

November 25, 2000

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The Center for the Protection of Wild Nature "Zov Taigi" is writing to report on its grant from the Save the Tiger Fund Project:

No. 99-268-088 - **OUTREACH AND EDUCATION IN THE RUSSIAN FAR EAST.**

This is current financial report for a grant made on April 1, 1999, and then extended through October 31, 2000.

The STF Approved Budget & Financial Reporting For 99-268-088

Printing and Production Costs (3000 copies x 6 issues)	14,250
Equipment / professional video player	6,000
Contractual Services / Translation Fees	4,750
Contractual Services / Web Design and Maintenance	4,400
Internet Address	600
TOTAL	\$30,000

Requests for payments from this grant:

06.11.1999	Web Design and Maintenance	4,400
	Internet Address	600
01.26.2000	Equipment / professional video player	6,000
02.15.2000	Contractual Services / Translation Fees	4,750
TOTAL		15,750

Outstanding payment from this grant:

Printing and Production Costs (3000 copies x 6 issues)	14,250
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The Center for the Protection of Wild Nature "Zov Taigi" is writing to report on its grant from the Save the Tiger Fund Project:

No. 99-268-088 - **OUTREACH AND EDUCATION IN THE RUSSIAN FAR EAST.**

This is the final report for a grant made on April 1, 1999, and then extended through October 31, 2000.

I. Project Objectives.

A. Journal "Zov Taigi" - general support for the Center's efforts to report and publish material on Amur tiger conservation issues in the Russian Far East, in the People's Republic of China, and the Republic of North Korea.

B. Public Education - specific support for the Center's efforts to develop educational materials on Amur tiger conservation for distribution to those people who live in tiger habitat and for broadcast on local and regional TV.

C. Internet Web Sites - specific support to design and launch two Internet web sites - one in Russian and one in English - to expand access to the Center's materials on Amur tiger conservation efforts and to make the material printed in the journal "Zov Taigi" available to a wider audience of readers.

II. Project Outputs

A. JOURNAL "ZOV TAIGI"

Over the course of the current grant, the Center published the following material in its bi-monthly journal:

1. twenty two articles on tigers;
2. eight articles on tiger conservation issues;
3. six articles on habitat and habitat protection measures;
4. eleven articles on improving the tiger's prey base.

B. PUBLIC EDUCATION

The Center for the Protection of Wild Nature "Zov Taigi" developed, published or produced, and distributed to people living in tiger habitat, to government agencies, to non-government organizations and to the mass media, the following materials:

1. Four posters warning people of the dangers associated with poaching tigers.
2. Three video public service announcements designed around the theme: Don't Shoot at Tigers!

C. WEB SITES

The Center designed and launched two web sites - in Russian and in English - for better public access to its public education materials. We refer your attention to our interim report submitted on February 1, 2000 in which we describe the Center's effort to produce web sites in Russian and English.

D. ADDITIONAL MATERIALS AND OUTPUTS

In addition to these three specific outputs described in the original proposal submitted to the Save the Tiger Fund, the Center for the Protection of Wild Nature "Zov Taigi" also produced the following materials:

1. Eight-six articles originally published in the first fifty issues of the Russian language version of Zov Taigi were translated into English and are being placed in the archive of the English language web site.
2. Seven articles from sources other than Zov Taigi were translated into English and are being placed in the archive of the English language web site.
3. Seven historical articles relating to wildlife management and rational natural resource use were translated into Russian and are either being published in the journal or will be placed on the Russian language web site.
4. All Russian language materials about tigers, their habitat and the effort to conserve them and their prey published in Zov Taigi since 1992 were collected, edited and placed into an archive that is now available on the Russian language web site.
5. The Russian and English language proceedings from the "International Workshop To Develop A Recovery Plan For The Wild Amur Tiger Population In Northeast China" held in Harbin (Heilongjiang Province) on October 20th-23rd, 2000 are being prepared from presentation on both the Russian and English language web sites.
6. Three TV programs on Amur tiger conservation were filmed, produced, and presented on local and regional television.
7. The twice-monthly, regional television program - The Russian Far East EcoRegion - regularly includes video material on the Amur Tiger. Each program ends with a version of the public service announcement: Don't Shoot at Tigers! This twenty-minute TV series is broadcast in Primorskii Krai on Sunday evening, at prime time, and each episode is re-broadcast, twice, on the following Monday. In Khabarovskii Krai each episode is broadcast once. Estimated viewer

audience for the twice-monthly program is 50,000 people.

8. The staff of the Center for the Protection of Wild Nature "Zov Taigi" participated in four hours of live television round table discussion and two hours of live radio interview on the issue of Amur tiger conservation.

