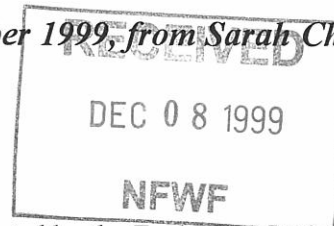


Translation and distribution of "Riding the Tiger: Tiger conservation in human-dominated landscapes", Seidensticker, Christie and Jackson 1999

Final

Report to the Save the Tiger Fund, 23 November 1999, from Sarah Christie, Zoological Society of London



Introduction

This book is the product of the "Tigers 2000" meeting hosted by the Zoological Society of London at London Zoo in 1997 and published in full colour with the aid of a previous Save the Tiger Fund grant. It is not enough, however, to have compiled the latest and best ideas and information on tiger conservation in one place in attractive and accessible format. Wide circulation must also be ensured, and the current grant is for the distribution of 1000 copies of the book to active and potential tiger conservationists around the world, accompanied where appropriate by translations of the text into Russian or Bahasa Indonesian.

The project is not quite completed at this point, with stockpiles of books held in some places. This has always been part of the plan; these stockpiles will be distributed over the next couple of years. Most importantly, books and the accompanying translations are still to be shipped to the Russian Far East from Moscow. However all grant funds have been expended and we are confident that the above shipment will take place in the near future. As further records of individual recipients are received they will be entered into the database and a more complete version will be supplied to the STF at a future date.

Translation

Only the text of the book was translated, both because reproduction of all the tables and colour figures would have been too time-consuming and expensive, and to avoid copyright conflict with the publisher. The translations are therefore intended to accompany the book, not to replace it.

In Russia, translation was organised and overseen by Tanya Arzhanova of Moscow Zoo. Tanya has translated a great deal of tiger-related material for the Russian Tiger EEP participants over the last few years and is thoroughly familiar with the necessary vocabulary and concepts. In Indonesia the translating editor was Ida Franklin, who has the advantage of being married to Englishman Neil Franklin, Field Co-ordinator for the Sumatran Tiger Project and primary author of chapter 10. The text is over 143,000 sometimes rather technical words and the task of translation within the time required was too much for any one person. Both translating editors contracted professional translators with biological science backgrounds to do the basic work, which they then checked and refined. The translations of the chapters on Russia and Indonesia were also checked by their Bahasa or Russian-speaking authors.

Copies of both translations have been or will shortly be supplied to the Save the Tiger Fund and have been placed in reference libraries alongside the book itself in the UK and the USA.

Distribution

This part of the project was tight financially as the book weighs more than half as much again as originally intended and budgeted for. Free shipping was sought in several quarters with some success (see notes in the table below) and it was also useful that many of the book's

contributors were so keen to see it that they willingly paid for their copies to be couriered rather than posted, thus removing costs for these copies entirely from the project budget. No money at all was spent on packaging, London Zoo being a fertile source of second-hand materials.

The majority of books have been delivered to individuals, post-holders and institutions. In some tiger range states the distributing agencies still hold stockpiles, as do the book's editors in their respective countries. These will be distributed as opportunities arise in the future. A summary of book disposition is presented below; all available details are in the database itself, supplied as an Access 7 file <RTT Recipients.mdb>.

Country	Number sent	Notes
Bangladesh	24	Distribution details not yet received from IUCN Bangladesh
Bhutan	25	7 recipients known, awaiting report on rest from WWF Bhutan
Cambodia	19	Free shipping (as far as Bangkok) courtesy of British Airways. All recipients known
India	106	Free shipping arranged by Sally Walker. All recipients known
Indonesia	70	Translation produced; distribution delayed due to unrest, but now scheduled to take place in early December. 48 recipients listed so far.
Laos	9	Free shipping (as far as Bangkok) courtesy of British Airways. All recipients known
Malaysia	42	32 recipients known. 10 copies held by Kae Kawanishi for future distribution
Myanmar	6	Free shipping (as far as Bangkok) courtesy of British Airways. All recipients known
N Korea	10	All recipients known.
Nepal	30	20 recipients known, awaiting report from Alexandra Dixon on the rest.
China	27	All recipients known.
Russia	103	Translation produced in Moscow; most books currently held there. Books and translations now to be shipped to Phoenix in Vladivostok for onward distribution. 76 recipients listed so far.
Thailand	59	Free shipping courtesy of British Airways. 43 recipients known. 5 copies held by WCS Indochina and 11 by Tim Redford, for future distribution throughout Indochina.
Vietnam	10	7 recipients known; awaiting advice from EPRC on other three
UK	41	All recipients known
USA	133	92 recipients known. 37 copies are held by John Seidensticker for future distribution.
Switzerland	47	8 recipients known, 39 copies held by Peter Jackson for future distribution
Japan	5	All recipients known
Other	25	All recipients known
TOTAL	791	

Of the 209 remaining books, 8 were badly damaged during delivery and had to be scrapped. Books that were slightly damaged have been given to London Zoo staff that helped with the packing, or used as raffle prizes for fundraising, and are recorded in the database.

The remaining 201 copies are held at London Zoo and will be distributed as opportunities arise.

Various individuals and agencies throughout the tiger's range helped with distribution. ZSL would like to thank Tim Redford of GSN Bangkok and Tony Lynam of WCS Indochina (who covered Thailand, Laos, Myanmar and Cambodia); Endi Zhang of WCS (People's Republic of China); Kae Kawanishi of the University of Florida's Malaysia Tiger Project (Malaysia); Neil Franklin of the Sumatran Tiger Project and Kathryn Monk of the Leuser Development Programme (Indonesia); Sally Walker of Zoo Outreach Organisation (India); Ainun Nishat of IUCN (Bangladesh); Ugen Norbu of WWF (Bhutan); Tanya Arzhanova of Moscow Zoo and all the staff of the Phoenix organisation in Vladivostok (Russia); Alexandra Dixon and Jacques Flamand of ZSL (Nepal); Pang Yong Gun of UNDP (North Korea); and Tilo Nadler and Ulrike Streicher of the Cuc Phong EPRC (Vietnam).

Budget

The STF Financial Reporting Form is attached. The translations came in \$2,360 under budget. The money so saved has been spent on distribution, which was over budget due to the book weighing more than planned. Overall, the grant (\$48,000) was expended in full.

ZSL has so far received \$26,000, so an invoice for the remaining \$22,000 is attached.

An MS Money file of expenditure records is available from Sarah Christie if desired, and the ZSL accounts department also hold full records under code IUGRN G004. Original receipts and invoices are on file with the accounts department; Sarah Christie has copies of most of these.