

forest fires enumerated on a large clip-board with the narrator pointing out these facts with explanations.

These are merely examples of the shows and this main feature takes up about 20 minutes of the 28½-minute time allotment. During the fishing season a roundup of water and fishing conditions, with temperatures, etc., is given. Large maps of the lakes are shown and encased under glass. Pertinent facts are written by grease pencil on this glass and hot spots in the fishing picture are designated. All this while a running account of the overall fishing picture is being given. In hunting season a similar roundup of hunting areas is given.

This part of the program attracts a great following and is anticipated by the audience much as is a weather report by the average listener. This is a new angle of the program. The closeout is preceded by a tip-of-the-week feature in which the conductors of the program gang up in a two-minute bit to explain a feature that would be helpful to the hunter or fisherman.

The studio furnishes a program director who generally goes along with the format that is submitted by the Department.

The working relations with the studio are of the best and that adds a great deal to the success of the program.

The program is taped, usually on Thursday, for playback on Saturday night. In this manner we are able, occasionally, to cut two tapes in one day. Also a spare tape always is held in reserve. This tape is a feature that could be used at about any time of the year.

The Division of Public Relations has purchased a number of video tapes on which Kentucky Afield is recorded. An ideal arrangement would be to cut the Kentucky Afield tape in one studio and then round-robin it to other studios. This plan has been worked on but is still in the working stage. So far we have been unable to work out time arrangements with enough stations to justify this procedure. You see, as long as the tape is used only in the station at which it is cut, there is no charge to the Department. But when the tape is used on another station, the union forces a charge for the cutting of the program. The cost would be about \$150 per tape. If three other stations should use this tape it would be dirt cheap and for one other station, the \$150 is not too high except in the eyes of the financial wizards of the Department.

Presently there is being prepared in Kentucky an educational TV feature that would almost blanket the state. We are working for a spot on this network and believe we'll get it.

That, in general, is an outline of TV in Kentucky's Department of Fish and Wildlife Resources. It is, to be sure, in its infancy in this state. We believe that any state that does not avail itself of the opportunity to go TV is missing an important link in its division of public relations.

## HOW AND WHY WE PUBLISH A DEPARTMENTAL MAGAZINE

BY ROD AMUNDSON

*Chief, Education Division*

*North Carolina Wildlife Resources Commission*

The central theme of this discussion is "How and Why." The theme is well chosen. In this particular topic, however, with the specific questions "How" and "Why," it might be better to discuss "Why" first and "How" a little later on.

Why, indeed? Our job, as I & E personnel, Public Information Officers, Public Relations Specialists, Conservation-Education Specialists, . . . (you have the job; someone else probably put a name to it) is to create in the minds of the general public an image that reflects good will between people who benefit from natural resource conservation and

those whose job it is to administer the mechanics of conservation practices.

Why, then, publish a departmental magazine? To approach an answer to this question we need to examine rather carefully some of the other media we use to create the desired relationship between the people who work in the field of conservation and the people they serve.

No conservation program or any other major public enterprise can be really successful without a good press. It is essential that an excellent relationship be maintained between your department and the so-called Fourth Estate. News releases, properly written and properly distributed, will be used by newspapers, radio stations and television stations. They have their impact on the public mind. But there is nothing deader than yesterday's radio or television program.

Department-produced radio and television programs play an important part in creating the public image we are striving to achieve, but again these are one-shot efforts and accomplish the desired effect only through constant and consistent repetition.

A good library of motion picture films that are either produced by the department or obtained from other sources is another good way to build up the image we are trying to create. But like news releases and radio-TV programs, motion picture films are a one-shot operation.

Personnel of your department or your division are frequently called on to make appearances before a large variety of organized groups. These range from the kindergarten to the PTA, from the cub scouts to Rotarians, with schools, 4-H clubs, garden clubs and Future Farmers of America making demands on both time and talent. These efforts, like the other media discussed thus far, tend toward the pinpointing of efforts; constant repetition is needed to make them effective.

