

THE EXPERIENCE OF CONDUCTING THE POPULARIZATION
CAMPAIGN "LELEKA" IN THE KIEV REGION

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A comprehensive popularization programme is a relatively new and very effective means of the popularization of nature conservation. Under "popularization programme" we understand a system of coordinated and mutually complementary social and psychological actions, undertaken by the organs of nature conservation and by the public at large during a long period of time in a given place with the help of mass media and aimed at the attainment of a common objective. The main means of the popularization in the region are regional and district newspapers, regional and district radio and regional TV service.

In 1986 the Kiev regional organization of the Ukrainian Society of Nature Conservation, the students' group for environmental protection of Kiev University "Leninsky dozor" and the chair of zoology of Kiev State University conducted the popularization programme "Leleka" ("Stork"). Its objective was to call the attention of broad sections of society to the problem of protecting white storks, to revive a popular tradition, which is now being forgotten, of building artificial nests for these birds. While implementing the programme, the efficiency of different forms and methods of popularizing nature conservation were examined. To promote the campaign and encourage people to build artificial nests, a bonus of 20 roubles was paid for each populated nest.

The campaign was preceded by the public opinion poll carried out in the region by the environmental protection group of Kiev University in October-November 1985. All in all, 611 persons in six districts were polled. In each district 33-34 residents of three villagers were polled. The poll showed that 52.5 per cent of residents do not know how to attract storks to nests, 31.9 per cent do not want storks to nest on the roofs of their houses and 20.6 per cent do not want them to nest on the trees of their yards. The image of

white stork is very popular with the people. A lot of legends, fairy tales and songs are devoted to it and many traditions are connected with it. However, as many as 66.1 per cent of those polled could not name a single proverb or tradition about storks. All this testifies to the fact that old popular traditions of nature conservation are falling into oblivion and active popularization activities are needed to revive them.

Six districts were singled out to study the effectiveness of the popularization (the poll was conducted in those districts). The popularization activities at various levels - intensive, average and "zero" - were carried out there. In two districts with "zero" popularization information was provided only through regional newspapers and radio and republican newspaper and TV network. In the districts with the average level of popularization information published by district newspapers and information letters were added. In the districts with intensive popularization the district newspapers carried out a long-term media campaign with monthly publications about storks. In the course of the campaign different newspapers published about 70 articles. The expenditures amounted to 7 man/hours and 5 roubles.

The organizational committee of the "Leleka" campaign received more than 120 letters. Information about populated artificial nests was verified on the spot by the members of the environmental protection group of Kiev University and reports were drawn up. During the campaign bonuses were awarded to 19 persons, 31 persons were awarded citation (nests were built by them not in the course of the campaign). About several hundred artificial nests were built. Some 30240 30-40 of them were populated, but not all the cases were reported by residents to the organizational committee.

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