

- (O) Vandevender, Samuel L.
Wildlife Resources Division
1800 Washington Street East
Charleston, WV 25305
- (O) Wise, George
WV DNR
1800 Washington Street East
Charleston, WV 25305
- (O) Woodrum, H. G.
DNR
State Capitol
Charleston, WV 25305

WISCONSIN

- (G) Graf, Rudolph L.
Wisconsin DNR
Box 450
Madison, WI 53701

FROM SHOTGUN TO SKILLET

by

*Mrs. Joan Cone, Representative
Women in the National Rifle Association*

Thank you for giving me the opportunity of speaking to your group. I'm also pleased at this opportunity to return to my native state of West Virginia and stay at the Greenbrier. Would you believe that when I was a little girl we'd stop by here on our way to Durham, N. C. where my brother was at Duke. In those days we couldn't afford to stay here. We'd just look, and maybe have a snack at the coffee shop. I never imagined I'd ever actually stay in this fabulous place! Thank you all very much!

Maybe some of you recall that little more than a year ago, I discussed game cooking at the International meeting in Disneyworld. Since then, I've discovered a good many things which hopefully will be of interest and help to all of you.

But first, let me say the NRA Wild Game Cooking Folder which I wrote, has proved to be the most popular P.R. piece the National Rifle Association ever produced. It made the first page of the WALL STREET JOURNAL and appeared in about 100 newspapers and magazines from coast to coast. More than 75,000 folders were sent by NRA and another 25,000 have just been printed. Over 10,000 requests have come in to NRA by individuals. The success of this folder led to a book, EASY GAME COOKING, which has received a wonderful reception in the press and on radio and television.

Since this book appeared in February '74, it's received more than 90 newspaper and magazine reviews in over half the states and several Canadian provinces. In addition I've appeared on more than 40 TV and radio programs from Boston, Mass. to Winnipeg, Manitoba; Maine to Georgia; Washington, D.C. to Lincoln, Nebraska, reaching millions of people who comprise the broad base of the American public.

At this point, maybe you're saying, "So What?" That's why I want to explain exactly how the success of this book relates to you and your fish and game departments.

Actually, it's quite simple....I've stumbled upon a way of telling your story of conservation, wildlife restoration, and wildlife management to the millions of non-hunters and non-anglers whose attitude towards our sporting interests is critical. These are the citizens we want to reach and must reach if we are to stop talking to ourselves and establish a broader base of support for hunting and fishing.

I've discovered that whether I'm cooking game on television, engaged on a TV talk show, or making a radio tape...even being interviewed by a women's page editor....all are fascinated by our story of conservation....how our license money and research have brought game birds and animals, other wildlife too, back to America in greater numbers than existed half a century ago.

The important point is that NONE of these people had any idea of our results....any knowledge of the Pittman-Robertson Act...or the slightest notion that license fees and

waterfowl stamps support you...your efforts to restore wildlife and improve habitat....and federal efforts to build refuges for migratory birds. The lack of information the average non-hunter has about what's happening with wildlife in his or her own state is overwhelming....Why? Because we simply haven't been reaching them. And gentlemen, you know as well as I do that we'd better begin reaching them with our story....and show up Friends of Animals and the others as the phonies they are.

Actually, it was the Manager of Consumer Affairs for Reynolds Metals who gave me the clue. She simply explained that through food....we could get NRA mentioned favorably in every newspaper in America....because food has appeal that transcends everything else....She also pointed out that all Reynolds promotion is through two consumer items....Brown-N-Bags and Reynolds Wrap.

So here is where you can begin to reach people too with tremendously effective P.R. in your respective states. If I can get P.R. for an organization disliked by as many people as NRA is....surely you can do even better....and here's what I would suggest.

1. Begin working together with your state extension service and extension home economists. They reach thousands, maybe tens of thousands of families in your state, and they understand how to use radio and TV and the press to reach them effectively. Last year Extension Home Economists reached 10 million families in the U.S.

I'd even suggest you consider adding a home economist with this "extension" experience....who will know how to use the news media and put across a sound P.R. message.

2. Many of you will have to review the fish & game recipes you have available and bring them up to date. Many of you have booklets which date way back, and are dated because cooking has changed. How and why? Because today, many more wives are working than ever before and are seeking simple easy recipes. They don't have the time or the inclination to spend hours over a stove, and they don't have the extra cash to buy expensive ingredients such as heavy cream and far-out spices. They want to use the pressure cookers, crock pots, oven bags, and micro-wave ovens for speed and convenience.

