

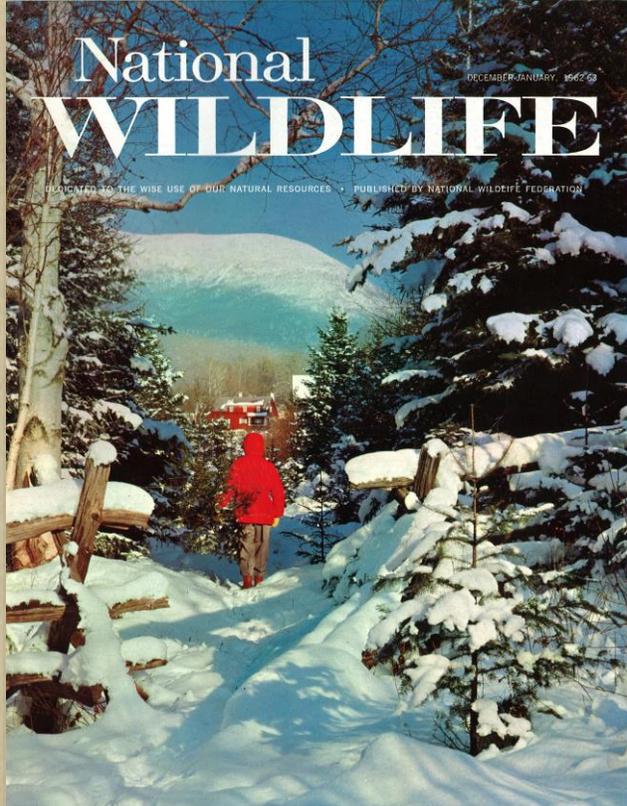


Print and Beyond How to Make Your Publications Shine

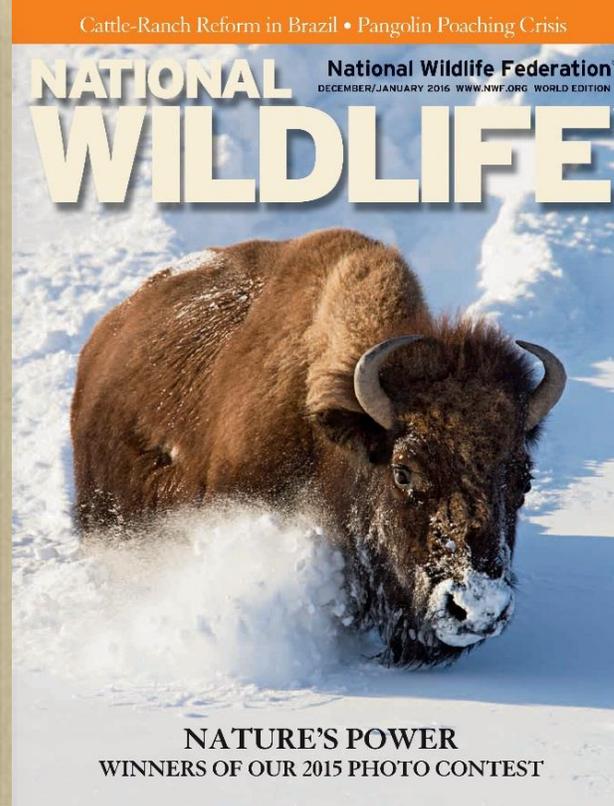


National Wildlife Magazine

57 Years of Publishing Excellence



1962



2015



2019

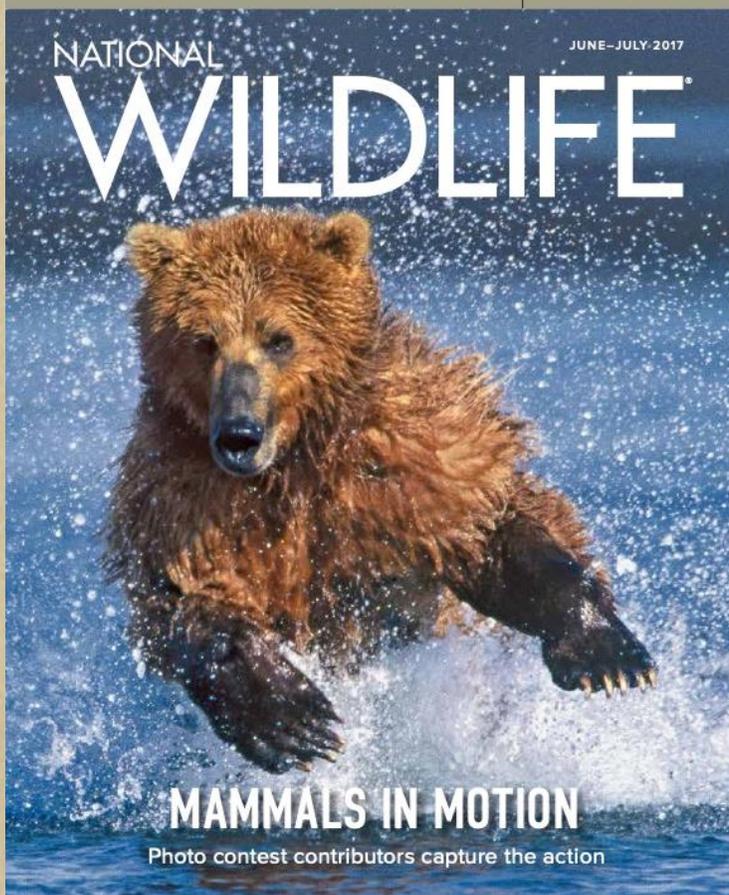


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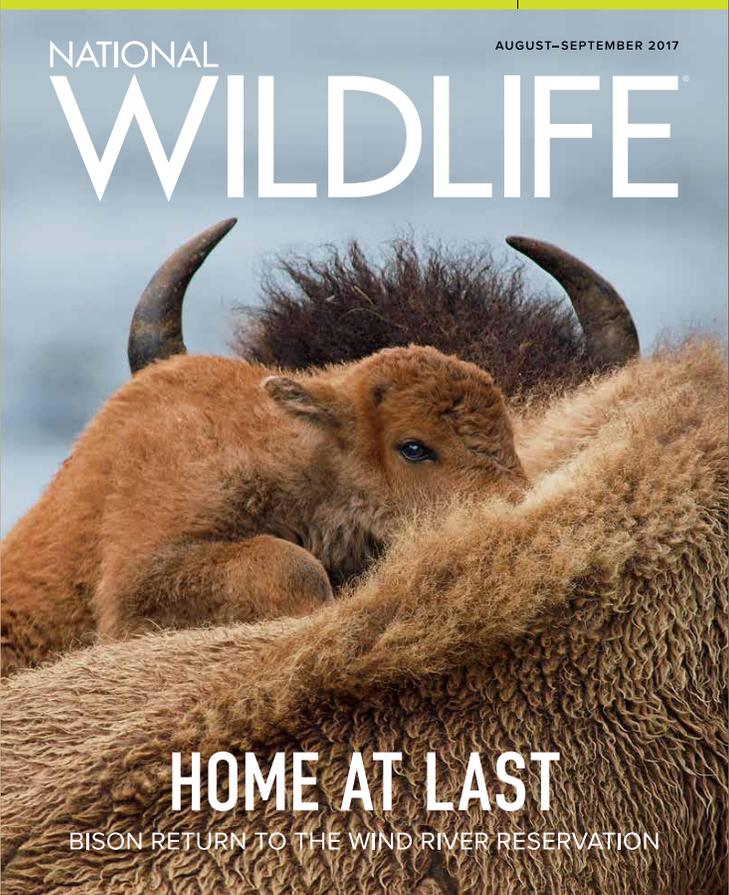


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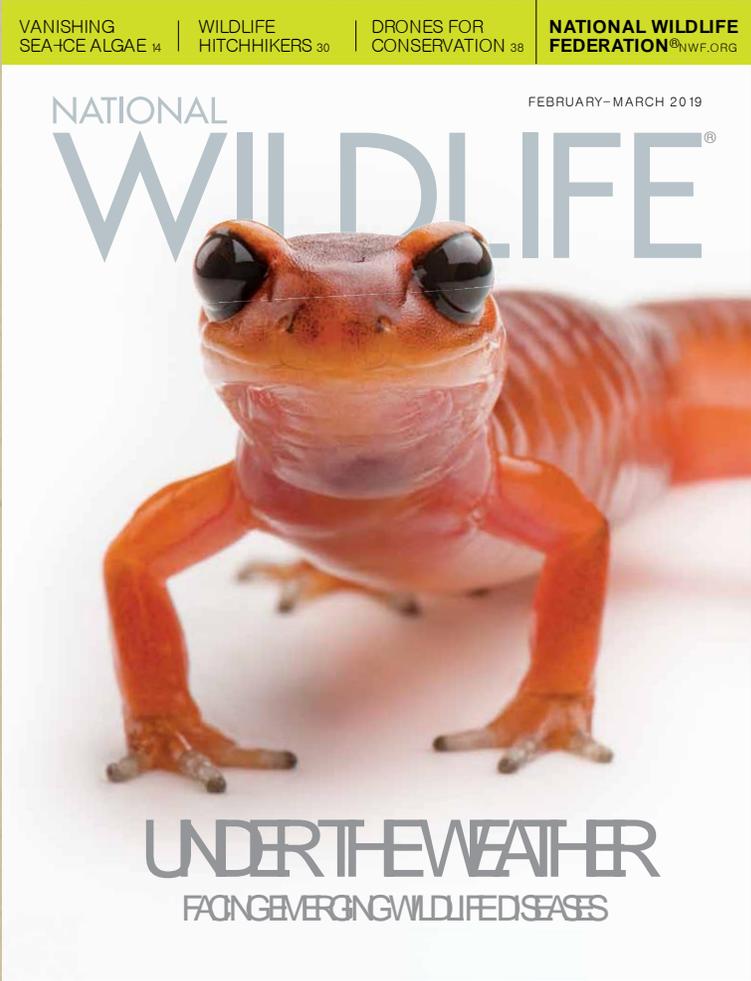
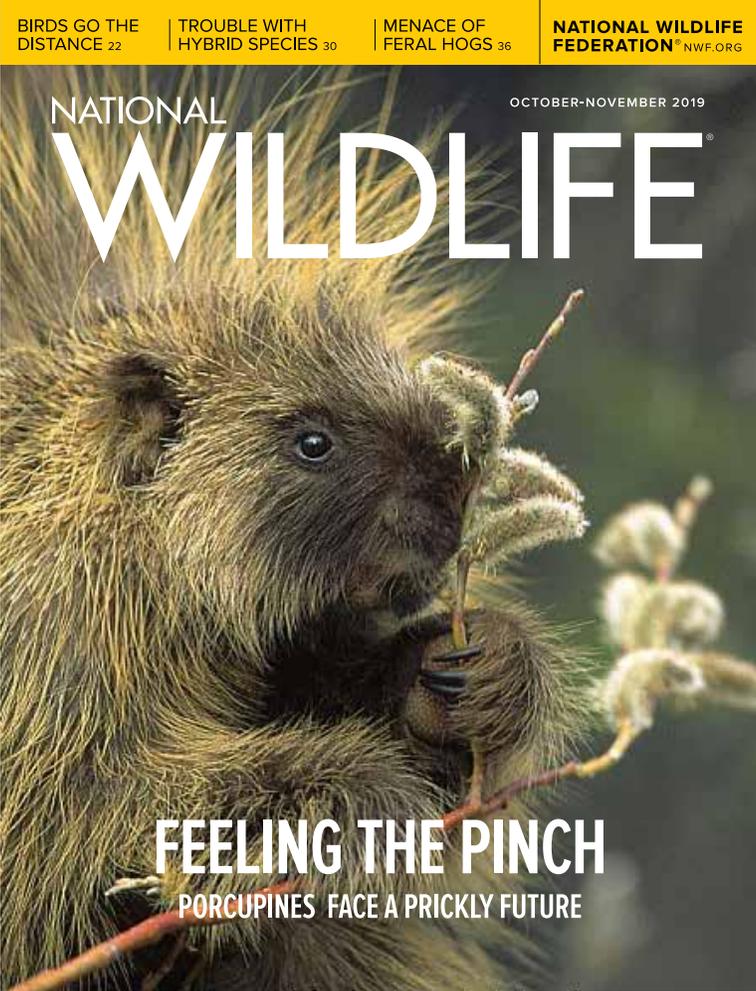
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Content to entertain, inform, inspire

Cover Impact



Choose strong, graphically clean cover images with direct (“eye contact”) connection to readers. Include content and page numbers on the cover to entice readers into the magazine.

Content

- Offer something for everyone.
- Vary the pacing of article tone and length.
- Provide visual separation and white space in the Table of Contents.
- Include photos if possible.
- List author names, especially if you don't have a budget to pay authors.



DEPARTMENTS

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New Garden for Wildlife™ photo contest captures backyard gems.
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By growing a diversity of flowering plants, gardeners are turning cities into havens for bees and other pollinators. *By Laura Tangley*
- 30 **A Plea for Trees**
Dwindling numbers of urban trees are putting wildlife and people at risk—but it's not too late to re-grow our future. *By Janet Marinelli*
- 36 **A Farewell to Lawns**
Native turf-grass alternatives can reduce your environmental footprint while supporting birds, butterflies and other living things. *By Doreen Cubie*
- 40 **No Joke**
Armadillos aren't just pests or punch lines, researchers say, yet these peculiar armor-plated mammals are certainly full of surprises. *By Lynne Warren*

COVER: Mark Brinegar photographed this pollen-caked carpenter bee feeding on blanketflower in Bloomington, Indiana, one of many cities worldwide offering refuge to bees and other pollinators.

CLOCKWISE LEFT TO RIGHT: SAXON HOLT (PHOTOBOTANIC), BRITTANY CROSSMAN, HEIDI AND HANS-JUERGEN KOCH (MINDEN PICTURES)



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NATIONAL WILDLIFE FEDERATION® NWF.ORG

NATIONAL

DECEMBER–JANUARY 2019

WILDLIFE



BEAUTY UNBOUND

WINNERS OF OUR 2018 PHOTO CONTEST

Recurring Special Content

NATIONAL WILDLIFE'S 2018 PHOTO CONTEST WINNERS

CROWN JEWELS

Devotion to detail and an eye for light. Immense patience and technical skill. A bit of luck and a deep respect for nature. These gifts and more help photographers transform what might be ordinary moments into indelible scenes that help us understand and appreciate the natural world in new ways. The following sample of winners from *National Wildlife* magazine's 2018 photo contest reflects some of the best of more than 23,000 images submitted from around the world. From the airborne flight of a bobcat gripping its prey to the threatening plunge of a massive Nile crocodile to the serene curves of a snow field and the tender nuzzle of polar bears, these winning frames spotlight places and species worth our protection. Photographs have the power to inspire that work.

**BABY ANIMALS
FIRST PLACE**
Mohammad Murad
Hateen, Kuwait

Framed by the glow of street lights along Kuwait City's bustling Persian Gulf shore, two Arabian red fox kits explore the night just outside their den. "They felt safer at night," says Mohammad Murad, who watched this family of five kits nearly every day for more than two months. In a city where foxes are often killed as pests, he hopes this image may build empathy for these beautiful urban dwellers.



Create recurring content that readers can look forward to, such as photo contests, conservation awards, "Best of" series, hunting & angling competitions and the like.

Use Powerful Nature Photography



NATURE'S WITNESS

Jump Shot

PHOTOGRAPH BY
THOMAS SHAHAN



With her green headlight eyes (one of four sets) and iridescent pink mouthparts (attached to robust fangs), this female

regal jumping spider makes a glamorous addition to Thomas Shahan's growing portfolio of spider portraits.

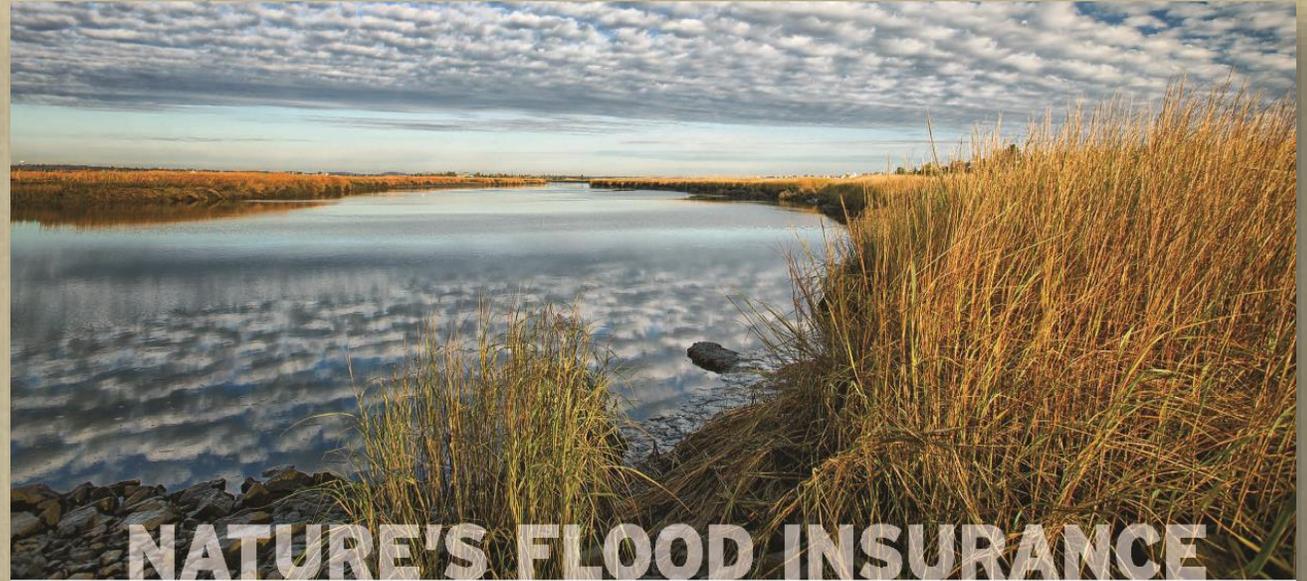
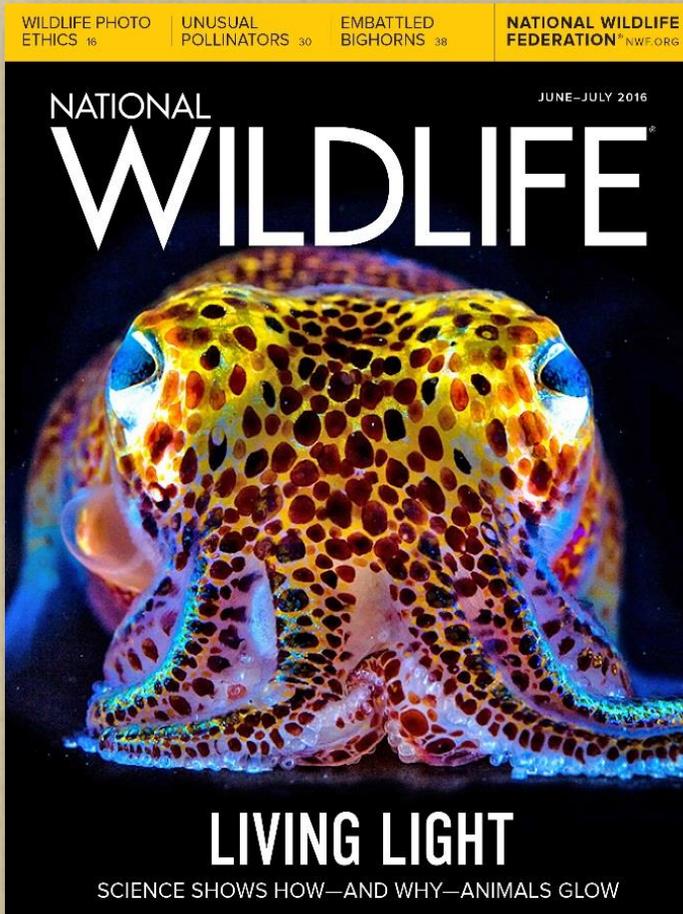
An entomologist and imaging specialist with the Oregon Department of Agriculture, Shahan became enamored with spiders as a kid in his Oklahoma backyard. Today, his infinitely detailed macro portraits reveal spiders as works of art that he hopes will inspire love (or at least respect) for his favorite creatures.