E. IMPACTS

1. Official Russian Federation Customs data shows that the volume of illegal contraband produced for the Chinese market: tiger skins, bones, and derived products, had decreased by 400%. ?

2. Official data from the Russian Federation special forces team "Operation Tiger" indicates that there has been a 200% reduction in the number of tigers shot. ?

3. Regional law enforcement data reveals that the number of people killed in direct confrontation with tigers has declined by 300%.

4. A regularly produced wildlife conservation program has earned itself a reputation and a regular viewing local and regional viewing audience, and has been recognized at the national and international level for its work to promote Amur tiger conservation.

F. AWARDS AND HONORS

1. The "Russian Far Eastern EcoRegion" television series was awarded first prize as the "Best Mass Media Production on Rare and Endangered Species in Russia" at the All-Russian Environmental Journalist Festival.

2. The Center for the Protection of Wild Nature "Zov Taigi" received an award for the "Best Camera Work" and "Best Concept" at the Second International Lake Baikal Film Festival "People and the Environment."

3. The "Russian Far Eastern EcoRegion" television series received an award for the "Best Regional Environmental Protection Program" at the International Eurasian Tele-Forum.

February 1, 2000

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Project: INFORMING CONTACT BETWEEN THE TIGER AND THE PEOPLE OF THE TAIGA

The Center for the Protection of Wild Nature "Zov Taigi" is writing to report on the creation of Russian and English language Internet sites as funded by Save the Tiger Fund Project No. 99-268-088 -- **OUTREACH AND EDUCATION IN THE RUSSIAN FAR EAST.**

On January 1, 2000, the Center for the Protection of Wild Nature "Zov Taigi" launched its Russian and English language WEB sites to the Internet.

Russian version: <http://www.zovtaigi.ru>
English version: <http://www.zovtaigi.org>

The opening of these two WEB sites greatly expands the Center's capacity to inform the general public on conservation efforts in the Far East in general, and on Amur tiger conservation issues in particular. And although we expect that you will just click and discover what is waiting for the reader on the "Zov Taigi" sites, we want to take a few moments to talk about the background that led to a decision to open these sites.

The Center for the Protection of Wild Nature "Zov Taigi" is a non-profit Russian environmental organization committed to forest and wildlife conservation in the Russian Far East. The Center's environmental magazine - *Zov Taigi* - was first published in 1992 and is an authoritative source of environmental news throughout the Russian Far East. In the eight years since its inception, the printed version of *Zov Taigi* has shifted from a 12-page black and white newspaper to a 32-page black and white journal to its current, full color, bi-monthly magazine of 100 pages.

The Center "Zov Taigi" has a long history of conducting public outreach campaigns. Over the years, the Center has published posters and pamphlets, in addition to its magazine, in an effort to promote better conservation of the regions natural and biological resources. A major thrust in these campaigns has been an attempt to find ways to reduce human / tiger conflicts. The primary target for the materials is the people who live and work in the forest, people who are dependent upon the forest for their livelihood. For this group of people, the discussion of human / tiger conflicts is not an

abstract concept but a way to develop survival techniques in tiger habitat. The Center works with forest people by providing them information and public awareness training aimed at developing ways to peaceably co-exist with the tiger and other large mammals in the wild. For these forest people, the bi-monthly, printed version of *Zov Taigi* is indeed "...a magazine for people who are not in a hurry to get to Hawaii..."

Time, however, marches on and technologies change, and to take advantages of the new opportunities afforded by the Internet, the Center's editorial board decided to launch WEB sites in Russian and English.

What were some of the reasons behind this decision?

The electronic version of *Zov Taigi* provides a new format for the information produced by the Center, a format that is a bit more flexible than the printed, bi-monthly version. Although the printed version of *Zov Taigi* is an accepted source of current information on conservation issues in the Russian Far East, the time it takes to compile, print and distribute the magazine by mail and through new stands means that some of the information loses its urgency. The new Internet sites provide the Center an opportunity to post material as it becomes available and is a new method for spreading late breaking news for which rapid reader reaction is important.

The Russian and English language Web sites expand the range of readers that can use *Zov Taigi* as a source of information on conservation issues in the Russian Far East. The Internet has become an important weapon in the information wars and the Center now has a new tool by which to provide news to people who earlier had limited access to the printed version of the magazine. The WEB sites will be especially important in shaping the attitudes of young people, and of students as they surf the web in search of conservation news. These age groups are increasingly more reliant upon the Internet for their information about the world and the issues that shape that world.

