

information and engaging educational activities between the zoo and educators active in the program.

#### EDUCATIONAL RESOURCES

##### *New Amphibian Book by Ed Maruska*

The Cincinnati Zoo and Botanical Garden announces the publication of the book *Amphibians: Creatures of the Land and Water* by Edward J. Maruska. The author has been the Executive Director of the Cincinnati Zoo and Botanical Garden since 1968, during which time he has maintained one of the nation's largest research collections of living amphibians. Written for ages 10 to adult, the 64-page book provides a strong introduction to the order *Amphibia* and includes 99 full-color photographs by the author. *Amphibians* is the tenth title in the Cincinnati Zoo's Conservation Book Series, published by Franklin Watts. The book sells for \$9.95 in paperback or \$21.30 in hardback and can be ordered directly from Franklin Watts at (800) 621-1115.

##### *World Population: Toward the Next Century*

This 20-page instructional tool includes maps, charts, and tables including the popular "World Population Growth Through History" chart, population pyramids, and a table of the world's ten largest cities. The kit is appropriate for high school to adult audiences and sells for \$6.00. Order from Circulation Department, Population Reference Bureau, Inc., P.O. Box 96152, Washington, DC 20090-6152 (800) 877-9881.

##### *Amphibians as Bio-Indicators: An Amphibian Slide Set, Curriculum, and Population Survey*

This kit includes a set of 173 color slides, which have been customized for 24 states, a cassette of frog and toad calls, *Peterson's Field Guide to Reptiles and Amphibians*, and a 120-page curriculum and teacher's guide. The kit is available for \$55.85 plus shipping and is available from Ecol-o-Kids, 3146 Shadow Lane, Topeka, KS 66604 (800) 423-7202.

(L. Hardie Baptista)

#### DEVELOPMENT AND MARKETING

We often overlook the most basic building blocks about development strategies in these days of pooled income funds, deferred giving, and campaign planning. I recently came across an article outlining personal gift solicitation tips and found it to be an invaluable reminder of where fund-raising starts. These points are also important to incorporate when you are preparing board members or other volunteers for gift solicitation.

The most effective way to ask for a contribution is face-to-face--especially if the solicitor is a peer of the prospect. It is much easier for a prospect to ignore a mail appeal than to turn down a request from someone who has taken the time and trouble to ask in person. Competition for the philanthropic dollar is keener than ever before. With this competition, personal solicitation has the best chance for a substantial contribution.

1. People give to people, not to causes.

2. The principal reason people don't give is that they are not asked.
3. Don't be embarrassed by a "No," it is not a reflection on you.
4. Effective solicitation is 50% listening and 50% talking.
5. People like to know how their gift is going to be used.
6. Explain why the prospect's gift is so important.
7. Ask for a specific amount--encourage the prospect to increase previous annual gifts.
8. Ask for enough. The trick is to aim high--not so high to be ridiculous, but high enough to challenge and flatter your prospect.
9. Remain positive. Take the attitude that you are offering the prospect a chance to be a part of something very important.
10. Wait for a response. The prospect may not want to answer immediately. Don't try to move the conversation along. Listen carefully to the prospect's concerns. This information may be valuable later in the cultivation process.

(R. Ramin and A. Beard)

#### CONSERVATION AND SCIENCE

##### **AZA PYGMY LORIS SSP FORMED**

On 7 November 1994, the WCMC approved formation of a new SSP for the pygmy loris (*Nycticebus pygmaeus*). With the addition of this new program, AZA now administers a total of 70 Species Survival Plans covering 117 individual species. The Pygmy Loris Species Coordinator is Helena Fitch-Snyder, San Diego Zoo, P.O. Box 551, San Diego, CA 92112 (619) 231-1515, fax 231-0249.

##### **AZA TURACO/CUCKOO ADVISORY GROUP FORMED**

The WCMC recently approved establishment of a new Taxon Advisory Group for turaco and cuckoo (*Musophagiformes* and *Cuculiformes*). This new program brings the total number of AZA TAGs to 42. The Turaco/Cuckoo Advisory Group Chair is William "Trey" Todd, Houston Zoological Gardens, 1513 N. MacGregor Way, Houston, TX 77030 (713) 525-3300, fax 525-3330.

##### **NEW WHITE RHINOCEROS SPECIES COORDINATOR**

Michael Fouraker has been approved by WCMC as the new Species Coordinator for the AZA White Rhinoceros SSP. He is filling the position vacated by Randy Rockwell, Coordinator of this important program since 1992. Michael Fouraker can be reached at Fort Worth Zoological Park, 2727 Zoological Park Drive, Fort Worth, TX 76110 (817) 871-7418, fax 871-7012.