"People fear and demonize spiders," says Shahan. "But they are beautiful, beneficial animals—the unsung heroes of ecosystems." By showing the beauty of specimens such as this *Ebidippus regius*—one of the largest of some 5,000 species of jumping spider—Shahan hopes to give all spiders a reputation makeover, "turning repulsion to reverence."

📧 To submit images for consideration, write to nswildlifephoto@gmail.com with "Nature's Witness" in the subject line.



Connect Your Work with Science



The Great Marsh: Coastal Massachusetts' best defense against natural disasters

By Doug Stewart

When Hurricane Sandy pummeled the mid-Atlantic coast in 2012, the damage surpassed \$50 billion. With the planet growing warmer and weather more turbulent, we can expect more Sandys to make landfall. What we cannot expect is to keep paying enormous clean-up bills. So the spotlight is turning toward shoreline resilience—and the Great Marsh on the North Shore of Massachusetts lies at the heart of this effort.

Last summer, the National Wildlife Federation (NWF), in partnership with an unprecedented coalition of government agencies and nonprofit groups, launched a multipronged research effort to help safeguard the Great Marsh. At more than 20,000 acres, it is the largest salt marsh in New England. Internationally recognized as vital habitat for migratory water-

MASSACHUSETTS' GREAT MARSH, New England's largest coastal wetland, has more than 20,000 acres of grasses etched with serpentine tidal creeks and estuaries that buffer communities from storms and provide a haven for wildlife—but only if the marsh is healthy.

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fowl, shorebirds and endangered species such as piping plovers, this vast wetland ecosystem extending from Cape Ann to the New Hampshire border includes not just salt marsh but also barrier island beaches, tidal creeks and rivers.

Backed by nearly \$5 million in federal funding, the Great Marsh initiative is one of a suite of climate-change-resilience projects that U.S. government agencies and private groups in a dozen eastern states have organized in the wake of Hurricane Sandy.

"Dedicating \$100 million in federal funds to increase coastal resiliency through ecosystem-oriented strategies is unprecedented, but the approach is

logical," says Chris Lilke, senior manager of the Federation's Northeast Climate Adaptation Program. "Can we really expect Sandy-sized aquatic birds like egrets, great blue herons and black ducks as well as raptors such as peregrine falcons, ospreys and northern harriers. They are nurseries for commercially important fish such as striped bass and bluefish. Some 95 percent of the fish and shellfish harvested in U.S. waters spend at least part of their lives in coastal marshes. Biologically, an acre of healthy salt marsh is astonishingly productive, generating 10 tons of organic matter per year. (By contrast, an acre of wheat, carefully cultivated and fertilized, yields just a

dredged for ship channels or buried under sports stadiums. Yet salt marshes are invaluable to people and animals alike. They shelter and feed such aquatic birds as egrets, great blue herons and black ducks as well as raptors such as peregrine falcons, ospreys and northern harriers. They are nurseries for commercially important fish such as striped bass and bluefish. Some 95 percent of the fish and shellfish harvested in U.S. waters spend at least part of their lives in coastal marshes. Biologically, an acre of healthy salt marsh is astonishingly productive, generating 10 tons of organic matter per year. (By contrast, an acre of wheat, carefully cultivated and fertilized, yields just a

ECOMAG PHOTO

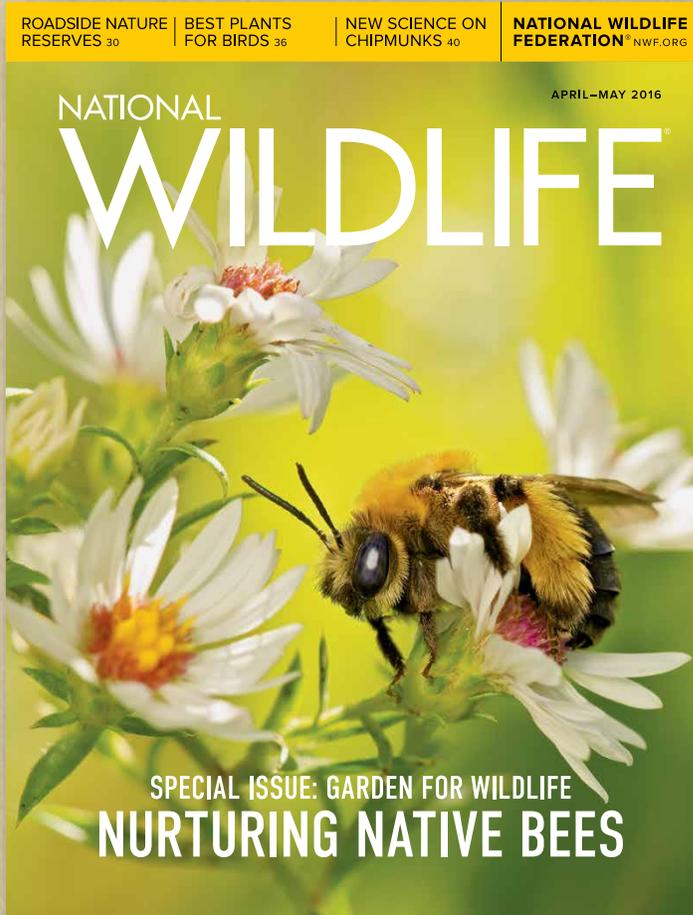
FEBRUARY/MARCH 2015 WWW.NWF.ORG | 23 |



Discuss Conservation Policy



Teach Gardening for Wildlife



Showcase Environmental Education

NWF at
80

Nature Smart

Time outdoors can make kids healthier, happier, smarter—and more inclined to conservation.

By Richard Louv

In 2015, the National Wildlife Federation, which for eight decades has made nature education a priority, named New Jersey's Alder Avenue Middle School one of the Top 10 Eco-Schools in America—a designation NWF awards to schools that promote hands-on environmental learning. At Alder, students are introduced to the natural world by working in a garden, walking a nature trail or wading in a pond, thereby immersing themselves in a wider array of human senses than they'd find in a walled classroom.

"Kids are the most powerful form of sustainable energy we have," says John Jones, a teacher at the school. And kids themselves gain energy from nature. Jones describes one student who was struggling and unengaged until the class went outside to walk in the woods and clean up litter that had blown out of the cafeteria dumpster.

"We flipped over a log and found a salamander," says Jones. "I put it into my unengaged student's hand, and something happened at that moment. From that point on, he got involved." Within weeks, the boy helped create a school recycling center and taught other kids how to recycle trash in the lunchroom. "I often wonder what would have happened if that kid had never taken a walk in the woods," says Jones.

Return of the real

Teachers like Jones—and thousands of other teachers, parents, pediatricians and policymakers—are in the vanguard of a quiet movement transforming the landscape of childhood. Many of us believe a "New Nature Movement" is emerging, one that embraces traditional conservation and sustainability but places special emphasis on connecting people to nature to enhance physical and mental health, develop cognitive skills and nurture

creativity. The movement transcends religious, political and professional barriers—and challenges more than a few assumptions about the future.

In education, the dominant trend in America has been toward increased reliance on indoor, digital experiences. But nature-enhanced education represents a strong counter-trend, one that does not reject technology but balances the virtual with the real. So a "natural" English teacher may teach while allowing students to write poetry under trees, and a biology teacher may let kids get their feet muddy in the creek at the end of the schoolyard.

Such outdoor education appears to help nearly every kind of student do better in school and in later life. Indeed, studies suggest that time outdoors can help reduce bullying, depression and obesity. Outdoor time—absorbing what I call Vitamin N—is not a cure-all, but it can be a huge help, especially for anyone stressed by circumstances beyond their control.

"The troublemaker in class becomes the leader when I take the students outdoors to learn," one teacher told me. I've heard similar words from countless educators and parents who see a child with attention or behavioral problems become "a different kid" when experiencing the natural world.

This is no surprise to Judy Braus, executive director of the North American Association for Environmental Education. "As environmental educators, we help people see the connec-

Enduring Reign of Ranger Rick



In 1967, NWF launched its flagship children's magazine, *Ranger Rick*®, to help kids "appreciate and enjoy nature" and learn to "conserve and wisely use" natural resources. Many future conservationists were inspired by their early engagement with the magazine. "I get letters all the time from grown-ups who say they were *Ranger Rick* kids," says Editorial Director Mary Dalheim. "They tell us the magazine helped them learn about themselves through nature. And many say they now have children who are *Ranger Rick* kids, too"—a legacy worthy of celebration.



"Isaac loves exploring," says Em Sartor, who caught her grandson's spontaneous hug during a hike on the family's North Carolina property. "We find the outdoors calming and inspiring," Sartor says. "It builds character as well as immune systems."



Refresh Your Design

ACTIONREPORT

NWF and its Affiliates Gain Wins for Wildlife in 2015



Reducing vessel speeds to avoid ship-whale collisions is one way to protect endangered Atlantic right whales (above) during offshore wind farm construction.

THE POWER OF CLEAN ENERGY

National power plan and first offshore wind farm will cut carbon pollution

In August, President Barack Obama and the U.S. Environmental Protection Agency (EPA) announced the Clean Power Plan, placing the first limits on carbon pollution from existing fossil fuel-fired power plants. The plan allows states to determine how they will cut carbon pollution, using tactics such as reducing the amount of coal plants burn or increasing use of solar and wind energy. Overall, the plan will cut carbon emissions by 32 percent from 2005 levels by 2030.

NWF and many of its affiliates worked for nearly a decade to support reducing carbon pollution from power plants, which generate about a third of U.S. greenhouse gas emissions. EPA received more than 4.3 million comments on the proposed rule, including more than 130,000 from NWF supporters. "The Clean Power Plan's flexible, achievable, science-based rules rep-

resent real progress for protecting fish, wildlife and America's outdoor heritage from the worst impacts of climate change," says NWF President Collin O'Mara.

In a related effort, NWF this year released *Wildlife in Hot Water*, a report detailing strategies to protect waterways from climate change. These include curbing dirty-fuel projects while expanding the use of renewable energy. One example: NWF mobilized support for the Block Island Wind Farm—the nation's first offshore wind-power project—which broke ground off Rhode Island in July. The project's developer, Deepwater Wind, worked with NWF and other partners on measures to protect endangered Atlantic right whales during construction, such as limiting noise and reducing vessel speeds to avoid whale-vessel collisions. Go to www.nwf.org/energy-and-climate.

NEW WILDLIFE CROSSING GRANTED \$1 MILLION

With encouragement from thousands of NWF supporters, the California Coastal Commission voted unanimously this year to grant \$1 million toward constructing a wildlife crossing over California's U.S. Highway 101 at Liberty Canyon. This route has been deadly for wildlife, including mountain lions (below) trying to disperse from the nearby Santa Monica Mountains. One such lion was killed on a California highway in August.

"Mountain lions and other wildlife need large landscapes to roam; it doesn't work anymore to set aside small islands of habitat," says NWF California Director Beth Pratt-Bergstrom. "This crossing would reconnect the ecosystem of the Santa Monica Mountains."

The crossing's total cost will be about \$30 million. Through NWF's "Match the Million" challenge, Federation supporters have raised more than \$100,000 for the passage, in part by texting "LION" to 25383, which automatically makes a \$10 donation to the effort by adding that amount to the donor's phone bill.

Go to www.savethecougars.org to learn more and see videos of California mountain lions.



TOP: NOAA; BOTTOM: U.S. NATIONAL PARK SERVICE

WORKING FOR WILDLIFE

By Delaney McPberson



National Wildlife Federation
Regions & Affiliates
www.nwf.org/regionalwork



TM FITZSHARRIS (MINDEN PICTURES)

AFFILIATE SPOTLIGHT: IDAHO WILDLIFE FEDERATION

Sustaining a sporting—and species—paradise

■ Founded in 1936, the same year as the National Wildlife Federation, the Idaho Wildlife Federation (IWF) has grown to become a leading bipartisan voice advocating for wildlife and habitat conservation—and for the interests of sporting men and women across the state.

With more than 40,000 people in its affiliate network, IWF lobbies for state and federal policies that will ensure healthy wildlife and habitats for future generations. In February, for example, IWF leaders went to the State House in Boise for an event called Camo at the Capitol (right), a lobbying day for wildlife advocates. There, IWF Executive Director Brian Brooks testified against a bill that would divert money from hunting and fishing licenses toward

paying for damages to agricultural irrigation equipment. "That's money that's supposed to be used on habitat and wildlife, and it's being directed into people's pockets," says Brooks. Though the bill passed, Brooks is proud that IWF fought for wildlife.

Protecting wildlife migration corridors is another key IWF goal. One of the longest mule deer migration routes runs 242 miles from Wyoming

into Idaho, where the animals have a summer range. To protect this vital pathway, IWF has encouraged public and private landowners to remove fences, build wildlife crossings and take other steps to keep the route open. And because Idaho's migratory salmon and steelhead are "winking out of existence," says Brooks, IWF is studying the impacts of dam removal and lobbying for wise policy to protect these important sport fish.

Blessed with magnificent open spaces (such as the Boulder Range, above), IWF also works to keep public and private lands as accessible as possible for people to enjoy. Acknowledging the often tricky "political calculus" of land use law, Brooks is optimistic: "We're leading people to advocate for wildlife." Visit: idahowildlife.org



BECCA ACETO



Old design, very dense

New design, more open, larger photos

We Cover the Work of NWF Affiliates ...

WORKING FOR WILDLIFE



Weaving a conservation quilt

■ When conservationist and Pulitzer Prize-winning cartoonist J.N. "Ding" Darling stood before attendees of the first North American Wildlife Conference in Washington, D.C., in 1936, he saw hundreds of seemingly disparate people, from hunters and anglers to gardeners, birders and farmers. Yet

Darling's illustration (below)—first published in the *Des Moines Register*—depicted their mutual frustration that more needed to be done to conserve America's dwindling wildlife. Darling implored the groups to unite: "Out of this meeting must come a definition of our common aims."



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State representatives from organizations that attended the conference soon formed the National Wildlife Federation, with Darling as its first president. Eighty years later, the mutual passion of the current state affiliates keeps them working side by side in a nonpartisan approach to conservation. As NWF President Collin O'Mara says, "Whether I'm speaking to a very conservative crowd or an extremely liberal audience, I find that folks who may not agree on much else consistently agree on the need to safeguard the nation's wildlife for future generations."

NWF affiliates, based in most U.S. states and territories, are autonomous conservation organizations with impressive accomplishments—from restoring degraded wildlife habitat and protecting endangered species to inspiring thousands to care about nature. Some do this work with only a handful of volunteer staff. They also elect NWF's officers and 13 regional board members and propose and vote on conservation resolutions that set NWF policy priorities. Working together on a myriad of national environmental issues and legislation, affiliates have helped NWF change the nation's conservation landscape.

Like blocks of an American quilt, each affiliate has its own story and victories. Yet woven together into a Federation, we reach almost 6 million supporters nationwide. Dedicated to saving wildlife and habitats for future generations, NWF's potential is limitless.



National Wildlife magazine covers the work of affiliates, so keep us informed about your efforts and accomplishments and we'll try to cover them, extending national awareness of your organization.



And Give Affiliates a Voice

“This issue is going nowhere in any state with a strong wildlife federation,” says Dave Chadwick, executive director of the Montana Wildlife Federation.
“Keeping Public Lands Public” - February–March 2016



“That’s money that’s supposed to be used on habitat and wildlife, and it’s being directed into people’s pockets,” says Brian Brooks, executive director of the Idaho Wildlife Federation.

“Working for Wildlife’s Affiliate Spotlight” - June–July 2019



And Show Affiliate Action

NWF PRIORITY

Eliminating single-use plastics

Because bags, bottles (right) and other single-use plastics contribute significantly to the plastic pollution devastating wildlife, affiliates of the National Wildlife



STEVE TREWHELLA (FLPA/MINDEN PICTURES)

Federation unanimously passed a resolution at their 2018 meeting calling on state and local governments to discourage such products through bans, fees or other actions. Because plastic harms terrestrial wildlife and even the food we eat, the measure was wholeheartedly backed by groups near and far from the coast, says Laura Bankey, vice president of conservation programs for NWF affiliate National Aquarium, which proposed the resolution. Now at least six affiliates are gearing up to push for plastic pollution control at the national level: the National Aquarium, Virgin Islands Conservation Society, Association of Northwest Steelheaders, Planning and Conservation League, Conservation Council for Hawai'i and Environmental Council of Rhode Island.



