

Baton Rouge, Lafayette and New Orleans television stations. It should be released nationally. If the State of Louisiana has modern, up-to-date color film on fishing to be sent to civic clubs, sportsmen's leagues or other interested parties, it is a well-kept secret.

By contrast, several other states have large *free* lending libraries of color film for the asking. And this is regularly advertised in national slicks and news media. Knowing what this state has to offer, it is downright embarrassing for us Louisianians to watch Florida promos, for example, rushed in to every time slot that has to be filled on TV.

Actually, back in 1961, when Jan proposed a series of such films to a Louisiana State agency, first the letter—I should say the buck—was passed on to another agency. The PR representative for the second agency replied: "The department . . . has a film on the state's tourist attractions including Grand Isle which has been in use for about five years. We are currently attempting to raise money to make a new film as this one has become outdated. . . . I am sorry to say, however, that we do not feel that we can make films on any single section of the state. . . . I believe you will be able to see the impracticality of this." Why!!!

However, in that interview last week, Tourism Director Ford also told the press that use of a fine photographic library is one way he plans to promote tourism in Louisiana. So once again Hope rears her battered head.

So coverage of fishing news in sports, tourism and recreation must be stepped up. After 21 years as stringers, Jan and I know well how you outdoor writers get bumped out of sportscasts and off of sports pages. That's why we keep hollering "28 million American's prefer fishing."

Another way in which we are missing the boat is in our woefully inadequate and antiquated laws concerning water pollution—both in fresh and saltwater.

Governor McKeithen, as recently as September 7, called his department heads together and stated that recreation, air and water pollution are some of our biggest problems. I wholeheartedly agree and have been trying to awaken and arouse the public to these dangers for years.

Certain interests—oil, agriculture and industry—are using our rivers, lakes and the Gulf of Mexico as a huge refuse dump working on the theory that the Gulf is so vast that it is not pollutable. This simply is not true. But time does not permit my going into that phase.

Perhaps in the question and answer period we can discuss it. Because what will it profit us to recognize fishing's total asset to the area if we throw it away for want of protection?

## WHAT'S NEWS

BY GAY BATSON  
Chief Announcer, WDSU-TV  
New Orleans, La.

Gentlemen: When I was asked to be a part of this panel to talk with you this morning, I reneged and told Mr. Steve Harmon, Director of Education and Publicity, La. Wildlife and Fisheries, that I was much more expert with a fishing rod, compiling statistics for a Fishing Publication, or even acting as Master of Ceremonies of a beauty pageant.

Taking no for an answer and giving me the subject, "What can Television use from the Wildlife Resource Agency?" I was then in a dilemma.

I will have to digress and first say a few words about "What Radio Did to Promote the Wildlife Resources of Our State."

Some years ago, the Director of Education and Publicity of this Agency, came to me with a plan for a series of radio programs to be circulated state-wide, disseminating information about the various phases of Wildlife and Conservation of Louisiana.

From the Broadcasters Year Book, we selected some twenty stations to be contacted, the names of the Program Directors, and addresses. I tell you this, for any one of you may obtain the same information in your state, from most any of the local Television or Radio Stations. In our initial letter, we offered a taped (Audio Tape) package of 14 minutes, with appropriate musical introduction and voice over, open and close, and the program context to be different each week, educational and entertaining to the listener.

We asked that the programs be used on a Friday or Saturday morning before the hour of seven a.m. This, we calculated, would reach a specialized audience interested in such a program.

Not one station refused our offer. Then, the work really began.

The Director, as I shall refer to him, would actually script the program and its format for an early weekday recording, allowing time for dubs to be made, and mailed to reach the stations in adequate time for broadcast.

One week, we'd select a subject such as "Water Hyacinths," their beauty and their destructiveness. How the plant was first innocently brought into the country because of the beauty of the flower . . . never realizing at the time, that when dropped into lakes and ponds, in a matter of months, the plant would multiply so rapidly that soon the body of water would be completely covered. Fish would die from lack of oxygen and eventually, the State would have to spend hundreds of thousands of dollars in an eradication program.

Each week, we would feature a different expert from the Department.