#### RHINO BREEDING STUDY

As part of a study of rhino breeding behavior in North American zoos, behaviorists working under the auspices of the Rhino Research Council are seeking videotaped sequences of female estrus and of pairings for mating of black, white, Indian and Sumatran species. Tapes will be analyzed in an attempt to determine the circumstances most conducive to mating. A long-term goal of this project is to provide an instruction tape to zoos engaged in rhino propagation. A VHS format is preferred, but 8 mm. tapes will also be acceptable. Tapes should cover as much of an event as possible and should be accompanied by any available supporting information on enclosure, date of event, weather conditions and the identity of the individuals. Zoos interested in making tapes or in sharing existing material are encouraged to contact Dr. Donald Lindburg, Research Behaviorist, Zoological Society of San Diego, P.O. Box 551, San Diego, CA 92112 (619) 557-3949.

##### **HIHAG HUSBANDRY NOTEBOOK AVAILABLE**

The AZA Heron, Ibis and Hammerhead Advisory Group (HIHAG) has completed a Husbandry Notebook. There are very few avicultural publications available for these taxa, and this manual was developed to begin documenting husbandry methods for the three *Ciconiiformes* families covered by the TAG. It contains husbandry accounts for 22 species currently kept in North American institutions. Also included is an essay on general husbandry techniques. Information for this notebook was contributed by 24 HIHAG members. Copies of the HIHAG Husbandry Notebook are available from Anna Marie Lyles, Central Park Wildlife Center, 830 Fifth Avenue, New York, NY 10021 (212) 439-6503, fax 988-0286.

##### **FOSSIL RIM WILDLIFE CENTER RETURNS ARABIAN ORYX TO THE WILD**

An endangered Arabian oryx left Fossil Rim Wildlife Center on 28 November 1994 on route to be released in Oman in the Middle East. The yearling female oryx represents the first animal born at Fossil Rim to be returned to the wild. The San Diego Wild Animal Park and Zoo have been the primary staging areas for the return of the oryx to their homeland since the first reintroductions took place in 1978. Fossil Rim's oryx is now at the San Diego Zoo, where she will undergo a 45-day quarantine period for health testing. In late January, she will be sent with six other oryx to Oman. There the oryx will live on a 100-acre area for about one year to acclimate to changes in their feeding habits and climate. Then they will be released onto a 14,000 kilometer wildlife preserve. Currently, there are 150 Arabian oryx living free on the preserve in 19 different groups.

##### **SMITHSONIAN INSTITUTION/AZA BOOK SERIES**

The AZA and Smithsonian Institution Press (SIP) recently signed a Memorandum of Understanding to formally establish a book series on "Zoo and Aquarium Biology and Conservation." This series will publish innovative studies in the field of zoo and aquarium biology

and conservation, including all aspects of the evolving role of modern, professionally managed zoological institutions in wildlife and ecosystem conservation and on the application of science to captive animal management, propagation and reintroduction. Priority will be given to those contributions which focus on the interface between captive and field conservation and seek to merge theoretical with practical approaches. Series Editors are M. Hutchins (AZA), T. Maple (Zoo Atlanta) and C. Andrews (National Aquarium in Baltimore). The first book in the series, *ETHICS ON THE ARK: ZOOS, ANIMAL WELFARE AND WILDLIFE CONSERVATION*, is due to be released next spring (1995). A second volume, *ENVIRONMENTAL ENRICHMENT FOR CAPTIVE ANIMALS*, is currently in preparation. For more information regarding this book series, contact Dr. Michael Hutchins, AZA Conservation and Science, 7970-D Old Georgetown Road, Bethesda, MD 20814 (301) 907-7777, fax 907-2980.

(M. Hutchins, R. Wiese, K. Willis and J. Bowdoin)

#### SSP REPORTS

##### **Lion (*Panthera leo*)**

The goals of the AZA Lion SSP are to (1) standardize current husbandry practices for all lions; (2) manage the current generic population to extinction through attrition and consolidate research efforts; (3) seek to develop a regional population of pure African lions; and (4) continue to monitor the accessibility of pure Asian stock from India and the European population to identify future specimens for the start of a North American population.

The North American population of Asiatic lions (*P.L. persica*) remains at two (2.0) animals, both of which are housed at the Knoxville Zoological Gardens. A total of 15 (6.7.2) pure Asiatic lions are held in European zoos, with an estimated 13 (8.5) in Malaysia and 125 (47.78) in India. Several AZA institutions have renewed requests to the Indian government for lion acquisitions. To date, all requests from the United States have been unsuccessful.

The number of pedigreed African lions (*P.L. nubica* and *P.L. krugeri*) in North America remains small at 33 (14.19) but has increased from last year's 28 (14.14). This increase is due to three (0.3) births of *P.L. krugeri*, as well as the importation of two (0.2) of the same subspecies. The *P.L. nubica* population remains unchanged at six (3.3) animals.

Plans are under way for a masterplanning session for the African lion early next year. It is hoped that a Master Plan at this stage will help coordinate the future acquisition and breeding efforts of the SSP to ensure genetically healthy and distinct lion subspecies populations. An additional goal for 1995 is the development of a husbandry manual and a husbandry committee to coordinate these efforts.

(M. Fouraker, Species Coordinator, Fort Worth Zoological Park)

##### **Mongoose Lemur (*Eulemur mongoz*)**

The AZA Mongoose Lemur SSP was approved by the AZA WCMC in July 1994. The mongoose lemur is native