The Wide Reach of *National Wildlife*

Social media posts



Magazine web page



New Digital App



Annual photo contest (thousands of entries)



Print magazines (6 per year to 350,000+)



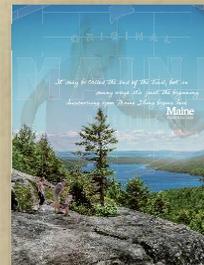
E-newsletters (6 per year to 35,000+)



Blogs featuring magazine content



NWF program support



Advertising



Accolades



“I rarely respond to articles but was so very impressed by “Honoring a Legacy” in the February-March [2018] issue I felt I had to tell you....The work you do for the environment is essential. Keep up the fight.” – J. Hale, MN

“Would it be possible to obtain copies of the April-May, 2018 NWF Magazine, “Hope Takes Wing, Wildlife Gardening Can Save Species”? We would like to give this magazine to attendees of the Monarchs, Milkweeds & more! event. This magazine is fabulous!!!”

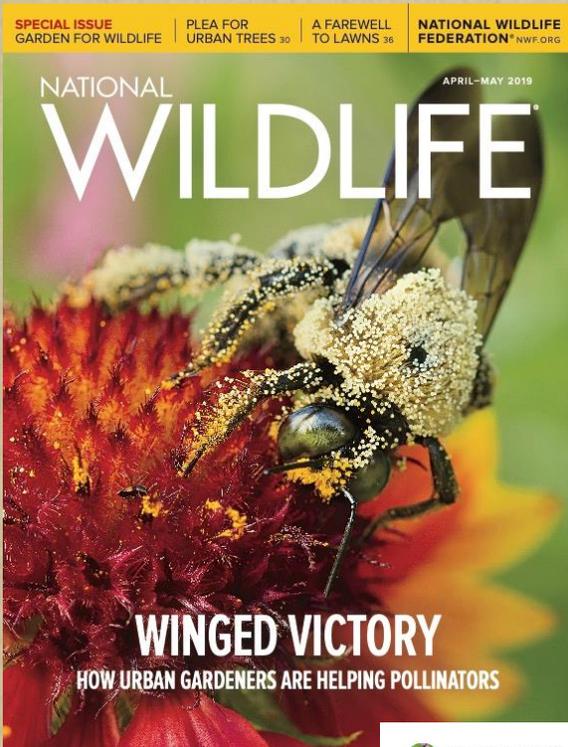
– From Alyne Elland, organizer of Tulsa Audubon Society’s 25th Wildlife Habitat Garden Tour and Plant Sale



Intrinsic Value and Ripple Effects

- We offer members a tangible benefit
- Help generate revenue for NWF
- Provide a face for and extend the voice of NWF and its affiliates
- Strengthen relationships between NWF and affiliates
- Inspire action

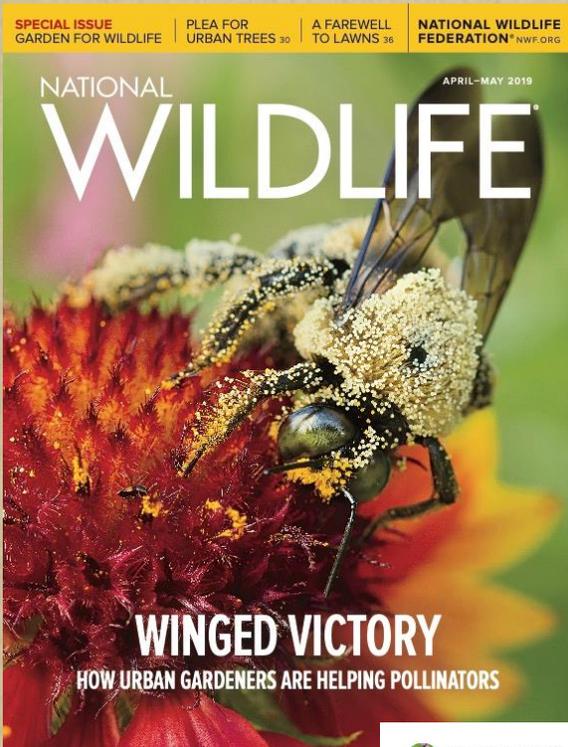




How you can use our material

- You can share links to our articles when relevant to your work: nwf.org/nw
- We are creating a dropbox for affiliate access that will contain full PDFs of magazine articles, which you are welcome to post or share with your members.
- We are also creating a how-to guide for disseminating our material, if you're interested, including:
 - Language for attribution
 - Tips for photo usage
 - Unique, trackable URLs
- We now provide bimonthly updates of magazine content and affiliate mentions if you opt-in to this listserve: magazinehighlights@lists.nationalwildlife.org





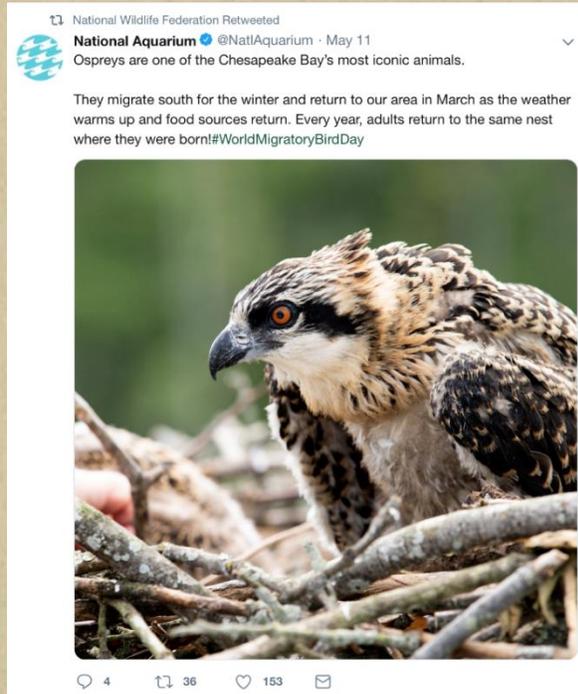
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Social Media

- We use NWF's social media platforms to share content:
 - Twitter followers: 592,000; Facebook Likes: 1.1 million; Instagram followers: 156,000
- If you tag NWF in your posts, we can share them, extending your reach.
- Make your content visually appealing!

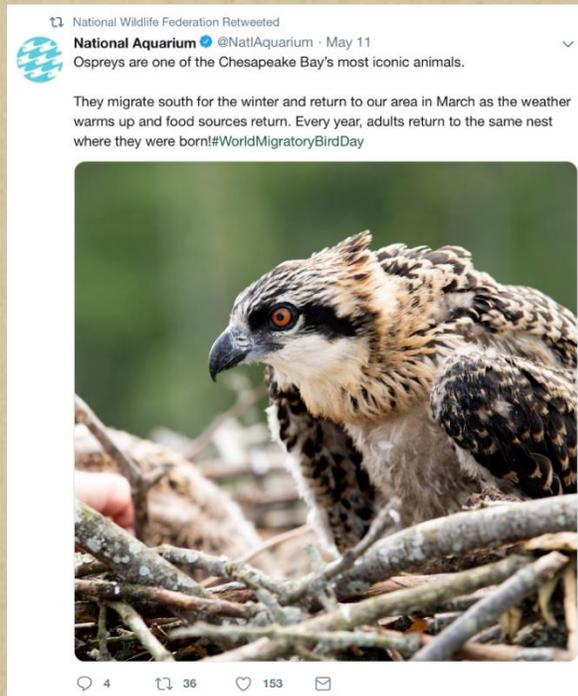


Click on the photo at right to see a slide show. Such “videos” get far more clicks than static content.



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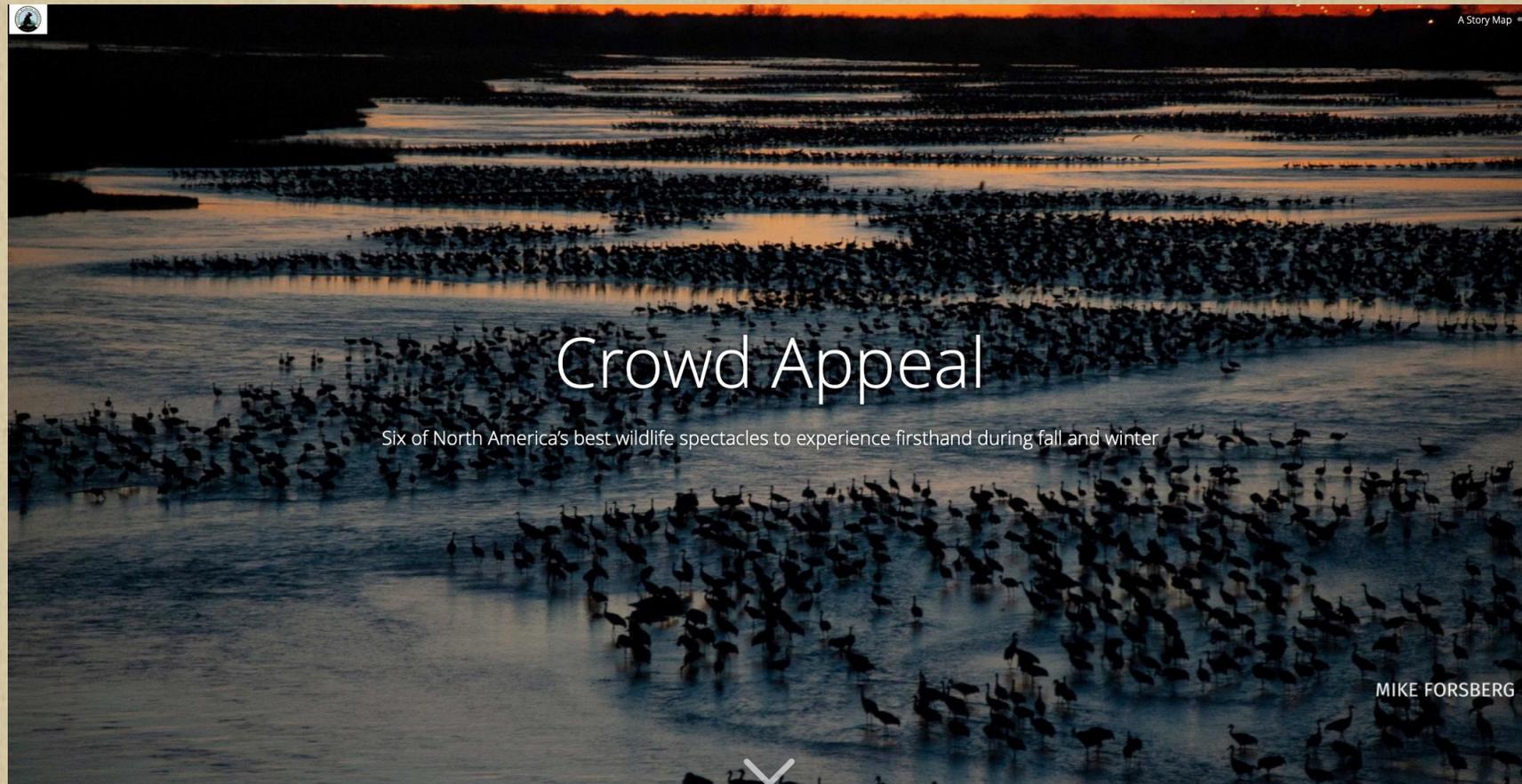


Click on the photo at right to see a slide show. Such “videos” get far more clicks than static content.



ArcGIS Story Maps

We are using ArcGIS online software from the ESRI company to create “story maps,” which incorporate maps, data, photos, video, audio and text to tell stories in compelling ways well-suited to social media. ESRI offers nonprofits a discounted rate for access to their programs and maps. Let us know if you’d like more information.

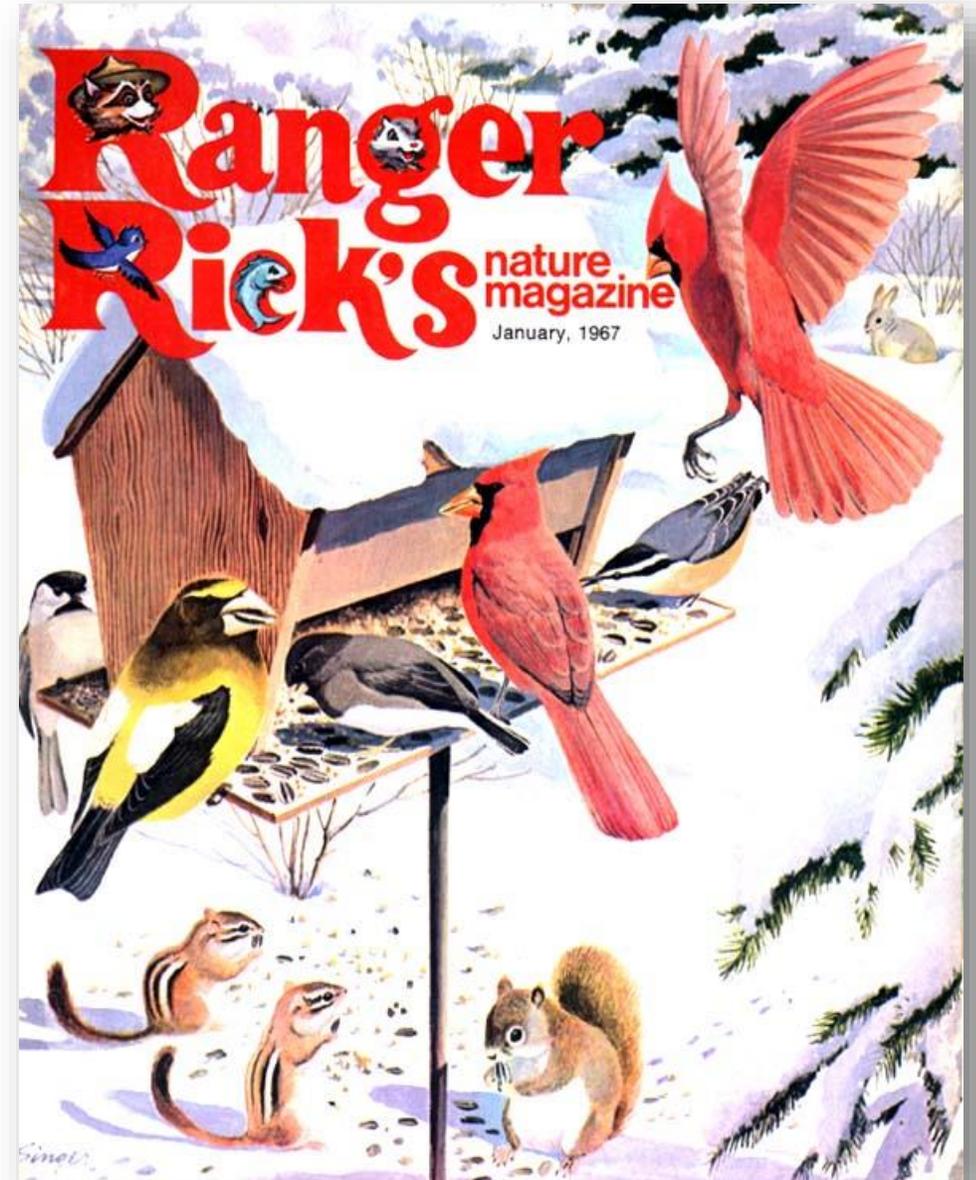


NWF's Childrens' Publications

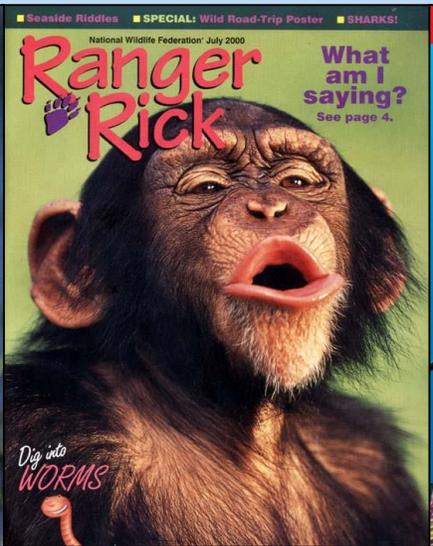
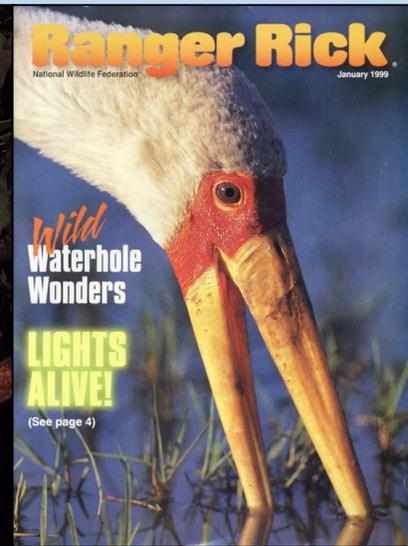
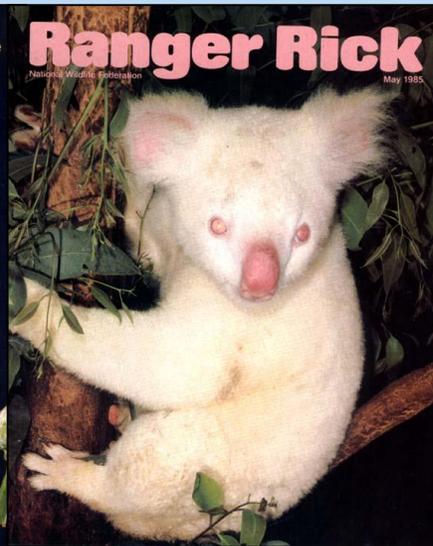
It all started in
January 1967

with . . .

*Ranger Rick's Nature
Magazine.*



From that beginning, and through every decade since. . .