The WEB sites will be a guide to the political trail of the Amur tiger as the Center maps out the history of tiger conservation efforts in the Russian Far East, China, and North Korea. Access to the Center's archive materials documenting the history of the recent tiger conservation movement in the region will help readers better understand the evolution of government policy to protect tigers, their habitat and prey. The storage capacity afforded by the Internet means the entire *Zov Taigi* archive, including material that earlier was not printed in the magazine or that was presented in condensed form, can be made available to readers throughout the world.

And finally, the Russian and English WEB sites create new feedback loops for the Center. Correspondence with *Zov Taigi* readers will assist the editorial staff better orient its work to meet the needs of its readers. The sites are also a new opportunity for readers to discuss what they think should be done to promote better tiger conservation.

It is important to note that the WEB sites will in no way replace the magazine version of *Zov Taigi*. The printed version will remain the main stay of the Center's outreach efforts. The Russian and English WEB sites simply expand the Center's capacities to reach new

audiences interested in biodiversity conservation in the Russian Far East.

Why an English language site?

With the launching of an English language WEB site, the Center now has a way to post translations of material from current issues. The Center will select, translate and post important materials from its archive of past issues. This material will expand the international communities' knowledge on Amur tiger conservation. It will shed new light on Ussuri taiga conservation politics. And finally, materials made available in English will bring new voices to the discussion on how to best conserve the biodiversity of the Russian Far East. The materials in translation will open up a new world to many who until now have had limited access to the region because of a language barrier.

The two sites are "mirror" images of one another, identically structured. There are, however, differences in content. The Russian language site will house the complete contents of each new issue of *Zov Taigi*. It will also contain additional materials not contained in the printed version. The English language version will present selected material from each new issue, focusing initially on tiger and large mammal conservation. Similarly, the Russian language archive will contain everything ever published in the magazine while the English language archive will focus on the best and the most relevant.

The plan in the year 2000 is to translate and post to the English language page all material relating to Amur tiger conservation efforts in the region. This reporting will begin with translations of the tiger census conducted in the 1999-2000-winter season. These reports will be available in late March.

The Center will build the English language archive by initially posting translations of material on the following topics:

- Human And Tigers
- Hunters And Tigers
- Tiger Habit

The Center will also post translations of relevant materials on the Far Eastern leopard whose existence in the wild is threatened and for whom there is also an active conservation effort.

The tiger section on both the Russian and English language site is called *All About the Tiger* and has the following structure:

- A) *Tiger Archives* is a place where the reader will find a specially created archive of materials posted on the Amur tiger and its conservation efforts.
- B) *Tiger Gallery* presents the reader can view photos of the tiger taken in the wilds of the Russian Far East.
- C) *Tiger Links* will help the reader find other tiger and large cat sites on the Internet.
- D) *Have We Forgotten Anything?* allows the reader to tell the Center about other tiger material on the Internet.

The Center begins its coverage of the Amur tiger with a translation of the *Siberian Tiger*, a children's book published in 1994. The story, told in simple language, introduces the reader to the world of the tiger cub and the problems it faces as it grows to maturity. The booklet contains eleven sections:

- Acknowledgments:
- Introduction To Tiger-Ology
- Happy Birthday
- A Little Bit Of Arithmetic
- Primary School For Great Hunter
- Hunting Academy
- A Start In Life
- A History Of Hate And Love
- How To Study A Tiger
- Your First Meeting
- It's Time To Say Good-Bye

And as a reward for completing a course in tiger studies, a Diploma is issued conferring *Level One Tiger Specialist* status to all readers. The diploma can be downloaded and printed.

The *Siberian Tiger* is part of the "Zov Taigi" Almanac series and is volume one of a children's series entitled "*Who Lives Under the Korean Pine?*" Volume two in this series is the *Far Eastern Leopard* and its translation will appear later in the year.

Technical Description of the Russian and English Language WEB Sites

Here we present a description of the site layout based on English language version.

SECTION ONE: WHO ARE WE

ABOUT THE MAGAZINE

The environmental magazine "Zov Taigi" was first published in 1992 and has become an authoritative source for environmental news throughout the Russian Far East. To date, 47 editions of the *Zov Taigi* magazine have been published. At its inception, *Zov Taigi* was published as a 12-page black and white newspaper. It evolved into a 32-page black and white journal. At present, the journal is a full color, bi-monthly publication of 100 pages.

These evolutionary changes have been dictated by readership demand and an attempt to improve sustainability, and marketability, of the journal. The journal's objectives are to print articles concerning the fate of the Ussuri taiga's wildlife and the people who live in, and with, the taiga. The journal is distributed to people who live in constant contact with the forests of the Russian Far East - hunters, loggers, foresters, teachers, and others living in forest-dependent villages.

