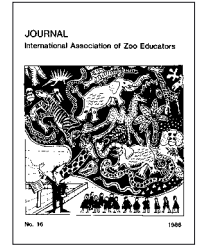


IZE Journal 30 years of evolution!



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*In the beginning was the word,
and the word was good.*



In 1976 the four year old International Association of Zoo Educators (now IZE) launched its first Newsletter, which ten years later was re-titled Journal. So this article celebrates 30 years of published communication between zoo educators across the world.

The first Newsletter bears little resemblance to the Journal of today. It was produced in A5 format, prepared using a typewriter and had no illustrations other than the front cover. The difference to our Journal of today reflects the development of our association in the last three decades alongside the technological and communication revolution that has occurred at the same time.

The first editor was Jan Hatley (Paignton, UK) and the Newsletter (also referred to as the Bulletin) began with an introduction by then IZE President Han Rensenbrink (Artis, NL), who said “We sincerely hope that the

Bulletin will be an important means of communication between the people active in zoo education and will stimulate them in their interesting and rewarding work.”

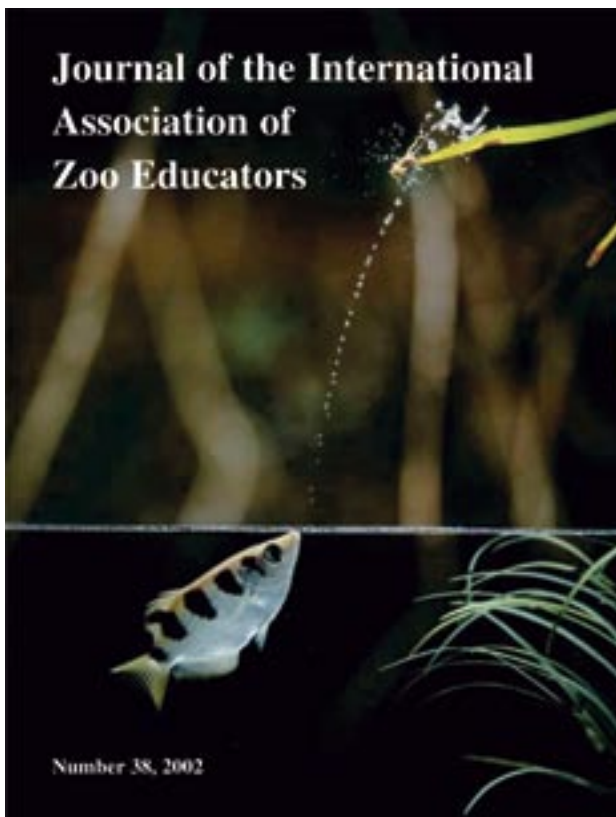
The first issue set the standard for making the newsletter/journal truly international – by including articles featuring Belfast, Taronga, Bronx, London, Hannover, Prague and Tokyo zoos!

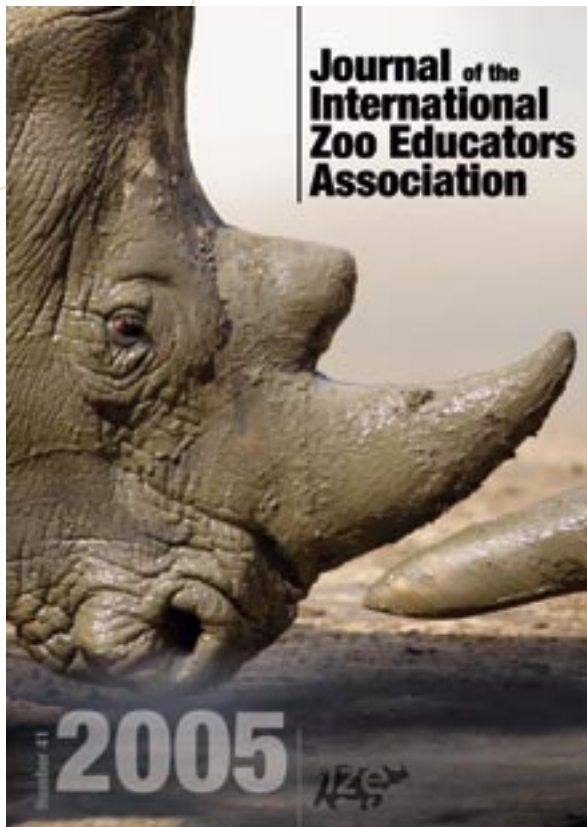
The 3rd and 4th issues of the newsletter (1978-9) were used to publish papers given at the IZE Conference held in Washington in 1978, and led to further discussion about the purpose and scope of the newsletter and whether proceedings should be separately published. In fact a number of issues e.g. 9,13, 21 and 25 were devoted to proceedings of the conferences (Arizona, Edinburgh, Toronto and Antwerp respectively).

