

# PRESIDENT'S MESSAGE

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We begin the 1969-70 fiscal year of the Saskatchewan Natural History Society in what appears to be an atmosphere of public awakening and a new awareness of major ecological problems. This new awareness places one of the objectives of the Society in a new perspective. The public is being informed by the mass media of the dangers to the natural environment, in what appears to be an efficient and impressive manner. It is only necessary to mention such television programs as "Audubon" and "The Untamed World" (with special mention of the work of John Livingston) to show that the message is being presented very effectively.

There seems to be a trend away from a feeling of public apathy to one of public concern. Raymond Dasmann in his Public Affairs Pamphlet, *An Environment Fit for People*, gives a new definition of conservation which reflects reason for public concern: "a rational use of the environment to achieve the highest quality of living for mankind." Does this not help place new emphasis on our role as leaders in programmes of conservation of natural environment? Individual members of the Saskatchewan Natural History Society, as well as the Society as an organization, can take leadership in efforts to enlist the co-operation of others to seek workable solutions to problems of pollution, problems of disappearing natural areas, problems of species extinction and problems of ecological stability.

**ARE WE EQUAL TO THE TASK?**