



Save The Tiger Fund
National Fish and Wildlife Foundation
Annual Financial and Programmatic Reporting Form
**Fill in all shaded areas*



Project Number: 2003-0087-019
Project Name: Tiger Information Center: VIII

Project Manager: Tracy Frish
Email: tracy.frish@nfwf.org

Reporting Period: 01 April 2003 through 30 March 2004

Please report all expenditures of NFWF Funds for the reporting period.

Category	Actual Expenses paid with STF Funds
Salaries and Benefits	\$35,145
Equipment	687
Other	4,167
Total	\$40,000

Describe All Expenses – use additional space if necessary:
Other: includes subscription to Lexis-Nexis research database; Web hosting service; T1 line for three computers; and phone, fax and mailing (see attached budget sheet)

Project Accomplishments: *(Briefly describe the accomplishments of the Project during the reporting period - use additional space if necessary.)*

Project STF 2003-0087-019
The Tiger Information Center VIII
Annual Report April 2003–March 2004

Summary

The Tiger Information Center was created to provide the public, scientific and conservation communities with an international forum for exchanging information relevant to the preservation of wild tigers (*Panthera tigris*) across Asia and in zoos worldwide. It provides multiple levels of information and educational concepts ranging from scientific to general, from complex to simple. It is designed to inform everyone from wildlife conservationists to the zoo community, from professionals to the simply curious, from adults to children. There is a growing international recognition of the site, with a global audience from every state in the U.S., every province in Canada, and 120 other countries.

We have always stated one of the more telling evaluation criteria is increased traffic by visitors and increased usage of the site’s material. Because we have had to switch from Web host to Web host, we do not have the database to provide a month-by-month analysis, but we have some data that reveal trends. For example comparing monthly data from October 2003 with March 2004, hits increased 19%, from 10.1 million to 12.4 million. Page views went up 18%, from 817

thousand to one million, and visits from 226 thousand to 237 thousand. If this month is averaged out over 12 months the numbers become huge, with some 2.84 million visitors downloading about 414 GB of information about tigers. We also know that our visitors come from all over the world (China and India are the busiest tiger range states). From these numbers we can only conclude that there is a global audience that hungers for information about tigers and what is being done to save them. Their numbers and their hunger grow every year.

We also know from e-mails and letters from children and teachers in schools across the US (also Australia) that many annual curricula include projects on endangered species, and many children choose to study tigers. The school months (September through May) always are the busiest in traffic, while summer months are the slowest. Some schools sponsor fundraisers and send their donations to Save The Tiger Fund. These children someday will have the responsibility to keep tigers healthy and safe in the wild. We believe the educational benefits of the site are of great value to the mission of the Save The Tiger Fund.

In summary, the Tiger Information Center aspires to be the “one-stop shopping center” for all information about tigers, both in the wild and in zoos. This information is as up-to-date as possible and freely available at no cost to everyone in the world at all times around the clock. It represents a global program reaching out to the nearly three million people who care about tigers.

Objectives

Over the past year we focused on making our large volume of tiger information more accessible to users. We redesigned the main category pages (see below) with stronger graphics and easier to read links and are currently redesigning the sub-level pages. Working with NFWF staff we are regularly posting programmatic reports of Save The Tiger Fund grantees, maintaining a daily posting of global tiger articles available through the Lexis-Nexis research database, and creating links to other sites reporting on tiger conservation activities.

New Graphics and Interactive Features



We have developed an interactive “All About Tigers” section specifically for kids (see below), with simplified information about the five tiger subspecies and bright, colorful graphics.

Direct contact with our site users continues to be one of the strongest elements of the website. Children and adults from around the world contact us daily with questions and to tell us about their fundraising efforts and send us their tiger art. The wide range of questions that we receive about tigers via e-mail is a constant source of amazement, and as many of the questions require a fair amount of knowledge and expertise about tigers and their conservation history, the site is able to directly address a need that cannot be met simply by going to the local library.

We have several schools that now send us their class artwork annually, and one school now has an annual STF fundraiser. Increasingly, kids are doing tiger fundraising efforts on their own, and sending us information about these efforts. We have made a point of highlighting these efforts on the homepage, as well as in the kids' section, in order to inspire other kids.

All of the feedback that we get indicates that it really makes a big difference, particularly to kids, to have their efforts recognized on the Tiger Information Center website. We have had teachers write to tell us that their students "felt like movie stars" when their art was posted on the site, or when their fundraising efforts are acknowledged online.



