

## VOLUME 2, NO. 4 Winter 1985

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### Bats Gain Popularity

Positive media coverage of bats continues to grow. Millions of people worldwide saw, heard or read about bats as a result of BCI's activities in 1985. In the United States, national television coverage included a segment of "National Geographic Explorers," an ABC special aired on "World News Tonight," "Good Morning America" and "Early Morning News," an NBC "Today Show" appearance, and "Living with Animals" on PBS.

Dr. Merlin Tuttle can be seen on December 28th on PBS' "Newton's Apple" with BCI's favorite bats, Zuri, a Straw-colored Flying Fox and Rafiki, an Angolan Fruit Bat. Check local listings for time and date. A half hour program, promoting bats and BCI, was also recently completed by "Free to Live Productions" of Toronto, Canada and will be aired internationally over the coming year.

Additional coverage appeared in hundreds of newspaper articles, including in *The Boston Globe* (June 17) and *The Washington Post* (Jan. 15), in books from encyclopedias to college texts and children's readers, in magazine articles, including *BBC Wildlife* (Aug., United Kingdom), *Das Tier* (Dec., 1984, West Germany), *Sciences & Avenir* (May, France) and *Science Teacher* (May, United States), and in national and international radio broadcasts, including "Voice of America."

BCI's publicity is generating an enormous worldwide response on behalf of bats. By the end of 1985, we will have assisted more than 7,000 individuals, including at least 500 private and government organizations this year. The ripple effect in educating people and saving bats is incalculable.

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