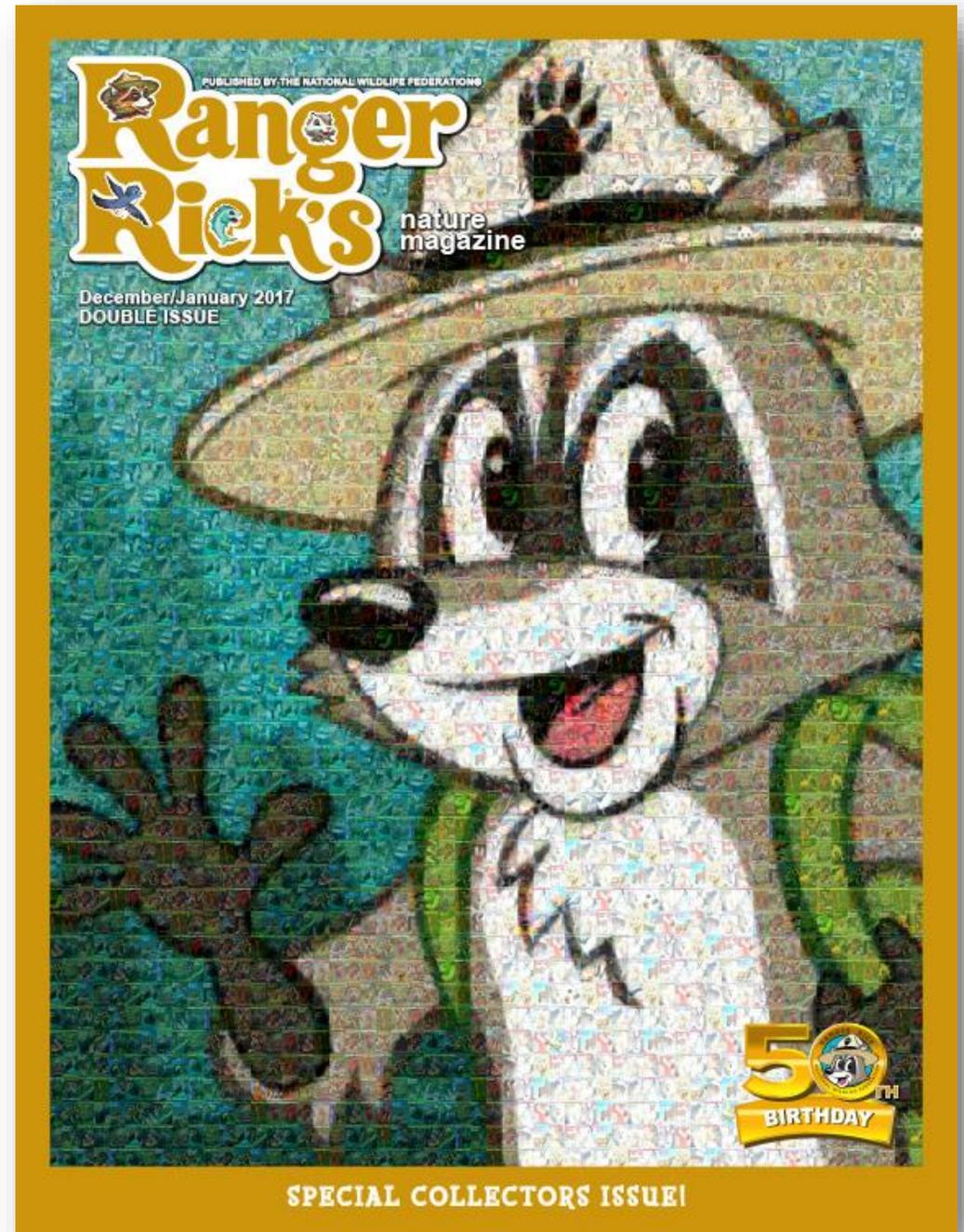
... the magazine's mission has been the same:

Ranger Rick aims to inspire in its readers

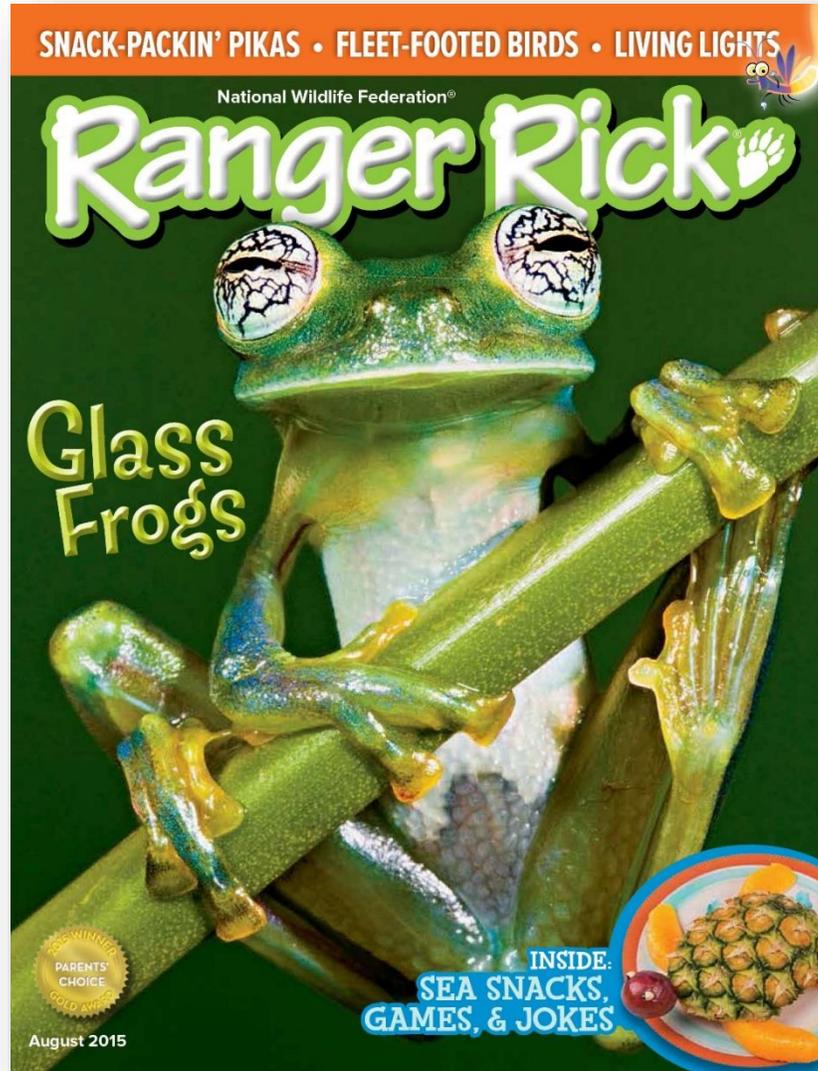
- a greater understanding of the natural world,
- a deep love of nature and wildlife,
- and a lasting commitment to conservation and environmental action.



January 2017
marked 50 years
of *Ranger Rick*
magazine.



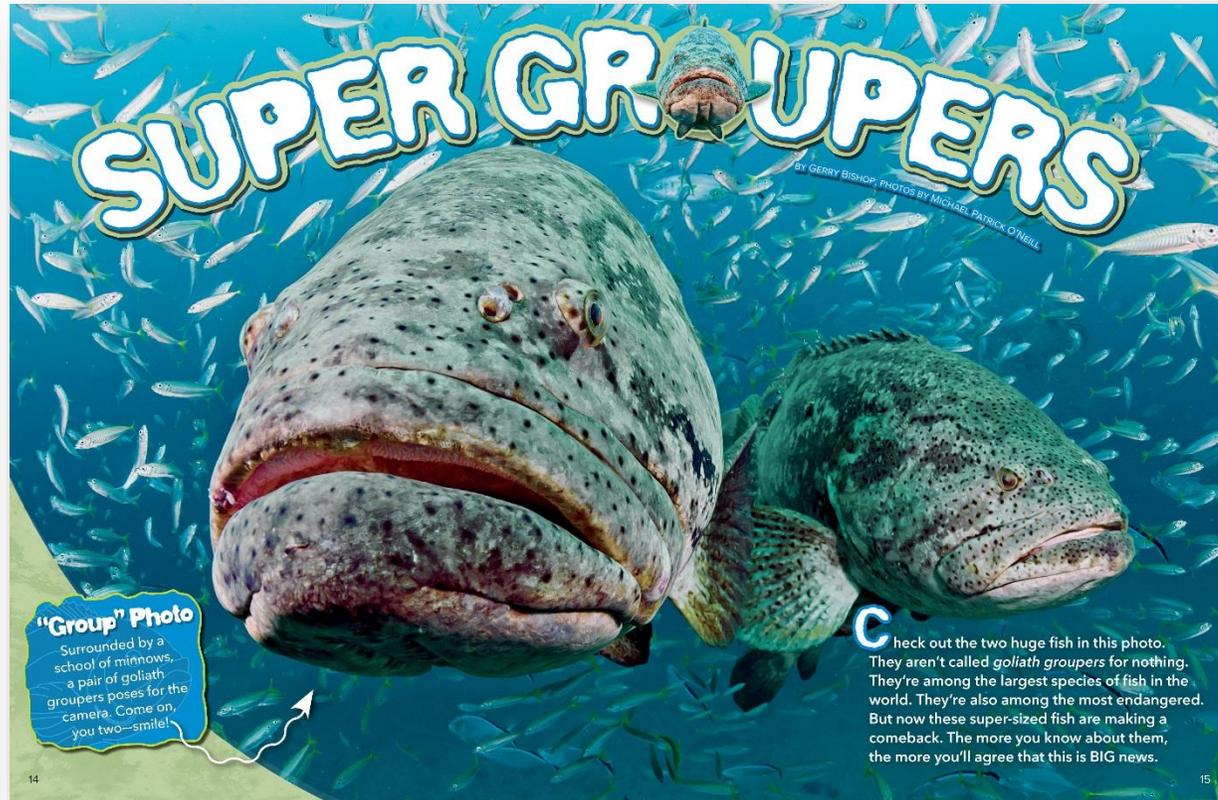
Current Stats



- Circulation: 300,000
- Ages: 7-14
- Average Age: 9
- Frequency: 10 per year



Secrets of Success



- Spectacular photography
- Amazing animal facts
- Awesome outdoor adventures



No one publishes more dramatic photos, more dramatically, than we do. It is our niche, our calling.

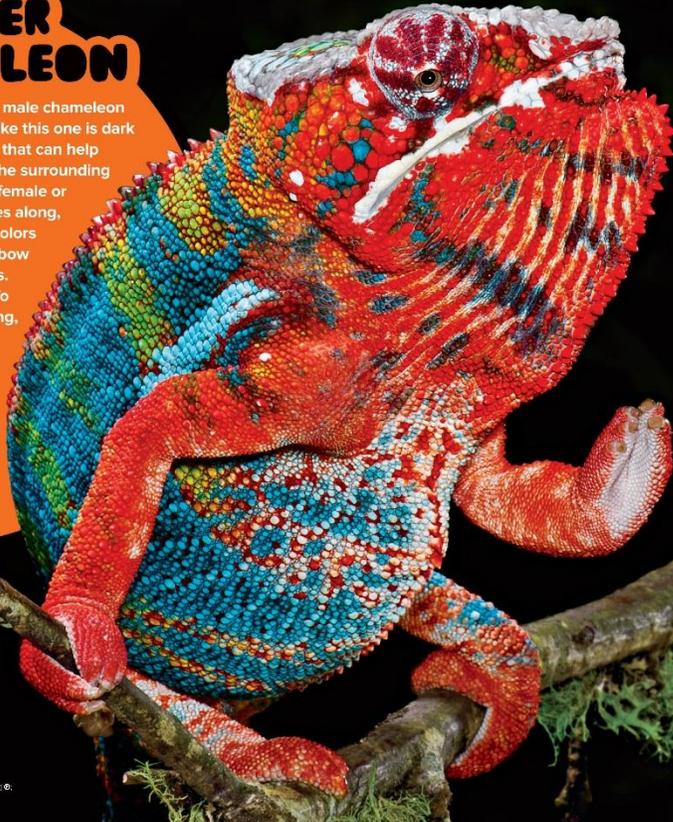
COLORS GONE WILD!

BY GERRY BISHOP

Nature is never dull—even in black, white, or brown. But when it's in full color, it can be dazzling! Check out the creatures on the next few pages, and you'll see that sometimes there are very good reasons to flaunt your colors!

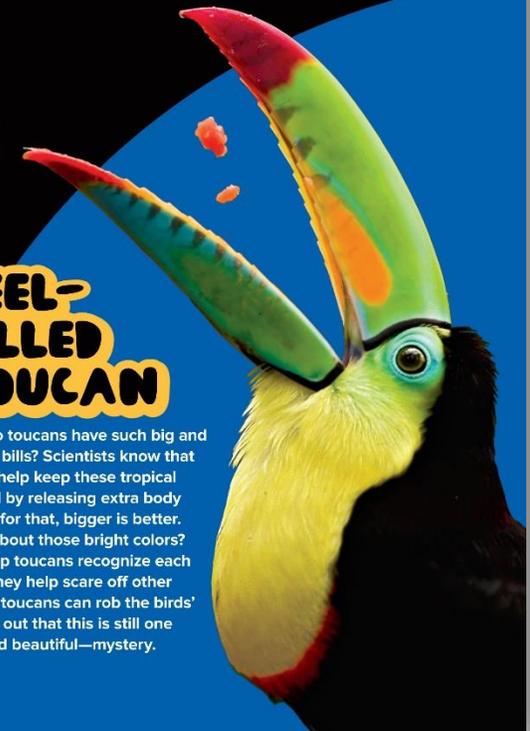
PANTHER CHAMELEON

Most of the time, a male chameleon (kuh-MEE-lee-un) like this one is dark green or blue. And that can help him blend in with the surrounding rainforest. But if a female or another male comes along, look out! His skin colors explode into a rainbow of bold, bright hues. What's going on? To the male, he's saying, "This is my place, so get lost!" And to the female, he's saying, "Hi, there. I'm so handsome, I just know you want me to be your mate!"



KEEL-BILLED TOUCAN

Why do toucans have such big and colorful bills? Scientists know that the bills help keep these tropical birds cool by releasing extra body heat. And for that, bigger is better. But what about those bright colors? Do they help toucans recognize each other? Do they help scare off other birds so the toucans can rob the birds' nests? Turns out that this is still one very big—and beautiful—mystery.



We also use funny art and gee-whiz facts to catch and hold our readers.

FLYING ACES!

BY ELLEN LAMBETH; ART BY DAVE CLEGG

Everyone knows birds can fly. But not everyone knows that certain birds are really, really good at it. Meet a few of these champions of the skies.

Highest

You don't have to be a lightweight to fly high. Just look at a **Ruppell's griffon vulture** (left). One was recorded flying at an altitude of 36,000 feet. That's as high as passenger planes fly! In fact, it's so high that you would pass out from lack of oxygen if you weren't inside a plane. How does the vulture manage? It has special blood cells that make a small amount of oxygen go a long way.

Fastest (on the level)

Swifts are birds that have that name for good reason: They're speedy! The swiftest bird using its own flapping-wing power is the **common swift** of Europe, Asia, and Africa (below). It's been clocked at nearly 70 miles per hour. That's the speed limit for cars on some highways. *Vroom-vroom!*

Fastest Migration

Imagine taking a trip of about 4,200 miles. Sure, you could easily do it in an airplane. But a **great snipe** (right) did it on the wing in just three and a half days! That means it averaged about 60 miles per hour during its migration between northern Europe and central Africa. That would sort of be like your family taking a car trip from Alaska to Florida without taking time to stop for food, sleep, or gas.

Fastest (in a dive)

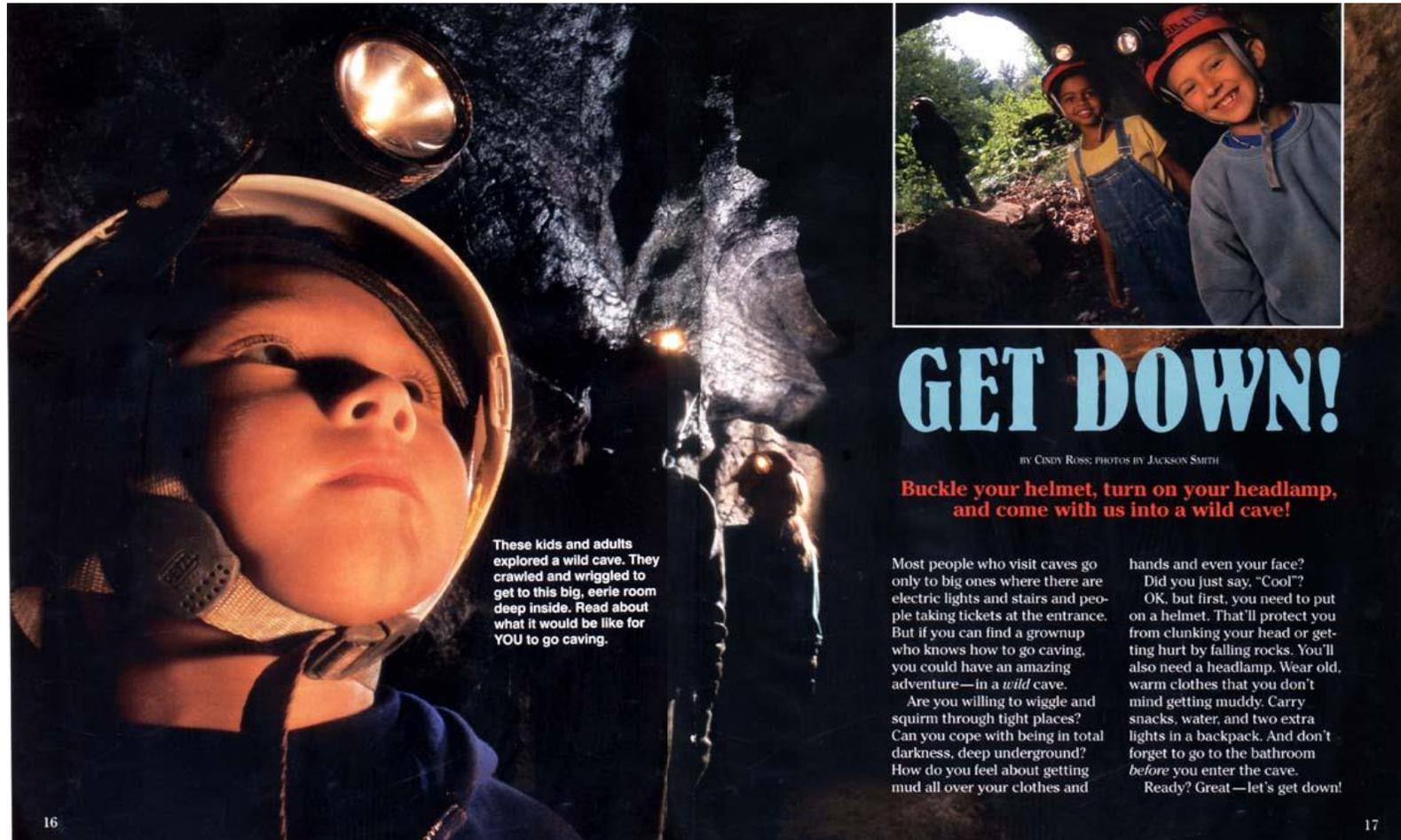
With gravity helping out, a bird can pick up extra speed. And no bird can go faster than a **peregrine falcon** in a dive after prey (right). In fact, no other animal on Earth can go as fast as a peregrine: more than 200 miles per hour! The prey, by the way, is usually another bird, which the peregrine strikes in mid-air with its balled-up feet. Then, as the prey drops toward the ground, the falcon circles back and plucks it out of the air. Wow!