In collaboration with filmmaker and author Carole Amore, we added an interactive Tiger Quiz Game “Earn Your Stripes” to the site (see below). This interactive education game rewards players who answer questions about tigers correctly with the gradual drawing of stripes on the tiger’s body.



As part of what we hope will become a series of reports on tiger research from the field, we introduced a Flash animated audio slide show about the Sumatran Tiger Conservation Program based in Sumatra, Indonesia, and another animated show called “Tigers, a Vanishing Species.”



We are currently redesigning the Save The Tiger Fund reports pages so that it will be easier to find information about the Save The Tiger Fund projects.

New Content

The flow of information from STF grantees to NFWF to The Tiger Information Center has enabled us to post significant and timely information about all the kinds of research being done to save tigers. The table below lists the 22 STF project reports we have posted this year.

China

Wildlife Conservation Society [grant 2001-152-020] Reducing Tiger Products Use in China - IV

Indian Subcontinent

India

Community Leadership for Tiger Conservation (CLTC) Kudremukh [grant 2002-0301-020]: Kudremukh Wildlife Foundation, June 2002–July 2003

Bhadra Wildlife Conservation Trust [grant 2002-0301-022] Community Leadership for Tiger Conservation Bhadra

Center for Wildlife Studies [grant 2001-0152-031]: Distribution And Dynamics of Tiger and Prey Populations in Maharashtra, India (Year-1 Surveys), August 2003

Center for Wildlife Studies [grant 2001-0152-011]: Density, Biomass and Habitat Occupancy of Ungulates in Bhadra Tiger Reserve, Karnataka, India, April 2001

Living Inspiration for Tribals [grant 2001-0152-010] Community Leadership For Tiger Conservation (CLTC) Nagarahole, Final Report July 2001–June 2002

Community Leadership for Tiger Conservation (CLTC) Nagarahole [grant 2002-0301-021]: Conservation of Wildlife and Heritage of Kodagu (CWK) and Nagarahole Wildlife Conservation Education Project (NAWICOED), July 2002–June 2003

Community Conservation in Ranthambhore [grant 2002-0310-019] Prakratik Society April 2002–March 2003

Village Education at Ranthambhore, [grant 2001-0152-029]: Prakratik Society, Final report for activities January 1 to December 31, 2002

Nepal

Terai Arc Landscape (TAL) [grant 2000-0182-016]: WWF Nepal Program, Annual Technical Progress Report July 01, 2001 - June 30, 2002 (opens pdf file)

Forest Analysis in the Terai Arc [grant 2001-0152-026]: WWF Nepal Program, Final Technical Progress Report, July 01, 2001 – December 31, 2002 (opens pdf file)

Wildlife Corridor Restoration in Terai Arc [grant 2001-0152-027]: WWF Nepal Program, Annual Technical Progress Report, July 01, 2001 – December 31, 2002 ()

Russian Far East

Siberian Tiger Project: research and action, a two-pronged approach [grant 2002-0301-008] Wildlife Conservation Society, Jan–Dec 2002

CITES Operation in 2002 [2002-0301-003] Phoenix Fund

Tiger Response Team Improvement [grant 2001-0152-030] Phoenix Fund

Sikhote-Alin Biosphere State Reserve [grant 2002-0301-033]: Increasing the Efficiency of Anti-Poaching Teams

Scent Dog Monitoring of Amur Tigers-I, II [2002-0301-016]

Lazovsky State Nature Reserve

Southeast Asia

Indonesia

Kerinci Seblat Tiger Protection (Proyek Pelestarian Harimau Sumatera: Kerinci Seblat) Fauna & Flora International, May 2002 to April 2003 [2001-0152-015]

Survey, Assessment and Conservation of the Sumatran Tiger (*Panthera tigris sumatrae*) in Bukit Barisan Selatan National Park, Wildlife Conservation Society, March 1, 2002 to February 28, 2003 [grant 2001-0152-025]

Malaysia

Taman Negara (Malaysia) Field Study-I, II, III, IV, University of Florida, November 1997 – December 2002 [grants 1997-082-028, 1998-0093-061, 1999-0268-082, 2000-0182-018, 2001-0152-024]

Vietnam

Central Vietnam Tiger Corridor, World Wide Fund for Nature Indochina, October 2002–October 2003 [grant 2002-0301-030]

Tiger Ecology in Bach Ma National Park, Vietnam [grant 2000-0182-021] (opens a pdf file)

In addition, we posted three reports from The Sumatran Tiger Conservation Program, including the steps being taken to declare a new reserve in Dumai, Sumatra.

