

Public Relations and wildlife Management in Nigeria

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Abstract

A holistic public relations effort for wildlife management is discussed in this paper. The greatest wildlife management problems are in the field of human relations. A vast majority of the Nigeria public on the final analysis are poachers; by attitude and connivance or by actual deeds. Effective legislating and increased arrests of those caught in depreciative acts in wildlife sites would by no means provide the complete and lasting solution. Lack of meaningful and sustained recognition for wildlife conservation by some powerful sectors of our public appeared more detrimental than poaching and other depreciative behaviours in the wildlife sites. Over 90% of students on excursion and other groups that made a brief stop at the Federal School of Wildlife Management stated that they lack knowledge of the value of wildlife conservation. The various components of the massive and innovative strategies of public relations were recommended for use as a management tool. The three different "publics" that is important for the success of wildlife conservation were discussed. An example of socio-cultural basis for actions was presented based on the result of the unobtrusive interview conducted at Luma, Kuble and Babanna; three of the villages on the boundary of Kainji Lake National Park. The appropriateness of media and presentation were noted.