14

15



Wildlife, nature, and the outdoors are our themes, and a large part of our mission is to encourage our readers to get outside. One way to do that is to lead kids on outdoor adventures, as in this piece on exploring a cave.



These kids and adults explored a wild cave. They crawled and wriggled to get to this big, eerie room deep inside. Read about what it would be like for YOU to go caving.

GET DOWN!

BY CINDY ROSS; PHOTOS BY JACKSON SMITH

Buckle your helmet, turn on your headlamp, and come with us into a wild cave!

Most people who visit caves go only to big ones where there are electric lights and stairs and people taking tickets at the entrance. But if you can find a grownup who knows how to go caving, you could have an amazing adventure—in a *wild* cave.

Are you willing to wiggle and squirm through tight places? Can you cope with being in total darkness, deep underground? How do you feel about getting mud all over your clothes and

hands and even your face?

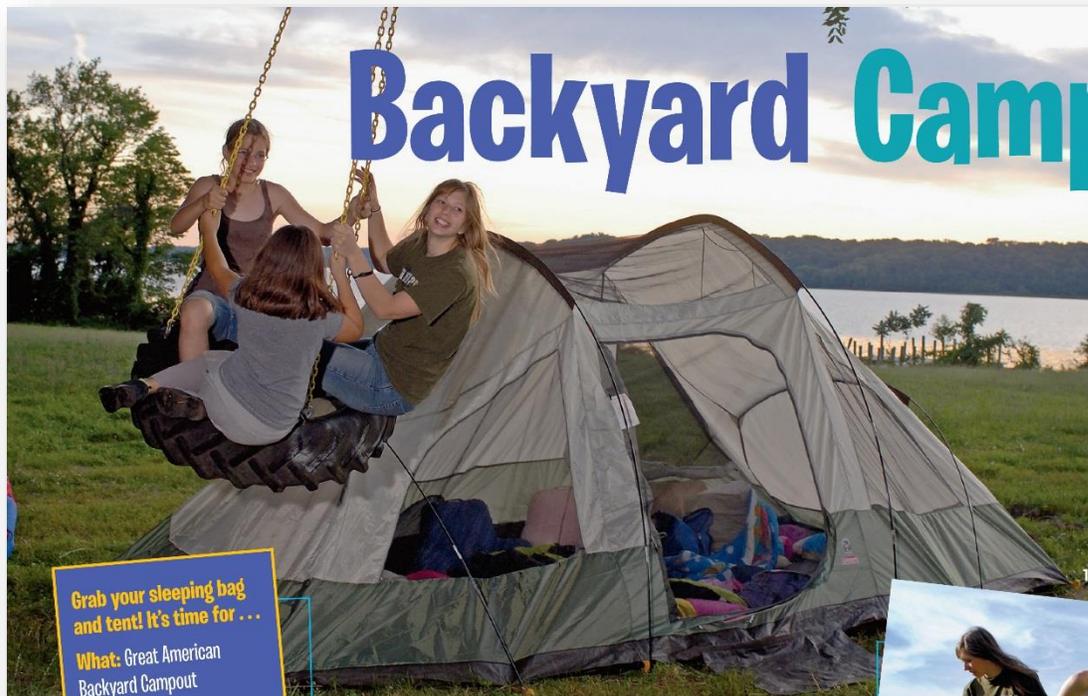
Did you just say, "Cool"?

OK, but first, you need to put on a helmet. That'll protect you from clunking your head or getting hurt by falling rocks. You'll also need a headlamp. Wear old, warm clothes that you don't mind getting muddy. Carry snacks, water, and two extra lights in a backpack. And don't forget to go to the bathroom *before* you enter the cave.

Ready? Great—let's get down!



But mostly we encourage kids to get out into their own backyards and neighborhoods and find out where the wild things are.



Backyard Campout

BY ELIZABETH SCHLEICHERT
PHOTOS BY SUSANA RAAB

Grab your sleeping bag and tent! It's time for ...

What: Great American Backyard Campout

Sponsored by: National Wildlife Federation

Where: Your own backyard or nearby park

When: June 28, 2008

How to Join In: Sign up at backyardcampout.org online

Why? Because it's tons of fun. You'll see!

"I'm so excited that our friends are coming over!" Jasmine says. She and her sister, Marie, had invited two other sisters, Meladeh and Amber, to join them in the Great American Backyard Campout. It's a yearly, one-night event when people across the country camp out right in their backyards or in local parks.

Jasmine and Marie live on a beautiful farm in Maryland

overlooking the Potomac River. It's just the place to pitch a tent and play outdoors.

As soon as their friends arrive, the girls set out to explore the farm and its surroundings.

They poke around in a hayfield and then wander down to the river. "You can always find some new treasures on the beach," says Jasmine. Marie squeals with delight when she discovers a heart-shaped rock.



Getting into the swing of things, Amber, Meladeh, and Marie (seen clockwise from the top, photo 1) take a wild ride on the tire swing.

Meladeh, Amber, and Marie—with nets in hand—stalk bugs in a field (2). Then everybody heads down to the river. Marie squats down to search for beach treasures, as Jasmine explores the water's edge (3). Marie lucks out! (4)



And of course there are the "Ranger Rick's Adventures"—one of the most popular parts of Ranger Rick magazine and one of our best ways of getting across our environmental messages.



Ranger Rick's ADVENTURES A Dangerous Crossing

STORY BY GERRY BISHOP; ART BY THE CHARACTERSHOP

BOOMER BADGER **RANGER RICK** **SCARLETT FOX**

Ranger Rick, Scarlett, and Boomer are hiking in a wild area not far from the huge city of Los Angeles, California.

I loved seeing downtown L.A.! How about you, Rick?

It was OK, but I'm glad to be back in a more natural place. Aren't you, Boomer?

I still don't understand why we couldn't stop and see where they make all those great movies.

All we saw was the Hollywood sign!

Sorry, Boomer, but we just didn't have time. Besides, it's so peaceful and quiet here!

HOLLYWOOD

We can find peace and quiet when we get home. I want to see some famous movie stars!

Maybe we can see Hollywood tomorrow, Boomer. We've got other plans for tonight.

A little while later...

You two hear that? It sounds like the roar of the ocean, but we're nowhere near the ocean.

Let's check it out from over there.

WHOA, the noise is from that traffic—I've never seen such a mega-highway!

The Los Angeles area is famous for them.

Uh-oh, those cars are swerving and slamming on their brakes.

Something's trying to get across!

It's... it's a mountain lion!

HONK!

It'll get hit, for sure!



Sample Adventures

(Often reflects NWF Affiliate work)

- Overpass for California Mountain Lions
- Hawaiian Monk Seal Rescue
- Pollination Celebration
- Return of the Bison
- Plight of the American Pika



We also encourage environmental action, as with this piece on how kids are protecting the Gulf of Mexico.

This Is OUR Gulf!

Kids explore and protect the Gulf of Mexico all along its coastline.
BY CHRIS SIMONIELLO; PHOTOS BY JOANNA B. PINNEO

UNITED STATES
Texas Louisiana Mississippi Alabama Florida
Mississippi River
Gulf of Mexico
MEXICO

DID YOU KNOW that the Gulf of Mexico is a National Treasure? Not even Captain Kidd's booty can compare to the treasures found in the Gulf of Mexico and along its thousands of miles of coastline. More than 15,000 species of ocean wildlife—including sea turtles, dolphins, manatees, and all kinds of fish—call the Gulf home. It is also important to millions of people who depend on it for work and for play. The lucky kids in this story call the Gulf home, too. They know that there are plenty of problems affecting this special place. And they are proud to help protect it. How? Dive in and find out!

"Using a dip net is awesome! It lets us see Gulf life up close."
20

"Planting marsh grasses can be a muddy job!"

"Paddling in Gulf waters is fun!"
21



Here's an article on saving the monarchs.

SPOTLIGHT: MONARCH

MONARCHS RULE!

Of all the different butterflies flitting through the skies of North America, no kind is as famous as the monarch.

But WHY? In most ways, monarchs are just like other butterflies. Their wings are covered with tiny scales that give them their beautiful colors. They smell with their antennae and taste with their feet. And to drink sweet nectar from flowers, they each uncork a long proboscis (pro-BAY-sis) and use it as a straw.

Monarchs even grow up in the usual butterfly way. A caterpillar hatches from an egg and feeds on plants. It then turns into a *chrysalis* (KRIS-suh-lis). Inside the chrysalis, it changes into an adult.

So, what is it that makes monarch butterflies reign supreme? It's their amazing, one-of-a-kind, long-distance migration. Journey over to the next page to find out more.

Antennae pick up scents.

Colorful scales cover the wings.
scales magnified about 50 times

Feet taste what they touch.

A proboscis uncorks to sip nectar.

chrysalis with adult forming inside

chrysalis after adult has crawled out

caterpillar munching milkweed

WATCH IT!

MONARCHS ON THE MOVE

1 Take to the Skies!
Each fall, millions of monarchs head for their wintering grounds. Those in the West head for the coast of California. Those in the East and Midwest fly to a cool, damp forest in the mountains of Mexico. Some travel as far as 3,000 miles! (See map.)

2 Stop for Lunch
Migrating monarchs stop often to feed on the nectar of fall-blooming flowers. And waiting nearby may be people with nets. They capture some of the monarchs and stick little tags to their wings.

Later, some of the tagged butterflies may be caught again farther south. Scientists will use the information on the tags to learn where the tagged butterflies came from, how far they traveled, and how long it took them. Scientists hope to use what they discover to help monarchs survive.

After about two months of travel, the monarchs reach their destinations. They gather by the millions in a few small patches of forest. And there they stay, hanging from tree trunks and branches.

3 Bask in the Sun
When the sun is shining, the monarchs bask in the warmth. At night and whenever the air is cool, they huddle together to keep warm. Many of the monarchs may die from cold night temperatures, but many others survive until the weather turns warm again. In spring, the survivors will begin the trip back north.

4 Head on Back!
On the way back, the monarchs stop to mate, lay eggs on milkweed plants, and then die. The eggs hatch into caterpillars, which feed on milkweed and eventually turn into adults. Then those adults fly another part of the long journey north. They, too, will stop to mate and reproduce.

By mid-summer, the grandchildren of the monarchs that left Mexico reach the northern states and Canada!

YOU CAN HELP MONARCHS

The amazing monarch migration has gone on for about 20,000 years. But now it may be in danger. Some of the trees where the butterflies spend the winter are being cut down for lumber. And, in North America, the milkweed plants that monarch caterpillars need to feed on are being wiped out by chemicals used in farming.

The good news is that some people are working to solve these problems. You can help, too. Here's how:

- Welcome monarchs to your backyard or schoolyard by planting a garden with milkweed and nectar plants. Go to monarchwatch.org for more information.
- Never spray chemicals that could harm monarchs or the plants they need to survive.
- Spread the word about monarchs!



And an article on helping the greater sage grouse.

SPOTLIGHT: GREATER SAGE-GROUSE

FROM THE PAGES OF
National Wildlife Federation
Ranger Rick

LIFE IN THE SAGEBRUSH



BY ELLEN LAMBETH

This proud-looking bird is right at home on the sagebrush range. But there are big problems here. Can people solve them? It's worth a try!

The bird at left is looking proud for a reason. It's a male *greater sage-grouse*, giving his best performance to attract a mate. And what female sage-grouse wouldn't be impressed by his fanned-out tail, flexed wings, and puffed-up chest?

But this fancy, chicken-like bird doesn't know that his habitat in the western plains (see map) needs help. It's disappearing—and so are the sage-grouse. The habitat is a kind of grassland called the sagebrush steppe. It's a landscape covered mostly with *sagebrush*, a low-growing, grayish-green shrub.

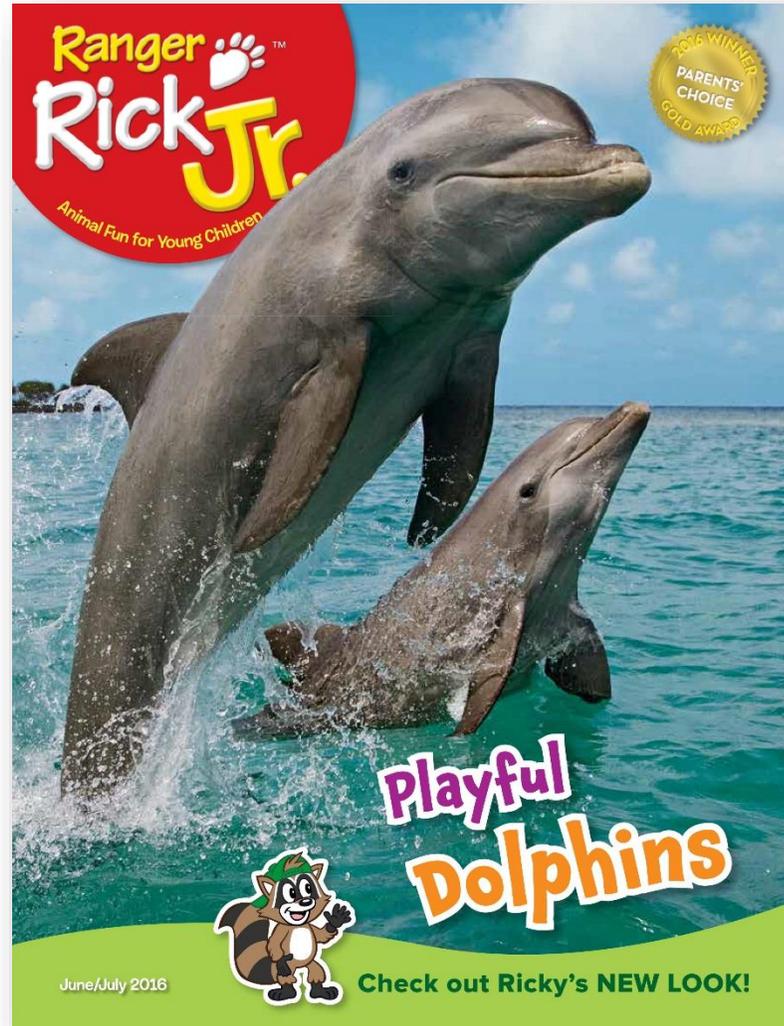
Read on to find out about the life of a sage-grouse and the troubles it faces.



SOURCE: USFWS



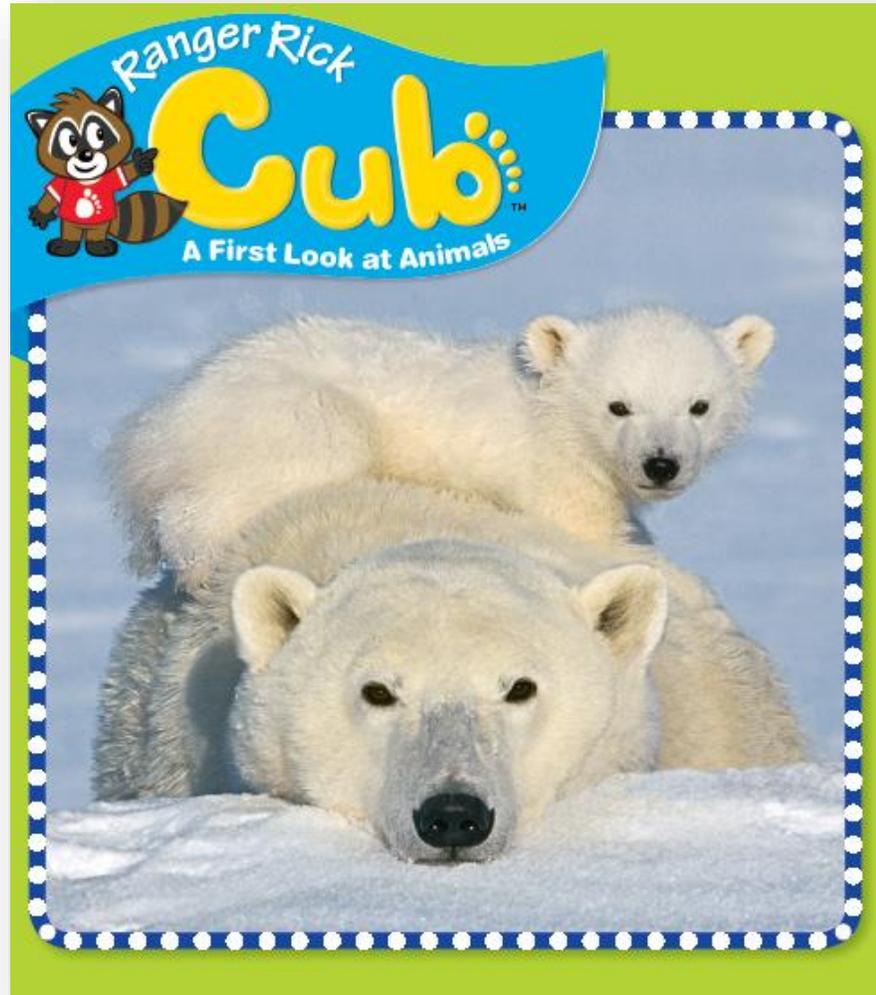
For Younger Children



- Circulation: 270,000
- Ages: 4-7
- Frequency: 10 per year
- Formerly called *Your Big Backyard* and *Big Backyard*



