

Appendix D

J. N. "Ding" Darling National Wildlife Refuge Book Sales Quality Statement January 1986

To facilitate book selection for the "Ding" Darling Refuge Sales Outlet, the following guidelines are intended to assist the J. N. "Ding" Darling' National Wildlife Society, Inc., Business Manager, the Refuge Association Liaison and the Refuge Manager in maintaining appropriate sales item selections for the amount of space available. It is to be remembered that-the final approval for all sales items rests with the Refuge Manager.

1. All items are to be of a high quality, often higher than that of items sold elsewhere on the island. Poor photos, amateurish artwork, and poor reproductive quality will be considered low quality.
2. Items will be theme related. Theme related items will deal with wildlife and plants found on the island or in adjacent areas and/or with the ecology of South Florida. A theme related item will illustrate the purpose of the Refuge:
 - To protect and enhance approximately 5,000 acres of unique subtropical environments for wildlife.
 - To manage feeding, nesting and roosting habitat for... shorebirds, wading birds, waterfowl, raptorial and other migratory birds.
 - To provide for ...endangered and threatened species (indigenous to the island) including the Eastern brown pelican, American alligator, Florida manatee, and great white heron.
 - To provide wildlife oriented recreation and interpretation opportunities to over one million visitors annually.

And a theme related item will reinforce the goals of the Service and Refuge System.

Service Mission: "The mission of the U. S. Fish and Wildlife Service, which is responsible for wild birds, endangered species, certain marine mammals, inland sport fisheries, and specific fishery and wildlife research activities, is to conserve, protect, and enhance fish and wildlife and their habitats for the continuing benefit of the American people."

National Wildlife Refuge System Mission: "To provide, preserve, restore, and manage a national network of lands and waters sufficient in size, diversity and location to meet society's needs for areas where the widest possible spectrum of benefits associated with wildlife and wildlands is enhanced and made available."

Goals of the National Wildlife Refuge System:

- To preserve, restore and enhance in their natural ecosystems (when practicable) all species of animals and plants that are endangered or threatened with becoming endangered.
- To perpetuate the migratory bird resource.
- To preserve a natural diversity and abundance of fauna and flora on refuge lands.
- To provide an understanding and appreciation of fish and wildlife ecology and man's role in his environment, and to provide refuge visitors with high quality, safe, wholesome, and enjoyable recreational experiences oriented towards wildlife to the extent these activities are compatible with the purpose for which the Refuge was established.

3. Items will be factually and scientifically correct. Experts in the field, of which the book deals, are to be asked to review prospective books should questions arise.
4. The intent of all sales items will be conservation; education and interpretation of the island and Southern Florida ecology. Thus, a postcard depicting birds would be inappropriate unless the card also accurately identifies the species of birds. Another example would be the selling of a T-shirt with wildlife or mangroves on it. The graphics alone would be unacceptable, but with a quote such as "There is nothing useless in nature, by Montique, such an item would be acceptable.
5. If the book item passes the above criteria, it will be tested to see if it is a good seller. Generally, a good seller is:
 - November - April: If over a two-month period, twenty (20) or more test items are sold.
 - May - October: If over a two-month period, twelve (12) or more test items are sold.

Exceptions will occur: For example, some books may not be good sellers, yet it is such a good theme related book that it will be carried anyway; yet all alternatives to cover the subject and eliminate the item are to be explored. Or some books may reach a different audience level. A deciding factor in a borderline case will be the amount of profit made on the item by the Society.

6. Generally, no more than four (4) books covering a single subject (i.e., alligators, shells, flowers, etc.) or of a single type (i.e., coloring books) are to be carried. There is one exception: for subjects that are strongly theme related (i.e., bird guides). At no time will more than eight (8) books, covering a single subject or of a single type be on display for sale.