MAGAZINE'S STAFF

Vasilii Solkin - founder and editor
Larisa Kabalik and Diana Alenicheva - design
Gennadii Shalikov - chief photographer
Oleg Kabalik - assistant photographer
Tatyana Gal'tseva - proofreader

OUR AUTHORS

Here the reader can read a brief biography of those whose material appears on the site.

WHAT'S NEW?

This section is where headlines of new postings are announced.

WHO ARE WE?

This section contains a broader, philosophical statement on the Center's conservation and public outreach agenda.

SECTION TWO: ARCHIVES

OUR ARCHIVES

This section contains translations of material from previous issues of the printed version of *Zov Taigi*.

PHOTO ARCHIVES

This section contains graphic material from previous issues.

TIGER ARCHIVES

This section is dedicated to graphic material on the Amur tiger.

ARCHIVES INDEX

This section holds tables of content for each issue of the magazine.

SEARCH IN ARCHIVES

This is a search mechanism to find selected material from the past.

SECTION THREE: CONTENTS

CONTENTS

This is the site's main section and is where the reader learns out about everything that recent postings to the site. This section contains a picture of the cover of the most recent issue of *Zov Taigi*.

FOUNDER'S COLUMN

This is Vasilii Solkin's editorial comment taken from the current issue of *Zov Taigi*.

CONSERVATION DIPLOMA

This section posts material on current conservation efforts in the Russian Far East that deserve special attention.

MASTER OF THE TAIGA

This section contains stories about the people who live and struggle to survive in the Ussuri Taiga.

NATURE OR WE

This section holds material on conservation choices facing people in the Russian Far East.

THE FOREST DWELLER'S GUIDE

This section presents relevant natural resource use and biodiversity conservation laws and rules that regulate behavior in the taiga.

TAIGA FOR KIDS

This section is for young people and is where our readers will find the *Siberian Tiger*.

SECTION FOUR: PHOTO GALLERY

PHOTO GALLERY

The Center has amassed an extensive library of photographs depicting various aspects of the natural wonder that is the Ussuri taiga. This section gives readers an opportunity to view the region through thumbnail clips that expand with a click of the mouse.

PHOTO NEWS

Since its inception in December 1992, the *Zov Taigi* editorial staff

has encouraged readers to participate in the Center's photography contest. Each month the photographs of latest competition winner are posted on this page.

PROFILE OF A TIGER

This links to the Tiger Gallery section of the *All About Tiger Page* and is a place for readers to view tiger photos taken in the wilds of the Russian Far East.

PHOTO ARCHIVES

This section contains views of the Ussuri taiga:

- a) Insects
- b) Animals and Birds
- c) Snakes, frogs, etc.
- d) People
- e) Landscapes
 - Summer in the Ussuri Taiga
 - Autumn in the Ussuri Taiga
 - Winter in the Ussuri Taiga
 - Views of the Sea of Japan
 - Other Views Found in the Ussuri Taiga

It also holds the photographs of all past photo competition winners.

OUR PHOTOGRAPHERS

Here the reader can read brief biographies of the photographers whose material is housed on the site.

SECTION FIVE: USEFUL LINKS

USEFUL LINKS

This section contains a select set of links to other Internet sites.

OUR NAMESAKES

The word "taiga" appears in a number of forms on the Internet. Here the reader can click over and see what other uses of the taiga are available on the WEB.

TIGER LINKS

Here the reader finds links to other cat conservation links on the WEB.

ADD LINKS

Here the reader can suggest links to be included on the *Zov Taigi* site.

SECTION SIX: GUEST BOOK

POST IN THE GUEST BOOK

This is the *Zov Taigi* feedback loop, the place where our readers can provide their opinions not only about the site, but to also about topics relevant to the conservation movement both in the Russian Far

East and around the world. The material sent to the editor will be formatted and posted to the site so that other readers can read what others think about conservation. The editorial staff has high hopes for this section since reader response is key to developing future publishing plans and in organizing public service campaigns that meet the conservation needs of the region.

VIEW THE GUEST BOOK

This is where our readers' comments will be found.

E-MAIL US

This is the e-mail loop where our readers can send their views to the editorial staff.

SECTION SEVEN: SEARCH

SEARCH

Here the reader can search the database underlying the site.

CURRENT ISSUE

Here the reader can search the current issue.

SEARCH IN ARCHIVES

Here the reader can search the on-site archive.

HELP

This provides the reader with the information necessary to conduct effective searches of the site's database.