Booklets, pamphlets and other printed materials are useful and satisfy a need. The same can be said of posters and exhibits and so on.

All of the media discussed heretofore are necessary or even vital to carrying on a successful conservation education program. They can be emphasized or de-emphasized or modified as deemed advisable to fit individual situations in individual states. The conservation education program by nature can be described as a shotgun operation, but more than one shot is required of the people who fire the gun. These media are accumulative in their effect over a period of time, but their direct results are difficult to measure.

A good magazine, like a good book, is a thing of enduring value. You don't wrap garbage or stuff packing cases with the National Geographic Magazine. You file it away as a useful reference text—and if your state conservation magazine is worth half of the time and money you put into it, it will be given similar treatment. None of us gets \$8.00 a year for our magazine, but if subscribers write to you for mislaid back issues or information on how to get a set bound, you know you are on the road to success in publishing high quality material.

One more "why" before we get into the question of "how" we publish a departmental magazine. If this publication is to serve the purpose for which it was designed it should be, literally, a departmental magazine. It should explain fully the department's activities so that it is both readable and informational. Your department's success depends very critically on the public image it creates and the cooperation it gets from the public in general. Your magazine is one of the most important and effective means of accomplishing these objectives.

The "how" of departmental magazine publishing is as technically complex as the reasons "why" are varied. The first consideration is your department's general policy and financial structure. If your superiors recognize the value of a magazine and provide you with sufficient funds to publish one, half of the battle is won.

The mechanics of assembling written copy and illustrations, and getting them into final published form are as varied as the many techniques used in the graphic arts. You have a right to demand well-written copy for the contents of your magazine.

Your own departmental personnel—field biologists, law enforcement officers plus personnel in your own staff—should provide most of your content material. If they cannot present it to you in usable form you

are then faced with the task of rewriting it yourself or helping to train them in the fine art of producing readable and factual writing.

You should insist on getting high quality illustrations, whether they be black and white photographs or professional oils or water colors. Most of the photographs you use ought to be done by people on your staff. But here again the possibility of getting good material from your field personnel should not be overlooked.

Having at hand excellent or good or acceptable copy and illustrations, do not hesitate to insist on getting the highest possible quality of engraving and printing available at the price you can pay. At any price there is no excuse for sloppy printing or washed-out engravings.

To produce a magazine you need a staff of personnel who are qualified in this field. The size of the staff will depend on those two prime attributes—departmental policy and available funds.

Regularity of issue is extremely important to a successful magazine. If yours is a monthly publication simple advance planning will make it possible to get your book out well in advance of the first day of the month of publication.

There are no real secrets or gimmicks in getting out a worth-while book. Color inside and out is fine if you can afford it. Fancy, highbrow layout is all right for national slicks and gimmick publications, but the people you are interested in reaching are interested in getting information presented clearly and in a straightforward manner.

If you can buy copy or illustrations you are lucky, but if you can't your own departmental personnel are capable of or can be trained to get you the quality and quantity of material you need.

No matter how well your magazine is made up and illustrated, no matter how well the contents are presented, and no matter how impressive your publication appears to be, it is useless unless it gets exposed to a significant number of people.

Giving a magazine away is a surefire way of building up circulation, but all too often a give-away becomes a throw-away. It is human nature to treasure something you pay for over something someone gave you just to get rid of it.

Get your field personnel to help you build up your mailing list. If they recognize that your magazine actually helps them in their work, they will help you get it out to more and more people. If your magazine describes the work and aims and ambitions of your field force they will help promote it out of simple self-interest.

Placing sample copies in barber shops, dentists' and physicians' waiting rooms and other strategic locations—with an easy-to-use subscription form—will build your circulation.

Club subscription plans for organized sportsmen's groups will increase circulation. Quite often license dealers can be persuaded to sell subscriptions if you give them a reasonable profit on the transaction.

Large business firms, and even small ones, are looking for good-will gifts for customers around Christmas time, and a magazine of your type is a gift that keeps on giving.

But your own magazine is your own best salesman. If you do a good job of presenting it people will buy it—and read it.

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