3. Believe it or not....there's a tremendous need everywhere, even in your state, for information on cleaning, wrapping, freezing, and properly cooking all fish and game.

4. How are we going to take all these facts and put them to work for you? To begin with, good, modern, simple recipes can be offered at intervals to the food editors and women's page editors of your daily and weekly newspapers.

For example, when the deer season is about to open, send venison recipes to all the papers along with background material....Explain why there are so many deer in your state....Tell the history of deer hunting and why it is needed to control the deer population....

5. In addition, have inexpensive publications so people can send for them free....This can be done through the newspapers, through outdoor writers' columns, or directly through your own department.

6. Also, you'll want some good 8x10 glossies of dishes or animals themselves. Don't send pictures of how to clean birds and animals....Show them alive....or cooked and ready to serve.

My personal conviction is that the best way of all to reach the American public everywhere, including your own state, is by television. This is precisely where you need an experienced extension home economist.... She could get on the tube and show how to cook fish and game, wrap and freeze fish and game....Public Television is looking for programs that will appeal....Go to them and say, "We have a problem, will you help us?" Even a TV Talk show or radio show will help you tell your story and the right kind of woman will know how to make contact with the private sector of TV also.

When I was in Northern Wisconsin recently, two extension home economists....contacted six newspapers and announced my game cooking programs in advance....Arranged 2 television shows one of which ran for 28 minutes on a CBS station....plus 5 four minute segments over an NBC affiliate which ran for five separate days....also an hour feedback show on radio....2 cooking demonstrations to attend

which some men and women drove 90 miles each way....and a two page newspaper spread (in the largest paper in the area) on one of my public cooking demonstrations.

NRA received mention in every one of these programs and in all the newspaper articles too....And, of course, it's all favorable P.R. which they desperately need.

Most TV talk shows today have kitchens, and while the old-time cooking shows have vanished, nearly all TV hosts want occasional cooking again because of its appeal, especially those that can show housewives how to save money in these days of high food prices.

You can also use TV and radio to announce you have recipes available. Some want the requests to come to the station, and others will let them go directly to you. Of course, the announcement should include the request for a stamped, addressed, reply envelope. Incidentally, the names which come in with these requests are a valuable list for you to use in promoting circulation for your department's magazine or other publications.

In addition to working with the media, your own home economist could conduct cooking demonstrations at schools, and at women's clubs, homemakers' clubs, PTA's, church groups, and sportsmen's meetings. Therefore, it would pay you to keep some frozen fish & game available for your home economist to use on programs and for working up additional recipes.

On any and every program, it's easy and practical to mention wildlife restoration, conservation, and what hunters and your department are doing for wildlife. Many people who know nothing about hunting are flabbergasted to discover there would be no wildlife....or very little....without us, and the money we pay to help all wild animals. You can even point out that while sportsmen pay the entire freight of wildlife preservation, the anti-hunting groups do very little except provide dishonest propaganda, and give a small group of unscrupulous fundraisers a good living. Of course, you can't say it exactly that way!

People want to know the facts....People want to know how to use game wisely....and well....People want to eat meat which is higher in protein and lower in fat than any they can buy at the supermarket. And we have to start talking to people instead of to ourselves alone.

While in Nebraska recently, I found they are doing exactly this. They've cut back on the size and scope of NEBRASKALAND, their monthly magazine, and are putting their money in radio and TV. As a result they are on 40 radio stations and major television stations in the state....not with paid commercials but with announcements and entire programs.

Do I honestly believe this expanded effort will help? Gentlemen, you know your business much better than I ever will. As an outsider....someone who gets out amid the public and talks with a good many women who've never been hunting and wonder how anyone can actually kill a living thing....I feel you need to get these folks behind you too even if they don't hunt or fish.

Most of the attacks we have to deal with as sportsmen are based on misinformation of one kind or another....By getting at people through something they understand, cooking, we're able to give them facts they'd never listen to otherwise. I think that's what's important....to stop talking to ourselves and reach city people, suburbanites, and housewives. They think....They vote....We want them voting for us. Gentlemen, that's what this talk is ALL about.