In the early spring, one of our first subjects would be the famed Louisiana Mud Bug or Crawfish. Where it is found . . . how it feeds . . . rate or reproduction and how it could be cultivated. Louisianians look to the Mud Bug as a prime source of food and properly cooked and seasoned, it is a gourmet's delight. Now, Crawfish farming has become a large industry in itself.

The next program would deal with "Shrimp" and our experts would reveal little known facts (little known that is to the layman) about this prime source of food as well million dollar industry.

Oysters and water bottoms would be covered in another program and so on, through the hunting and trapping season. The program was well received and lasted longer than an ordinary run. After the first year, we felt that radio was changing and that a five-minute version would be more useful, so we shortened the program to five minutes. That also, had a successful year and was getting to hundreds of thousands of people each week.

Please keep in mind, that a program of this nature, necessarily has to be planned and produced by an expert such as Directors of Education and Publicity. Most stations would consider lending their taping facilities for no more than engineering costs. The outlay for the original audio tapes was less than a hundred dollars. The mailing was handled by the Commission and tapes were returned each week for reuse.

(My associate of many years, Mr. Neher, will talk of the changes in the radio stations' format to meet competition.)

New Orleans, being a coastal city, has many sportsmen who are interested primarily in saltwater fishing. The radio station, with which WDSU-Television is associated, currently has a daily five minute period before seven a.m., where the announcer places phone calls to various charter Boat Captains, Operators of Boat Landings and suppliers of bait. The same persons are contacted on any given day and the telephone call is actually broadcast. Much information is gained by the listener from these people who devote their full time to the out of doors.

As far as television is concerned, I would suggest that if you supply copy to your local TV Sports Announcer, that you make it short and factual. When a Sports Director or a news service gets a cumbersome piece of copy that has to be rewritten and ambiguities left out, the chances are, that that piece of copy will end up in the trash can instead of on the air.

Write a short covering letter explaining that the attached information should be of interest to his listener.

Attach a well written, factual message not exceeding 100 words.

An example: "Sportsmen, it's time now to oil and clean your shot-guns for the duck hunting season is just around the corner. Duck hunting becomes legal on (such and such a date). Hunting pressure the first day is usually heavy so, select your area, have your decoys ready and be in the blind on time. Don't overlook that State Hunting License, it costs only two dollars and is available at Sporting Goods Stores. Federal regulations also call for a Duck Stamp. Those are two MUSTS before you plan the trip. Good Hunting."

With brevity, the chances are good that your copy will reach the air.

You might also keep in mind, that in spite of the fact that most TV Sportscasters talk only baseball and football, and golf, you may have an entree by inviting the TV personality to go on a field trip with you . . . on the water . . . quail hunting . . . etc. Perhaps you can convince the Program Director that a feature film of, say five minutes or even 10 minutes, might be of real value.

Of course, if this can be done with your own personnel photographers and writers and you have a budget to cover the costs . . . make an appointment with the local Program Director for suggestions and then go about the production. A good package is useable many times, not only on the air, but in classrooms and special club meetings.

You can't overestimate the value publicity will bring to your state when that publicity is planned and professionally handled.

## CONSERVATION EDUCATION IN ARKANSAS SCHOOLS

BY JACK DYER

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In addition to scientific management of fish and wildlife resource programs, one of the major problems confronting state Game, Fish and Conservation Commissions today is the lack of an adequate Conservation-Education program to assist in selling the state's natural resources management techniques. Educational efforts give real meaning to objectives and prepare future generations to conserve and enjoy the nation's natural resources.

All of us realize that most conservation-minded people are convinced that waste and depletion of our natural resources constitute a serious threat to the well-being of our country. The problem is to get all people to give it serious thought and attention. One of the most logical approaches to this problem, to me, is through the teaching of resource management in our schools.

In a number of states in our nation worthwhile Conservation-Education programs are being offered in schools, but in a great many other states conservation training is inadequate. For this reason state agencies cannot escape the urgent need for Conservation-Education in our schools that will be in accord with problems, achievements, and changes of our times.

Many schools that are now without a positive working program are working toward a curricula which will include teaching conservation