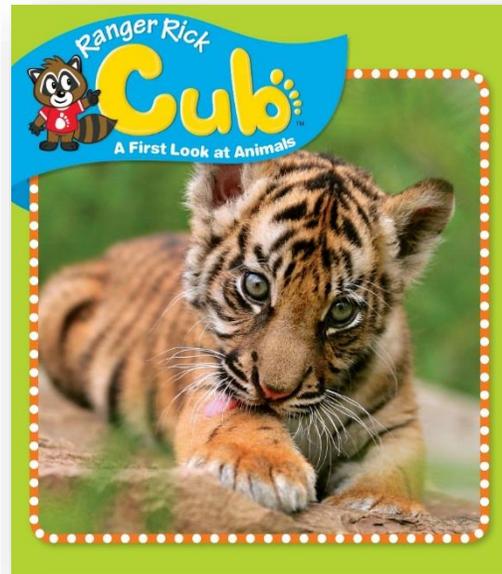
Even Younger Children



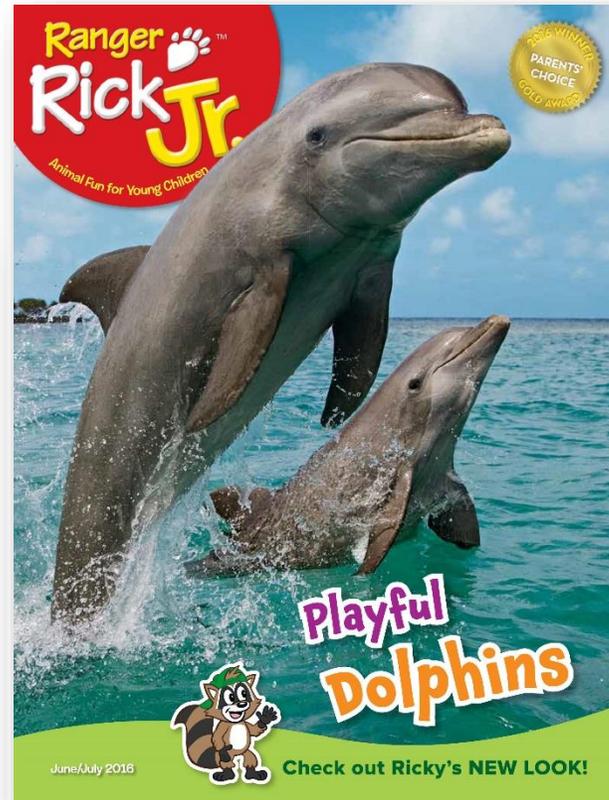
- Circulation: 100,000+
- Ages: 0-4
- Frequency: 6 per year



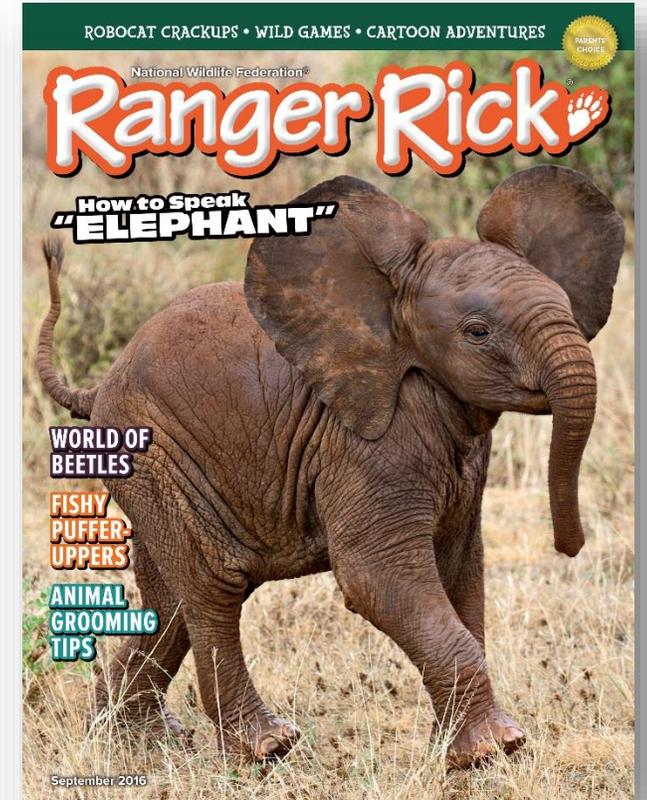
Full Childhood of Ranger Rick



0-4



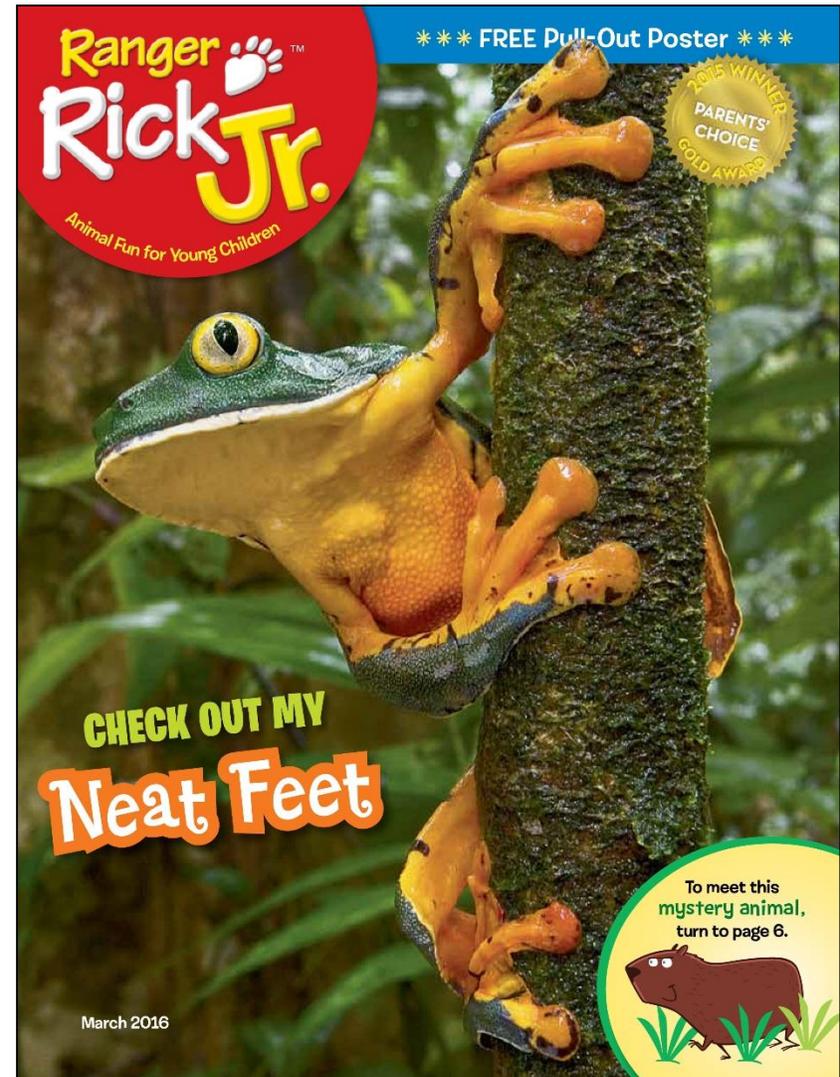
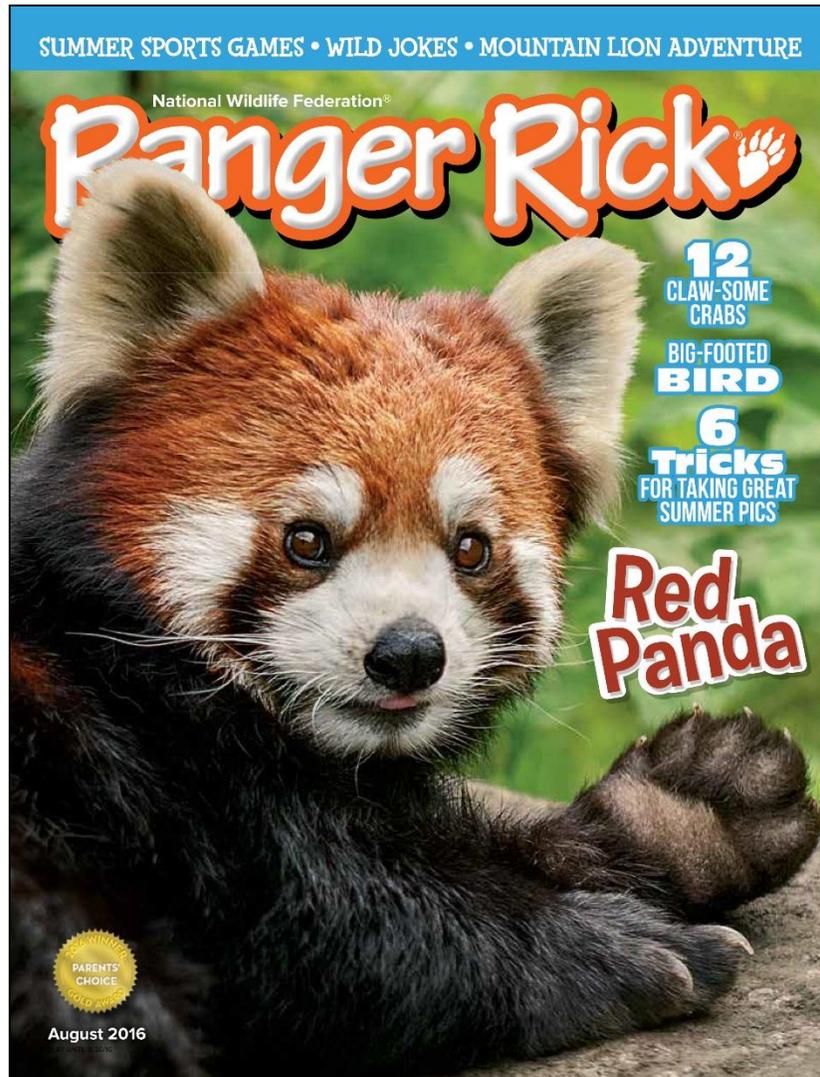
4-7



7-12



How do we know we're creating the best possible magazines?



1. Monthly Online Surveys

RATE THIS ISSUE

What do you think about this month's issue of *Ranger Rick*?

Scan this QR code or visit online at nwf.org/rangerrick to take our survey.



2. We ask our Advisory Boards!



3. Feedback from Kids

"I always smile when I hear that I got a Ranger Rick in the mail. I rip it open and scan all the pictures, then read it! I have learned a lot of facts I would hate to just read out of a science book. To me, *Ranger Rick* makes it so much more interesting."

- Carly Sim, age 12

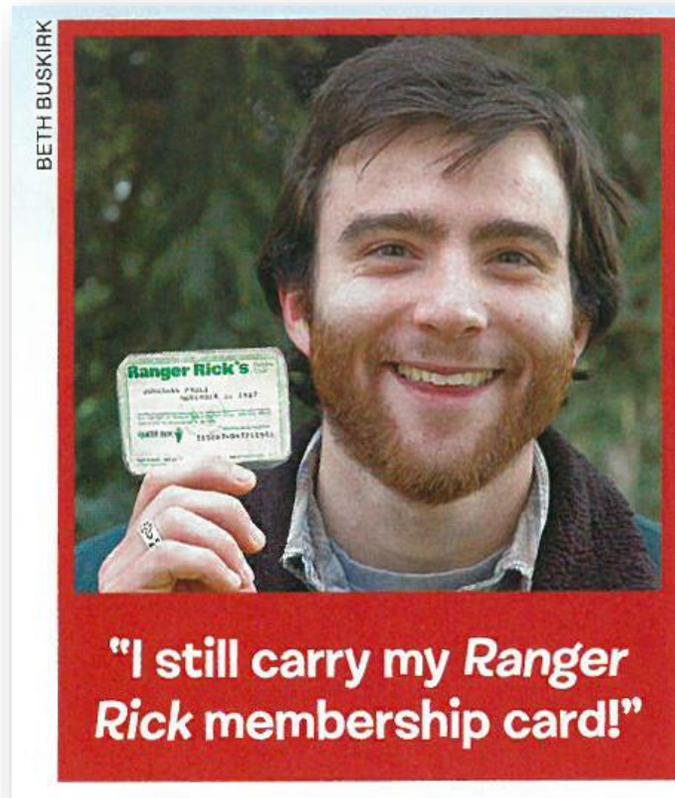


4. Feedback from Parents

- “My kids really enjoy *Ranger Rick Jr.* They particularly like the articles. We read them together.”
- “Thank you for keeping your magazines advertising-free!”



5. Alumni Feedback



"I actually still carry my Ranger Rick card from 1987, the first year of my membership when I was 7 years old."

Jon Pauli
Wildlife Ecologist



6. Awards

Ranger Rick

- 2018 Parents' Choice, Gold Award
- 2017 Revere Award
Best Overall Editorial, Grades PreK-6
(Association of American Publishers)



Ranger Rick Jr.

- 2018 Parents' Choice, Gold Award
- 2017 Revere Award
Best Overall Publication, Grades PreK-6
(Association of American Publishers)



Monthly Website Updates

(Animal stories, games, contests, jokes, crafts, and other activities)



Leave It to Beavers

Once, many towns tried to keep beavers out of local rivers and streams. But now, some are leaving them alone—or even welcoming them [back](#).



Squirrel vs. Bird Feeder

PLAY NOW!

MORE GAMES



Watch a Caterpillar Become a Chrysalis

PLAY NOW!

ALL VIDEOS



RANGER RICK
RANGER RICK JR.
RANGER RICK CUB
RANGER RICK ZOOBOOKS



Educator's Guides—10 per year

(Ranger Rick)



Ranger Rick® EDUCATOR'S GUIDE
EDUCATIONAL EXTENSIONS FOR THE AUGUST 2016 ISSUE OF RANGER RICK® MAGAZINE

THINKING ABOUT RED PANDAS
Use the following as discussion questions or writing prompts before and after students read "Red Panda," pages 6-11.

Pre-Reading Questions

- When you hear the word *panda*, what do you think of?
- Have you ever heard of a red panda?
- What do you think one looks like?

After-Reading Comprehension Checks

- Where do red pandas live?
- What physical features help red pandas survive in the chilly forests of the Himalaya Mountains?
- What do red pandas and giant pandas have in common? How are they different?

Critical and Creative Thinking Connections

- How does relying on bamboo for food affect the way red pandas live?
- Why are red pandas in trouble?
- What are people doing to help them? What are some other ways people could help?

CRAB FAMILY REUNION
"Crab Bag," pages 14-18, describes how features and behaviors vary greatly among crab species. What if these crabs held a family reunion where many crab cousins had a chance to meet each other? Have students make up a skit or story describing the scene. What tales would the crabs exchange about their lives? If they had a talent show, what talents would the various species display? Encourage students to do additional research to enhance the final product, especially if it's a skit and they decide to make costumes or other props.
Then exercise children's critical thinking skills with the Crabby Questions student page.

WADING THROUGH JACANA PHOTOS
Before students read "Little Bigfoot," pages 30-34, guide them through a "picture walk" of the article. Start by reading the article's title and deck aloud. Then point to the opening photo and ask students to describe what they see. Have one child read aloud the quote that goes with the photo. Follow this procedure for each photo you encounter as you page your way through the story. Then discuss the following:

- What is this story about?
- Why do you think the birds in this story have big feet and long legs?
- Why do you think these birds have long bills?

After students have read the story, ask the three questions again and have children discuss how accurately they "predicted" the answers. End the lesson by distributing the Invent a Wading Bird student page. This page has students use newly acquired knowledge about jacanas to invent their own wading birds.

BACKYARD PHOTO SHOOT
If students have access to cameras, suggest they spend half an hour photographing nature in their own backyards, schoolyard, or a local park. They can follow the tips in "Six Tricks for Great Pics," pages 30-34, and use the Backyard Photo Shoot page in this month's Nature Notebook (<http://www.nwf.org/Kids/Ranger-Rick/Ranger-Ricks-Nature-Notebook/2016.aspx>) to document their experiences. Set aside class time for students to share their nature photographs and documentation. Then suggest children enter their favorite images in Ranger Rick's ongoing photo contest at nwf.org/rpphotocontest. The current winners and their nature photos are featured on pages 1-5 of the June/July 2016 issue of Ranger Rick.

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Ranger Rick® Educator's Guide August 2016 Student Page



CRABBY QUESTIONS

Read "Crab Bag," pages 14-19. Then use what you learned from the story to help you answer the questions below.

- 1 Why do you think we call someone who is in a bad mood "crabby"?

Do you think this has anything to do with a characteristic of real crabs? Why or why not?

- 2 How do crabs use their claws?

Would you like to have a claw? What would you do with a claw if you had one?

- 3 Crabs eat lots of different things. Name some of the things they eat

Sometimes crabs are called "the ocean's trash collectors" because many eat dead plants and animals. Why might this be an important job?

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Ranger Rick® Educator's Guide August 2016 Student Page



INVENT A WADING BIRD

If someone asked you to think up a new bird species that wades around in shallow water eating little fishes and frogs, what would it look like? Answer the questions below.

- 1 What would its legs look like? Why?

- 2 What would its feet look like? Why?

- 3 What would its bill look like? Why?

- 4 What would its neck look like? Why?

- 5 How large would your wading bird be?

- 6 What colors would it be?

- 7 What would you call your wading bird?

- 8 Now draw a picture of your wading bird on the back of this paper.

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Letters to Parents—10 per year (Ranger Rick Jr.)




Prekindergarten Reading Encouragement Project
www.facebook.com/PREPDelaware

March 2016



Dear Parents and Guardians:

March brings warmer weather and more reasons to be outside. This month's RANGER RICK JR. gives us two good outdoor activities that you and your child can enjoy.

- Finding things as you walk around the neighborhood or in a park.
- Making and flying a small kite.

Ricky's Playhouse (pages 24-25) asks your child to find five things wrong in the illustration. (The answer is on page 33.) You can do this type of activity using any page in the magazine. For example, ask your child to look at pages 24-25 and find a green hat, the pink gloves and three yellow flowers. As you turn the pages, play this "find an object" game. It is also fun for the child to ask you to find things on pages of the magazine.

When you take a walk outside turn this "find an object" activity into an "I spy" game. Say "I spy something blue (or green, or very large, or round . . .)" The child has four guesses to name the object. When he or she gets the right answer, it is the child's turn to ask an "I spy" question and your turn to answer.



