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Guidelines for the Use, Alteration and Development of Leave No Trace Information

Introduction:

The Leave No Trace program is a national education program that promotes minimum impact practices for human-powered recreationists. The goal of the Leave No Trace program is to promote a consistent, unified message based around the seven Leave No Trace principles. The creative use of Leave No Trace information to target different activities, regions, and audiences is strongly encouraged within the context of current Leave No Trace programs and materials. Use of the Leave No Trace name should be accompanied by the Leave No Trace logo and the seven principles to ensure a consistent educational message. Use of the Leave No Trace logo is limited to partner organizations, associated federal land management agencies, and those given express permission. By maintaining the consistency of message, logo and principles, new materials will better fit into existing educational programs and will help promote an education program similar in recognition to the national Smokey Bear and Woodsy Owl campaigns.

The Role of the Educational Review Committee:

The Leave No Trace Educational Review Committee (ERC) is a sub-committee of the Board of Directors of the Leave No Trace Center for Outdoor Ethics (the Center) and reviews new and existing Leave No Trace educational materials for accuracy and consistency. Additionally, the ERC reviews and critiques any text related to Leave No Trace education that deviates substantially from previously reviewed and approved wording. The committee also serves as a forum for discussing specific Leave No Trace techniques, skills and messaging. ERC review is designed to ensure programmatic consistency, nurture material development of the highest quality, and offer an experienced perspective for anyone refining or developing Leave No Trace information.

Alterations to Existing Leave No Trace materials:

Any individual or organization intending to alter, delete, or otherwise modify standard Leave No Trace language should consider the following language use guidelines:

1) The ERC prefers that the existing language be used verbatim to ensure the communication of accurate and consistent messages. Where applicable, the use of Leave No Trace materials should recognize existing copyrights (and/or the historical roles of the federal land agencies and the National Outdoor Leadership School) in the development of the Leave No Trace program and literature. (See below for copyright discussion.) 2) Deletion of material (e.g., a principle, or a specific topic

beneath a principle) in the existing materials is permitted with acceptable rationale, subject to ERC review. 3) Substantial alteration of existing language is subject to ERC review. 4) Creation of new materials for a specific user group or region (e.g., for angling, for the mid-Atlantic region, for a specific National Park) is encouraged, but is also subject to ERC review.

The ERC is committed to a prompt review process and will make every attempt to respond to submissions within two weeks. (See bottom of page for contact information.)

Development of New Skills and Ethics Booklets:

Description of series: The Leave No Trace Skills and Ethics booklets are the most widely distributed, informative educational materials available for the Leave No Trace program. The primary purpose of the booklets is to provide the most complete, accurate and updated information on minimum impact recreation practices in a concise, easy to read format. The target audience for the booklets includes public land visitors, public land managers, scout and youth groups, and outdoor educators. Generally, the booklets target specific geographical regions or recreational uses. To ensure accuracy, booklets are reviewed by local experts and scientists with an expertise in the content of specific booklets. Each booklet is part of the overall series, so consistency in format, tone, style and illustration is expected.

The Leave No Trace Educational Review Committee (ERC) is interested in developing new booklets for the existing Leave No Trace Skills and Ethics series pursuant to the following stipulations:

Production of new booklets:

Additions to the Skills and Ethics series must be approved by the ERC before production. Booklet proposals must be submitted to the Chairperson of the ERC in a concise (1-2 page) format. The following questions must be addressed:

1) What is the stated need for the booklet? 2) Who is the intended audience for the booklet? 3) Who is the intended author and what are her/his qualifications? 4) Who is included in the review panel and how will their comments be integrated into the text? 5) How will the 'core' Skills and Ethics text be integrated into the new booklet? Will the text depart from the 'core' information? If so, how? 6) What is the production timeframe for the booklet? 7) **What funding sources have been identified for the proposed booklet?**

Upon receipt of the proposal, the ERC will reply to the submitter within one month.

Copyright Considerations:

According to an agreement signed between the Center for Outdoor Ethics and the National Outdoor Leadership School (NOLS) in June, 2000, the copyright for all Skills and Ethics series is shared jointly between the Center and NOLS. Although Skills and Ethics booklets initiated by organizations other than the Center and NOLS will certainly acknowledge and credit the third party, the copyright for the series rests jointly with the Center and NOLS.

Based on that agreement, use of less than 30% of the content of a Skills and Ethics booklet for reprint or publication must have verbal approval from the Center. Citation of the joint copyright is encouraged, but not required.

Use of more than 30% of the content of a Skills and Ethics booklets for reprint or republishing, including creation of future Leave No Trace materials in the Skills and

Ethics series, must have written approval from both the Center and NOLS. Also required is the listing of both the Center and NOLS as copyright owners and historical acknowledgement of the Center, NOLS and the federal agencies. Logos representing the Center, US Forest Service, National Park Service, Bureau of Land Management and the US Fish and Wildlife Service must also be included. Production and sale of the Skills and Ethics booklets occurs through the offices of the Center. Only the Center, NOLS and federal land agency partners may sell the booklets, unless permission by the Center is given to another organization. The retail price of all booklets (the price at which the Center and NOLS sell the booklets) will be consistent and as low as possible considering production costs. Currently, the cost for Skills and Ethics booklets is \$2.95 per booklet.

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Questions: Questions, requests, or concerns regarding the above topics or the Educational Review Committee should be addressed to Ben Lawhon, Education Director for the Center.

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