: Debbie Freeman, Arizona Game and Fish

Phone: 602-789-3215

Name: Amy Henshaw, Bureau of Indian Affairs

Phone: 602-379-6750

In the event that your program is chosen, please write a short description (100 words or less) that will be used for the introduction.

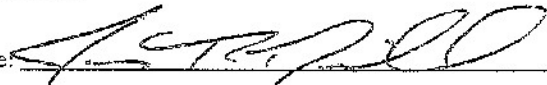
Submit entry to:
Arizona Clean and Beautiful
2323 N. 3rd Street, Suite 200
Phoenix, Arizona 85004

Entries must be postmarked no later than September 22, 2005. This entry is for the program activities for the 12 months proceeding August 31, 2005.

Your original entry will be available at the Governor's Pride in Arizona Awards luncheon for you to pick up. If you want your materials returned via mail, include a \$10.00 check for postage and handling payable to Arizona Clean and Beautiful.

Certification

I certify that all statements contained in this nomination are true and that I am duly authorized to sign and submit this entry on behalf of our community or organization.

Signature: 

Date: 09/21/05

Phone: 602-789-3581

2005 Governor's Pride in Arizona Awards Conference

October 27

South Mountain Environmental Education Center

Phoenix, Arizona

Look for this form on our website at

www.arizonacleanandbeautiful.org

GOVERNOR'S PRIDE IN ARIZONA AWARDS

Media Leadership

Nominee: The Arizona Game and Fish Department

For: The Arizona Bald Eagle Management Program

Need, History, and Goals

In 1978, the bald eagle was listed as endangered under the Endangered Species Act. At that time, little was known about the bald eagle in Arizona, so there was minimal coverage in the media. As the population became more understood in the 1980s and the early 1990s, managers failed to pass enough information to the media or the public about the programs federal, state, and local authorities put in place to protect the species.

After 1991, when the Arizona Game and Fish Department assumed all implementation responsibilities for managing the bald eagle in Arizona, managers began to release more information about the efforts to protect the species to the media in an effort to educate the public. Beginning simply with two or three visits by the media to cover the banding of nestling bald eagles, the program now annually issues two to three media advisories and 5 to 10 press releases. The program also hosts a yearly workshop in Flagstaff and a bald eagle media day during the breeding season. These stories are now covered by a range of markets from the small community print media throughout the state, to the major print and television markets of the greater Phoenix, Tucson, and Flagstaff areas. In addition, the efforts of the Arizona Bald Eagle Management Program have been covered nationally by "National Geographic," "Arizona Highways," "Audubon" Magazine, and the Associated Press.

The Arizona Bald Eagle Management Program implements bald eagle management strategies across the state, and thus statewide coverage is needed to educate the public on these practices to gain acceptance and support. These strategies include creating seasonal breeding area closures to limit human activity near nests; the Arizona Bald Eagle Nestwatch Program, which places biologists near high-use recreation areas to educate the public and protect the nearby breeding attempts; banding bald eagle nestlings to further study the population; and a bald eagle winter count to assess how many winter migrant eagles visit the state. These actions, in particular seasonal closures on public land, have the potential to be scrutinized by the public if not properly publicized. Our goal is to better inform the public about the management actions we put in place, in an attempt to have public acceptance or support of our efforts to protect the species.

Target Audience

Since bald eagles nest within a mile of their food source, and 80% of their diet is fish, the recreating public using the lakes and rivers will be most affected by our management actions. In addition, most of Arizona's bald eagles exist around the metropolitan Phoenix area, so we place an emphasis on the Phoenix media markets. However, the species occurs statewide and people travel to these watershed from around the state for recreation. It is because of this, we also hold media events in Flagstaff, and invite the local newspapers of the surrounding communities to cover our events.

Techniques and Innovative Approaches

To better inform the public about the Arizona Bald Eagle Management Program, we host an annual bald eagle media day to band nestling bald eagles. During this event, we normally host all five major Phoenix television stations, the "Phoenix Gazette," "The Arizona Republic," the

If selected:

Introduction

The Arizona Game and Fish Department's Bald Eagle Management Program has truly excelled in completing two tasks, implementing proactive management strategies that benefit the species and maintaining positive public opinion of the efforts being conducted. Through numerous media outlets, including print, television and radio at the local and national levels, the Arizona Bald Eagle Management Program has increased public knowledge about the Arizona bald eagle and explained why restrictive management is sometimes necessary to increase the presence of this species in the environment.