Making something with your child can be rewarding for both of you. It also provides your child with a good opportunity to practice following directions. Turn to the magazine's inside back cover to learn how to make a small kite that can actually fly. Detailed instructions can be found at www.nwf.org/kite. For additional ideas, look at www.instructables.com/id/Easy-Paper-Kite-for-Kids/ if you want to make kites for a group of children, this is a good site www.bigwindkites.com/20kids/20kidsmatlist.html.

Every month there are many things that you can do with RANGER RICK JR. to enjoy time with your child. Use your imagination and have fun!

Mike Wilson, Founder
Prekindergarten Reading Encouragement Project

English




Prekindergarten Reading Encouragement Project
www.facebook.com/PREPDelaware

Marzo, 2016



Queridos padres y tutores:

Marzo nos trae un clima más cálido y con él, más razones para estar al aire libre. Este mes el RANGER RICK JR. nos da dos buenas razones para realizar actividades en exteriores que podremos disfrutar con nuestros hijos.

- Encontrar cosas mientras caminamos en el parque o el vecindario.
- Fabricar y hacer volar una pequeña cometa o papalote.

Ricky's Playhouse (páginas 24-25) le pide a su niño que encuentre cinco cosas equivocadas dentro del dibujo. (La respuesta está en la página 33.) Usted puede hacer esta actividad con cualquier página de la revista. Por ejemplo pida a su niño que mire las páginas 24-25 y encuentre el sombrero verde, los guantes rosados y tres flores amarillas. Conforme vayan cambiando de página, jueguen a "encuentre el objeto". También es divertido para el niño pedirle a usted que encuentre distintas objetos en páginas de la revista. Cuando hagan una caminata fuera de casa, conviertan el juego en "yo espío". Digan "yo espío algo azul (o verde, o muy grande, o redondo...)" El niño tendrá cuatro oportunidades para nombrar el objeto. Cuando él o ella encuentre la respuesta correcta, es el turno del niño para hacer una pregunta de "yo espío" y su turno para responder.



Fabricar o hacer algo con su niño puede ser una recompensa para los dos. También provee al niño con la oportunidad de practicar a seguir instrucciones. Busque en la contraportada de la revista para aprender cómo hacer una pequeña cometa o papalote que en realidad puede volar. Instrucciones más detalladas pueden buscarse en www.nwf.org/kite. Para ideas adicionales, buscar en www.instructables.com/id/Easy-Paper-Kite-for-Kids/ Si quiere hacer cometas para un grupo de niños, este es un buen sitio: www.bigwindkites.com/20kids/20kidsmatlist.html.

Cada mes habrá muchas actividades que puede hacer con RANGER RICK JR. para disfrutar del tiempo con su niño. Use su imaginación y los invitamos a divertirse!

Mike Wilson, Fundador
Prekindergarten Reading Encouragement Project

Spanish



Social Media Followers

facebook

(daily posts)

16,433



(daily posts)

4,152



Pinterest (monthly posts)

2,243



Instagram (2x per week)

2,230

TOTAL:

25,058



Kids
Want MORE
Ranger Rick!



JOIN THE CLUB!

NEW!

Ranger Rick Book Club

AWESOME ANIMALS

COMIC ADVENTURES

TONS OF LEARNING FUN

No one captures the magic of the animal world better than Ranger Rick!

Every eight weeks, receive **TWO** books:

- 1 Just 4 Fun:** 36 pages of brain-boosting animal games, puzzles, riddles, crafts, and more!
- 2 Ranger Rick Adventures:** 36 pages of comic adventures and amazing facts about wildlife and the natural world.

A mailbox stuffed full with awesome animal fun!

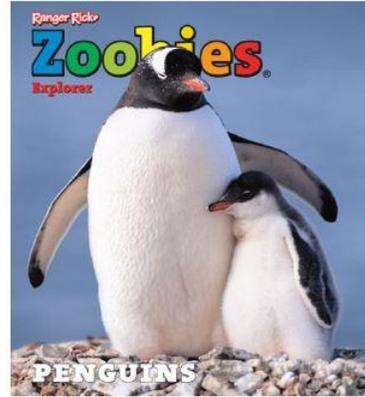
Ranger Rick Zoobooks



Acquired 2018

Ranger Rick Zoobooks = More Outreach, More Value

Kids 0-3



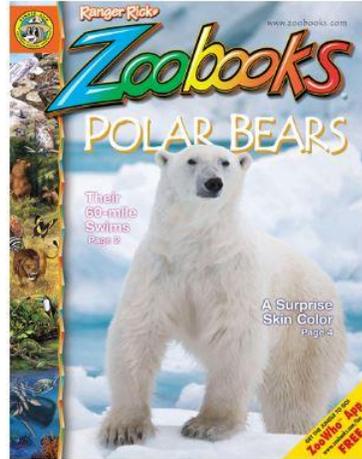
12 Books
6/yr 2-year series
25,000

Kids 3-6



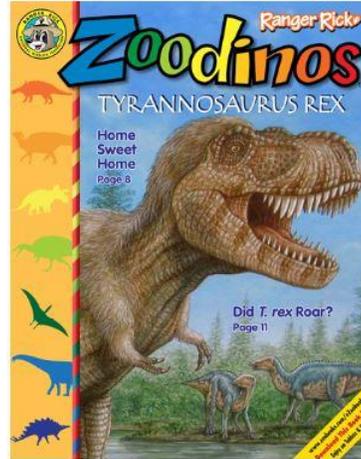
21 Books
6/yr 3-year series
50,000

Kids 6-12



58 Books
9/yr 6-year series
100,000

Kids 5 and up



6 books & 6 Activities
6/yr 1-year series
12,000

- **Award Winning Content Complements Ranger Rick**
 - Animal encyclopedia – each book on a different animal – unlike Ranger Rick
 - Beautiful photos & illustrations, fun fact-filled text – like Ranger Rick
 - Book series, titles re-cycle – unlike Ranger Rick
 - Same ages – fits Ranger Rick marketing campaigns
- **130+ Books \$1M+ to re-create**

Ranger Rick Zoobooks

More to the Core

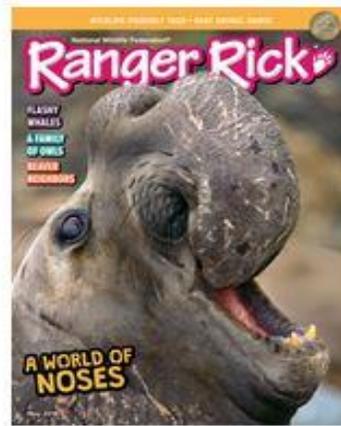


Ranger Ricks Zoobooks = More Outreach, More Value

Get Rick in Time For Summer! 60% Off SALE for a FULL YEAR—Your Choice: ANY Ranger Rick Title \$19.95!

Subscribe to ANY Ranger Rick annual subscription and save 60% instantly—Order NOW!

[View Deal](#)



Line Marketing:

- All products promoted
- Higher value/order
- More bang/marketing buck



Special Introductory Offer: 50% Off TWO Books—Hours of Entertainment!

FREE Shipping and 50% off on TWO books: Ranger Rick Adventures and Just 4 Fun in the exclusive Ranger Rick Book Club. Sign up now!

[View Deal](#)

Efficiencies:

- Postal non-profit discount
- Printing volume discount
- Fulfillment volume discount

Get Your Everything "Animals" Subscription!

Feed your kids their natural curiosity about everything animals. Each magazine explores the anatomy, habitat, socialization, and ecological role of animals in a vibrant, easy-to-understand way. Get Print and Digital for just \$19.95

[Shop Now](#)



Ranger Rick Zoobooks

More to the Core



Ranger Rick Zoobooks = More Outreach, More Value

- More book clubs
- More book sets
- More distribution = retail, libraries, web

Ranger Rick Zoobooks

More to the Core



Ranger Rick Book Club
Includes 1 Ranger Rick Adventures and 1 Just 4 Fun
KIDS AGES 7+
2 BOOKS FOR THE PRICE OF 1!

Ranger Rick Zootles Book Club
Get 3 Zootles and 1 Story Time in your first shipment!
KIDS AGES 3-6
4 BOOKS FOR THE PRICE OF 1!

Ranger Rick Zobbies Book Club
Get 2 Critters Up Close books with FREE Gift Bag!
KIDS AGES 0-3
2 BOOKS FOR THE PRICE OF 1!

LAUGH AND LEARN BOOK SETS
Hundreds of jokes, puzzles, crafts, games and more!

101 Zoolarious ANIMAL JOKES RETURNS
Where do birds, mice, and coffee?

Puzzles, Games, Crafts & More
African Animal Adventures

Are You a Short-E Expert?
Ee
A MAJING ZEBRA!

[CLICK TO LEARN MORE](#)

DINOSAUR ACTIVITY BOOK SETS
COLLECT THEM ALL!

[CLICK HERE TO LEARN MORE](#)



Newsletter Signup

Subscribe to our e-safari newsletter, and receive tons of fun activities, exclusive offers, and sale previews!

[Click Here Now!](#)

Ranger Rick Zoobooks

8 FOR MORE THAN 1/2 OFF!

8 BOOKS 65% OFF!

GET A FREE ZOOKEEPER TOO! | CLICK HERE NOW

Who are our kids pub buyers? Moms & Grandmas

85% Women

15% Men

55% Gift Givers

Grandmas 50+

45% Self Subscribers Moms 20-50

Who are our member subscribers? Elite Elders

72% Women

28% Men

92% Ages 50+

84% College+

\$100K Median Income



How do we acquire them?

Kids: 31% Direct Mail

14% E-market

19% Agents

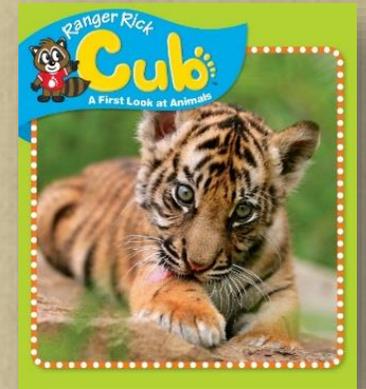
9% Phone

NW: 98% Membership + 2% Agents



More From the Core: members & competencies

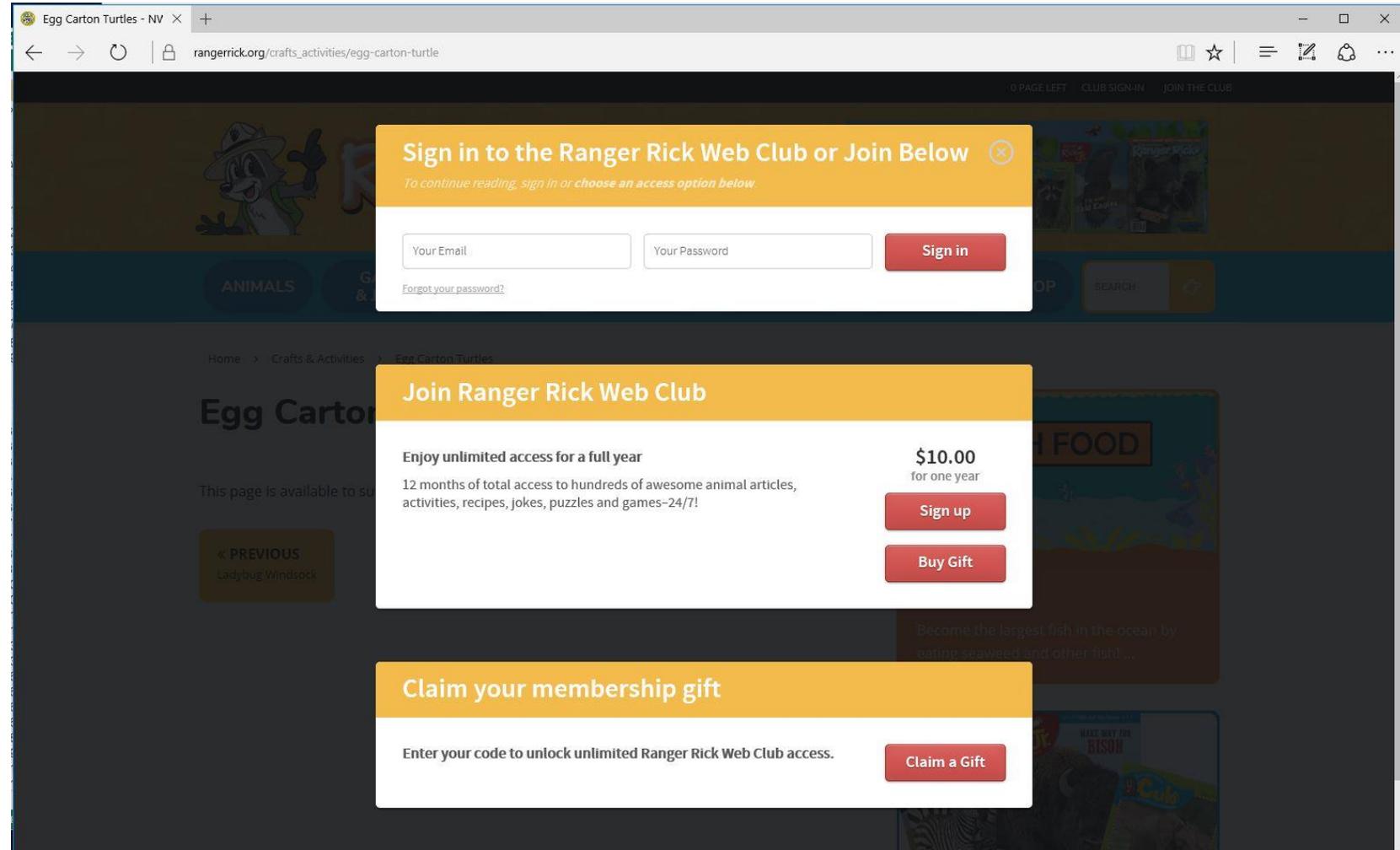
1. MORE content from award-winning library
 - Ranger Rick Cub & Ranger Rick Adventures Club
2. MORE members from core channels
 - Affiliate sales program
3. MORE member contact in new channels
 - Digital – NW 360 reader contact
4. MORE \$ per member (up sell/cross sell)
 - Clubs/Donations/New Services
5. MORE support for the NWF Strategic Plan
 - One Federation – all affiliate involvement
 - Three pillar messaging



A few business pointers from Ranger Rick Outreach

1. Every touch is an opportunity

Monetize
your
content?



The screenshot shows a web browser window with the URL `rangerrick.org/crafts_activities/egg-carton-turtle`. A yellow overlay with a close button (X) is titled "Sign in to the Ranger Rick Web Club or Join Below". Below the title, it says "To continue reading, sign in or choose an access option below". There are two input fields: "Your Email" and "Your Password", followed by a red "Sign in" button and a link for "Forgot your password?".

Below the sign-in form is another yellow overlay titled "Join Ranger Rick Web Club". It lists the benefits: "Enjoy unlimited access for a full year" and "12 months of total access to hundreds of awesome animal articles, activities, recipes, jokes, puzzles and games-24/7!". The price is "\$10.00 for one year". There are two red buttons: "Sign up" and "Buy Gift".

At the bottom is a third yellow overlay titled "Claim your membership gift". It says "Enter your code to unlock unlimited Ranger Rick Web Club access." and has a red "Claim a Gift" button.

2. Contact Information is **GOLD**—but be sure to give them something in return.

Monetize
your
content?