Sumatran Tiger Conservation Program

Wildlife knowledge among migrants in southern Sumatra, Indonesia (Abstract), *Environmental Conservation* 30(2):192-199, 2003

Proposed reserve to help resolve tiger-human conflict near Dumai, Riau Province of Sumatra (July 2003)

Agreement between tiger and rhino conservation programs reduces overlapping administrations to streamline anti-poaching patrols in Way Kambas National Park, Lampung, Indonesia (August 2003)

We were also able to post for review the three AZA tiger SSP master plan draft reports for Amur, Sumatran and Indochinese tigers for comment by institutional representatives from some 110 North American zoos—the first time zoo members from all over the United States and Canada could read the recommendations of the Tiger SSP and submit their comments before the reports were finalized. The final reports were then added to the site.

A New Zealand author contributed a story about his search for a man-eater in Vietnam, and the The Amur Leopard and Tiger Alliance (ALTA)—a coalition of 12 organizations that work cooperatively to ensure a future for Amur tigers and leopards in the wild—sent us their report to post. We also obtained permission from Dr. Andrew Kitchener (and his publisher) to reprint his summary of tiger evolution and fossil tiger sites from *Riding the Tiger: Tiger conservation in human-dominated landscapes*.

In the last year, we also posted 416 news reports gleaned from our Lexis-Nexis database searches and a few contributed by site visitors.

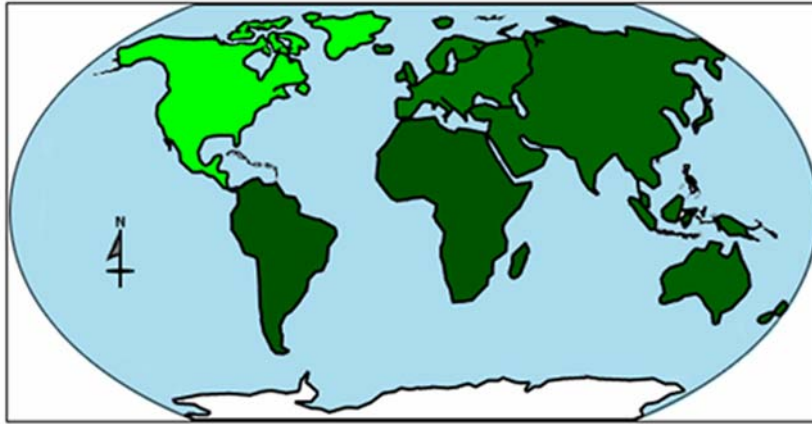
Site Statistics

In mid-October we moved the site to a new web host company that provides more thorough statistical analysis of site traffic. For the month of March 2004 the site statistics showed the following:

- The total number of hits was 12,387,829
- There were 998,408 page views
- The total number of visits (individual sessions) was 237,852
- The total amount of bandwidth transferred was 34.54 GB

As stated in the summary, we have some revealing trends about traffic on the 5Tigers web site. In comparison to last year's month of October 2003 compared to March 2004, hits increased 19%, from 10.1 million to 12.4 million. Page views went up 18%, from 817 thousand to one million, and visits from 226 thousand to 237 thousand. Averaged out over 12 months the numbers become huge, with some 2.84 million visitors downloading about 414 GB of information about tigers. We also know that our visitors are from every state in the U.S., every province in Canada, and 120 other countries (China and India are the busiest tiger range state). From these numbers we can only conclude that there is a global audience that hungers for information about tigers and what is being done to save them. Their numbers grow every year.

The statistics can be broken down by hits, page views, visitors, repeat visitors, browser, bandwidth and geography. The following shows traffic by continent for the month of March.



Continent	Total	Average	Percentage
North America	151,137	134,955	72.92
Europe	29,249	23,598	14.11
Asia	13,863	10,695	6.69
Oceania	10,946	7,289	5.28
South America	1,218	1,087	0.59
Africa	848	506	0.41

In summary, the Tiger Information Center aspires to be the “one-stop shopping center” for all information about tigers, both in the wild and in zoos. This information is as up-to-date as possible and freely available at no cost to everyone in the world at all times around the clock. It represents a global program reaching out to the nearly 3 million people who care about tigers.

I hereby certify that the grant year described above has been completed and that the above information is accurate and complete.

The Tiger Information Center

By: _____ Date: June 28, 2004

Ron Tilson, Ph.D., Conservation Director Minnesota Zoo
 (Print name and title)

E-mail: rtilson@5tigers.org Telephone: 952-431-9267

Note: Forms sent by e-mail must come from an e-mail address authorized in the Grant Agreement or an amendment to the Grant Agreement.