Jan Hatley took on the role of IZE President in 1980 and Newsletter 6 had two new editors – and a new format. Judith White & Judith King from Washington created an A4 format with a card cover and line drawings were featured for the first time. This issue also began to introduce more thought provoking articles, such as Han Rensenbrink’s ‘Education and Conservation in Zoos: How to create hope in a bad situation’, and Stephen Bostock’s ‘Zoo Education and the Ethics of Keeping Animals in Captivity.’

Whilst there have been major advances in our work and the tools we have to help us, some of the articles from the early Newsletters are just as relevant today, and highlight the opportunities and challenges we face in achieving our objectives. For example in 1981 (No.7) Sherman Rosenfeld’s article ‘Zoo Keepers: Missing Link to the public?’ argues for the inclusion of public education activities in the routine of zoo keepers to ‘provoke visitor curiosity, interest and question-asking...’

By 1982 more emphasis was placed upon articles with conservation messages or themes, along with the discussion of evaluation and visitor research. The Newsletter still had its Times New Roman ‘type-writer’ font and A4 format, but black and white photographs





were also featured. In many years (up to the 1990s) two editions were published.

In 1984 the decision was taken to have 'guest editors' of the newsletter, and this also led to the 1986 editions onwards being called the 'Journal'. Amongst the guest editors were Pegi Harvey, Helen Freeman, Malcolm Whitehead, and Stephen McAuley who each brought their own style and expertise to develop the Journal and the messages conveyed within it as well as reflecting the continuously evolving profession of zoo education.

After 10 years the Newsletter had taken the evolutionary step equivalent to that of fish-like animals to amphibians, and became a professional Journal. In subsequent years evolution has continued with each issue, where we are on the evolutionary tree you can judge for yourselves with the rest of this issue!

The second decade of the Journal (1986-1996) saw a consolidation of the main themes featured previously: education with school children, visitor education, conservation education, educational and visitor research. However, new topics and perspectives from developing nation educators began to emerge as well. Some issues also featured specialist articles such as, 'theories involved in environmental education' (Journal 30) and in Journal 24 there is a very serious article by Juliane Seger about studying ethology in the Zoo by observing animals defecating and urinating! (Zoo educators talking crap for a change).

In the third decade of the Journal (1996-2006) the expanding membership and status of IZE is reflected not just in the quality of the articles, but in the editorial team creating the publication. A system of regional editors was established to solicit and encourage submissions from across the globe in each of the IZE regional areas: North America, South America, Europe, Africa & the Middle East, Australasia and Asia.

The Journal went through another evolutionary leap in design at the end of the 1990s under the editorship of Robert Mindick and an additional short 'IZE newsletter' was produced in 1998 to report on IZE objectives and activities.

Bob brought the journal into the new millennium, and themes of sustainability, environmental awareness, interpretation and *in-situ* education began to feature. The editorship moved to Stephen McKeown at Chester for three issues (38-40) and once more the Journal changed appearance, a glossy colour cover for issue 38, and then from issue 39 full colour throughout!

The black and white typed A5 newsletter of 1976 had finally pupated and emerged as a beautiful butterfly of colour flying across the continents to spread the message across the global zoo education community.

The 21st century IZE Journal reflects significant advances in our profession and the focus of zoos worldwide upon conservation and education. The innovative and adaptable zoo educator is now writing about 'culture', 'local conservation action', and 'multimedia'. And with issue 41 (edited by Martin Serafini) the holistic nature of our profession begins to be seen, with the integration of many themes and disciplines in the development of educational outcomes. For example, advances in interpretation, and the importance of plant conservation education.

In today's era of internet communication and increasing global access to the World Wide Web, the IZE website is likely to become more and more important – and effectively take on the role as our 'newsletter'. However, as we mark 30 years of our Journal, it is clear that this publication still has an important place in our exchange of ideas and evolution as a profession. The Journal is also a great tool for representing IZE to other zoo staff (including directors and curators), other conservationists and educators, and to the wider world.

Congratulations to IZE for achieving 30 years of publication, and our thanks must go to everyone that has played a role in producing the Journal – editors, designers, writers and readers. Together we will help the Journal evolve further to maximise the potential we, as zoo educators have, in making a real difference for wildlife and the world around us. ♦

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