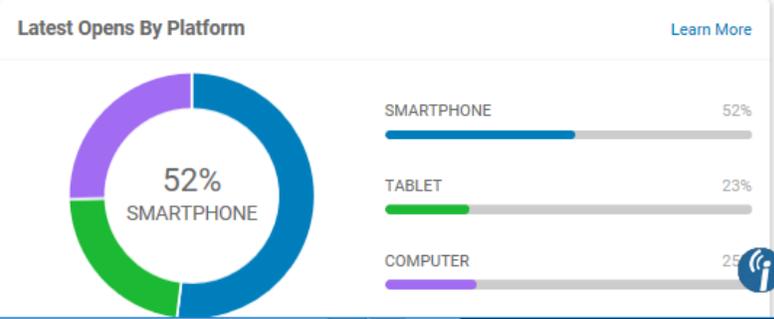
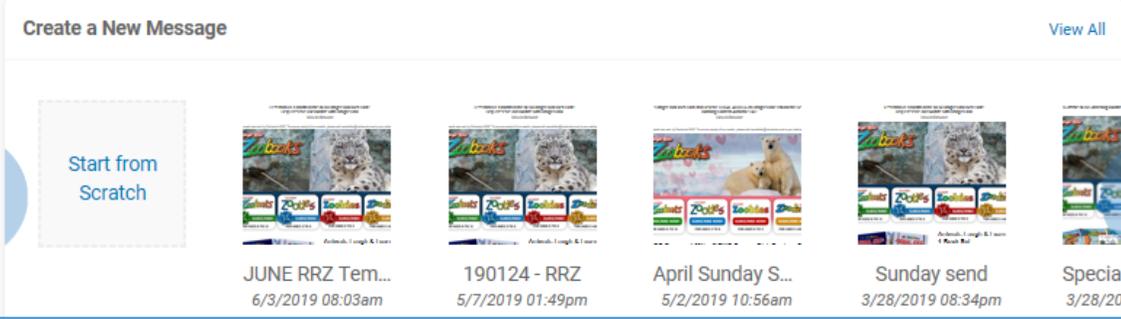
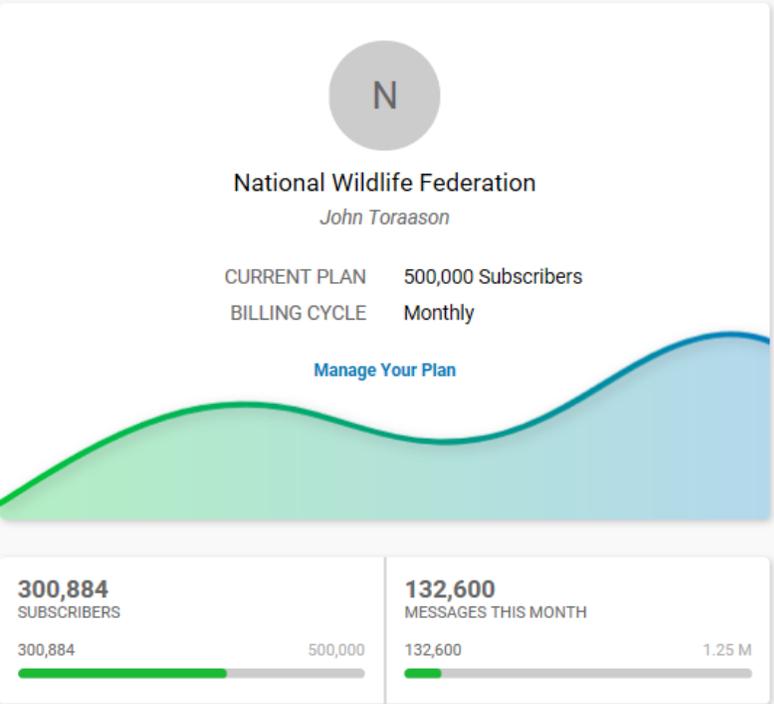
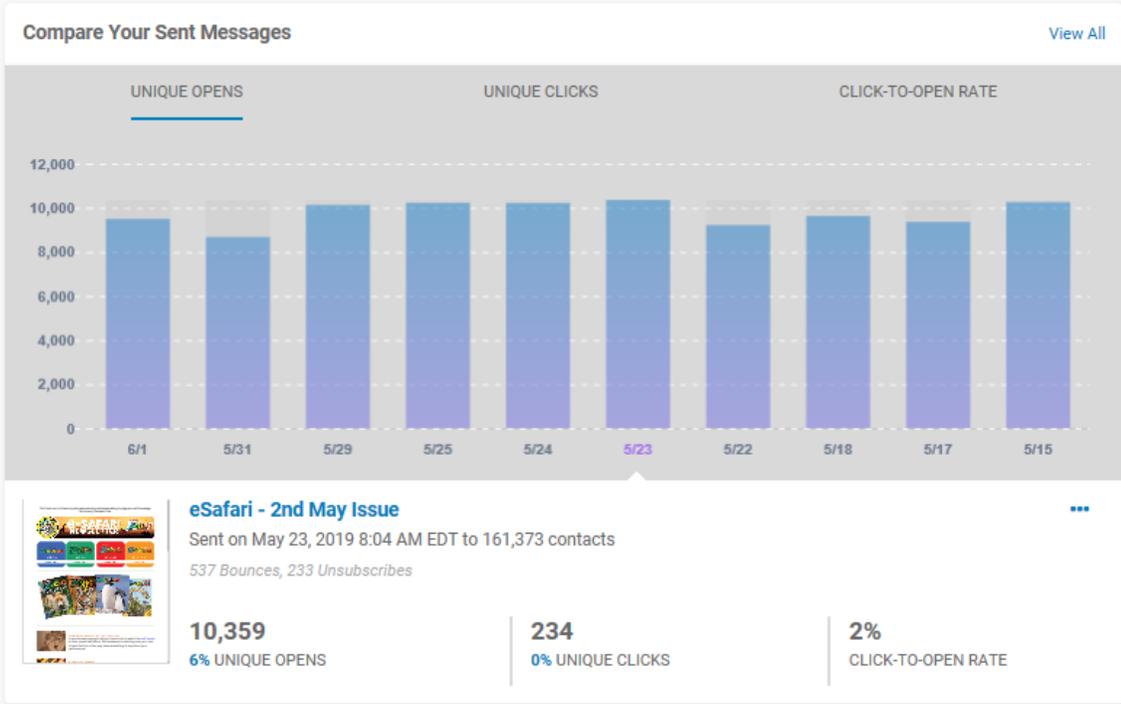
A screenshot of a web form for 'Zoobooks'. The form has a white background with a green border and a close button (X) in the top right corner. At the top is the 'Zoobooks' logo in a colorful, stylized font. Below the logo is the heading 'Get a free eBook!'. Underneath is the instruction 'Enter your email address and receive your Offer Code.' followed by an input field labeled 'Email Address'. A green 'Submit' button is centered below the input field. At the bottom, there are two lines of small text: '* Check your email for offer code.' and 'We NEVER share your email address with 3rd parties.'

3. Deploy, analyze, adjust, and deploy again.

Monetize
your
content?



Welcome back, National Wildlife Federation - Zoobooks!
Here's a quick summary of your recent activity.



4. Expand and vary your delivery options.

Don't look now, but there's a pretty serious-looking wild animal waiting to judge your wolf knowledge. Not to worry! He doesn't bite.



e-SAFARI NEWSLETTER Ranger Rick's **ZooBooks**

Zoobies Kids 0-3 **SUBSCRIBE**

Zootles Kids 3-6 **SUBSCRIBE**

ZooBooks Kids 6-12 **SUBSCRIBE**

Zoodinos Kids 5 & Up **SUBSCRIBE**



ZooBooks WILD DOGS

Zootles Tigers

Zoobies PENGUINS

Zoodinos Dinosaurs

This Wolf Might Eat Your Words



Bi-Monthly ENewsletters



Ranger Rick



RANGER RICK NEWS

JUNE/JULY 2019 EDITION

This email was sent by Ranger Rick NWF. To ensure receipt of our emails, please add RangerRick@nwf.org to your address book.



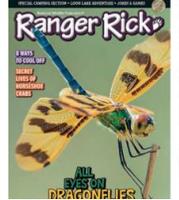
Ranger Rick
Ages 7-12
SUBSCRIBE



Ranger Rick Jr.
Ages 4-7
SUBSCRIBE



Ranger Rick Cub
Ages 0-4
SUBSCRIBE



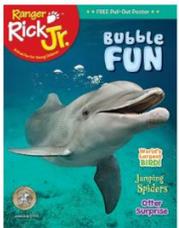
SuperFly!
The dragonfly is a mighty hunter that rules the sky. You have nothing to fear from it, of course—but most insects do. [Zip in to learn more.](#)

Here Come the Horseshoes!
Every year in early summer, hundreds of thousands of horseshoe crabs crawl onto the beaches of Delaware Bay to lay their eggs. The annual event is important to many shorebirds, too. [Here's why.](#)

Gone Camping
Dust off your hiking boots. Air out your sleeping bag. It's time for a [Great American Campout!](#)



SUBSCRIBE



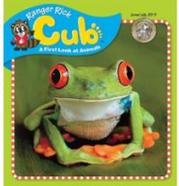
Bubbles
Everyone knows bubbles can be fun. But for some animals, bubbles are helpful, too. [Discover some surprising things that animals do with bubbles.](#)

Run with Ostriches
An ostrich can't get off the ground. But this big bird can really "fly" on land. [It runs as fast as a racehorse!](#)

That's Wild!
Did you know a shark can grow 30,000 teeth in its lifetime? [Learn more fascinating facts about wildlife.](#)



SUBSCRIBE



Travis the Treefrog
Meet a tiny frog that crawls.

D is for Duck
Explore the "D" sound with your child.

Let's Go Camping
Stars are nightlights when you go camping.



SUBSCRIBE

Ranger Rick Zoobooks



e-SAFARI NEWSLETTER



Zoobies
Kids 0-3
SUBSCRIBE



Zootles
Kids 3-6
SUBSCRIBE



Zoobooks
Kids 6-12
SUBSCRIBE



Zoodinos
Kids 5 & Up
SUBSCRIBE





This Wolf Might Eat Your Words
It sounds easy enough—all you have to do is match the [wolf words](#) to their proper definitions. But someone is watching over you, and it looks like this critter may have something to say about your performance!



A Herd of Tigers
Okay, so tigers don't really band together to create herds. In fact they're rather solitary. But your child will have a wonderful time with these [tiger templates](#), very simply printing out and folding a whole forest full of animals to play with. If a herd spontaneously grows out of this, who are we to prevent it?



Grab a Coat You're Going In!
Here's a live [penguin cam](#) operating at the Monterey Bay Aquarium. Check and see what penguins do when they think nobody is watching!



How to Draw a Diplodocus
Not only is there an opportunity here to become the next Rembrandt, but we've got a lot of fun, little-known [Diplodocus facts](#) to mull over while you draw. Did you know it was once thought that this animal might have had a second brain?

Zoo Joke

Who stole the dog's voice after it was lost, and then got it back?
Raiders of the Lost Bark.

Come and Get Your eBook

Ranger Rick Zoobooks, Zootles, Zoobies, and Zoodinos are now mobile! [Pick up a copy](#) of your subscriber ebook now!

Visit Our Blog

Stop by and be impressed by some of the Kids' Zooworks winners we're profiling on [our blog](#) this week. If you share your Ranger Rick Zoobooks, Zootles, or Zoobies

5. Review multiple data points, Part I

Monetize
your
content?

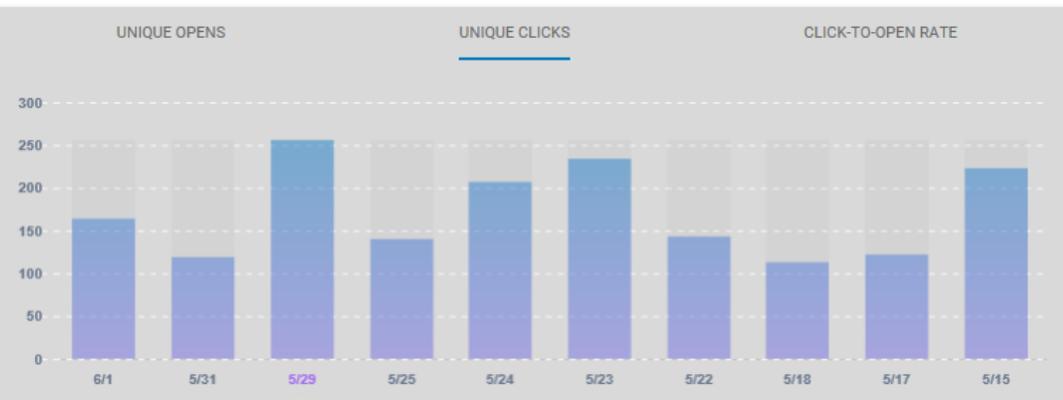


Welcome back, National Wildlife Federation - Zoobooks!

Here's a quick summary of your recent activity.

Compare Your Sent Messages

[View All](#)



190528 – 60% OFF for the Next 24 HOURS!

Sent on May 29, 2019 6:30 AM EDT to 146,572 contacts

1,251 Bounces, 240 Unsubscribes

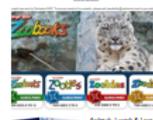
10,129
7% UNIQUE OPENS

256
0% UNIQUE CLICKS

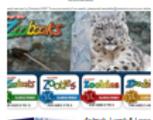
3%
CLICK-TO-OPEN RATE

Create a New Message

[View All](#)



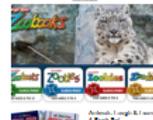
JUNE RRZ Tem...
6/3/2019 08:03am



190124 - RRZ
5/7/2019 01:49pm



April Sunday S...
5/2/2019 10:56am



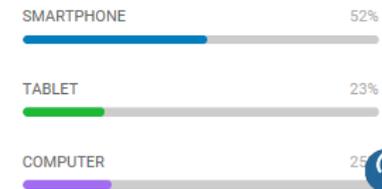
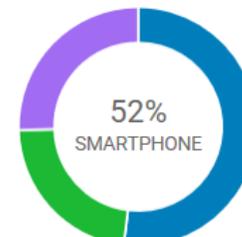
Sunday send
3/28/2019 08:34pm



Special
3/28/20

Latest Opens By Platform

[Learn More](#)



300,884
SUBSCRIBERS



132,600
MESSAGES THIS MONTH



Review multiple data points Part II

Monetize
your
content?

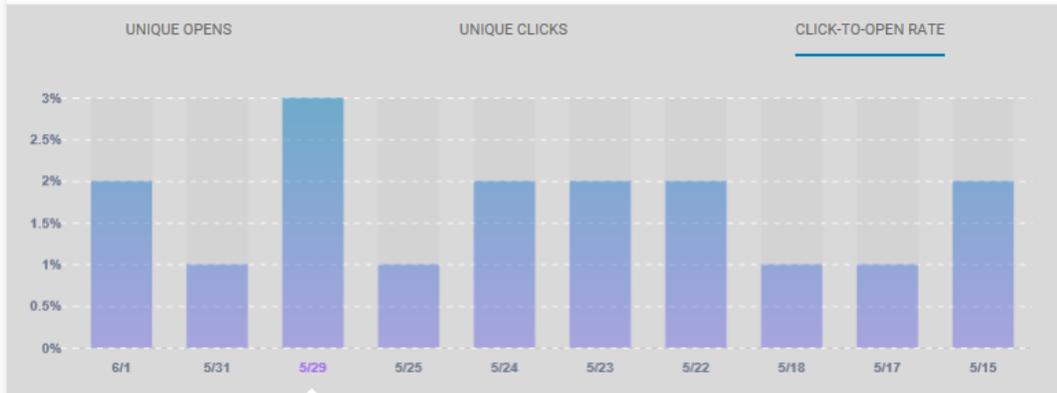


Welcome back, National Wildlife Federation - Zoobooks!

Here's a quick summary of your recent activity.

Compare Your Sent Messages

[View All](#)



190528 – 60% OFF for the Next 24 HOURS!

Sent on May 29, 2019 6:30 AM EDT to 146,572 contacts

1,251 Bounces, 240 Unsubscribes

10,129
7% UNIQUE OPENS

256
0% UNIQUE CLICKS

3%
CLICK-TO-OPEN RATE

Create a New Message

[View All](#)

Start from Scratch

- JUNE RRZ Tem...
6/3/2019 08:03am
- 190124 - RRZ
5/7/2019 01:49pm
- April Sunday S...
5/2/2019 10:56am
- Sunday send
3/28/2019 08:34pm
- Special
3/28/2019

N

National Wildlife Federation
John Toraason

CURRENT PLAN 500,000 Subscribers
BILLING CYCLE Monthly

[Manage Your Plan](#)

300,884 SUBSCRIBERS
300,884 / 500,000

132,600 MESSAGES THIS MONTH
132,600 / 1.25 M

Latest Opens By Platform

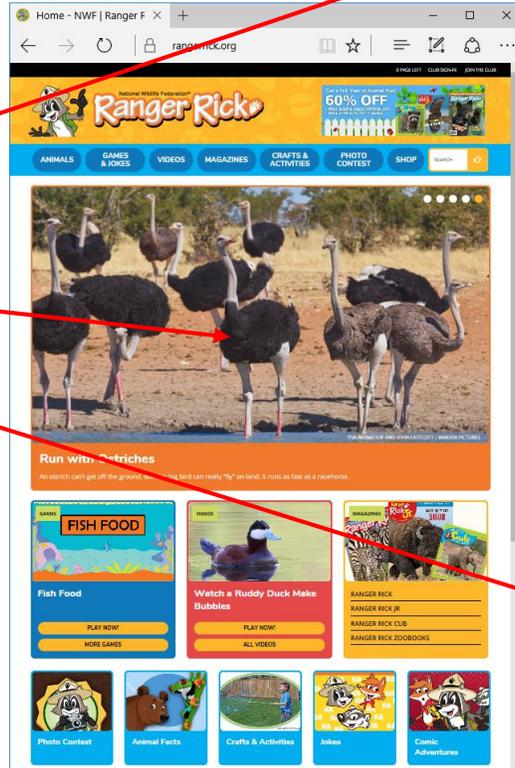
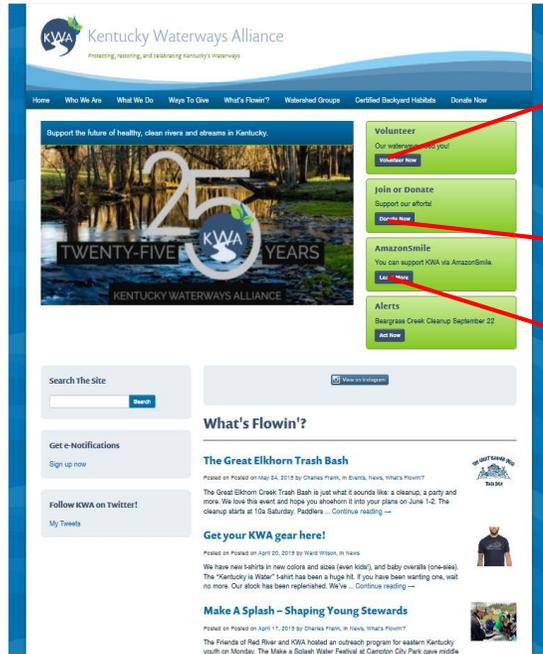
[Learn More](#)

52% SMARTPHONE

- SMARTPHONE 52%
- TABLET 23%
- COMPUTER 25%

Direct link to rangerrick.org

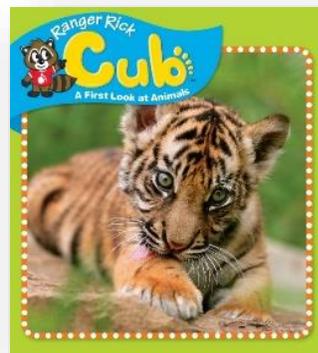
How can you use our content?



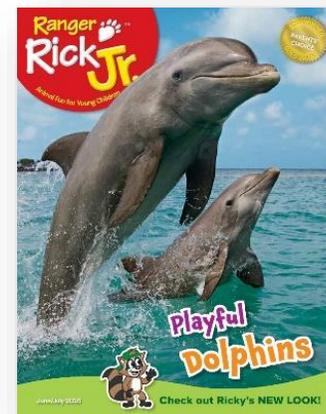
Ranger Rick ASOP

Affiliate Subscription Outreach Program

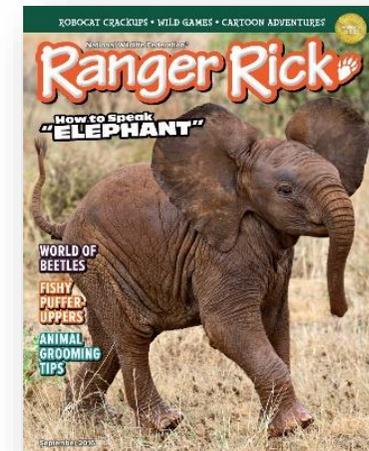
- Affiliates who sell subscriptions to Ranger Rick will retain 50% of the subscription price, so this program helps you gain revenue. To date, 12 affiliates participate.
- Families get a discount off the regular price, so this program helps affiliates expand outreach to families



0-4



4-7



7+



Review of Affiliate Publications



Editorial Director Lisa Moore enjoys reviewing your publications. You do great work! If you'd ever like to brainstorm about content, approach, writing or design, please reach out.

moorel@nwf.org, 703-438-6350

