

When our monthly program is presented to a unit, that is, a group of more than one class which represents the students of four or five teachers, our men will present the program themselves, with the teachers being present. According to our figures, we should this year reach at least every 6th, 7th and 8th grade in the State of Kentucky, which will represent about 120,000 children.

We are going into this, realizing that it will take a lot of enthusiasm and sincerity and an able presentation of it to the teachers in order for this program to succeed. From time to time, we will be able to check with the teachers to find out what progress is being made in the using of our supplementary program.

I realize that this is quite a big subject to place in the form of a paper and I will welcome any questions and discussion upon it.

## A-V PRACTICES OF THE FLORIDA GAME AND FRESH WATER FISH COMMISSION

*By B. E. JOHNSON, Chief Audio Visual Section  
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### RADIO PRODUCTION AND TELEVISION SHORTS:

Triple-saturation of high-impact conservation message is a new development of technique used by the Audio-Visual Section of the Florida Game and Fresh Water Fish Commission's Information and Education Division.

Using a repetitive drum-beat of message into the conscious-subconscious mass mind of the Florida public, the technique takes advantage of the peculiarities of television, radio and newspaper to achieve a startling success-level of usage.

The messages are short, swift, timeless, and have a maximum impact upon the eye and ear so as to hold the public's attention riveted on what comes next—the conservation message.

For the same single message, the same copy, with slight alterations, is used on all three publication media—radio, television and newspaper—to achieve simultaneous saturation.

Produced as low-cost public-service spots, clips and fillers, the messages have been proven as holding an unusual appeal and usefulness to the people who count—the radio disc jockeys, the television program managers, and the newspaper columnists.

Proven users of the messages are *one hundred percent* of the state's 22 commercial television stations, and 135 of the state's 166 commercial radio stations, plus an average of fifteen to twenty daily and weekly newspapers.

Thus, any one twenty-seven-second script blankets the state's media, and is projected, beamed and reprinted repeatedly until the film or recording is totally worn out.

Stations have voluntarily requested *second copies* of the same television film or radio recording, complaining that they have worn the first one out and need a new copy.

### HOW THIS DONE:

**DESIGN:** Each message is simple and concentrated; that is, it focuses completely on one particular point, with no distracting side-remarks. The messages are short, fitting into twenty-two or fifty-two seconds of narrator's copy, for use in a thirty or sixty second time segment. The messages *sell* conservation in the same manner as detergents or razor blades are sold by the commercial interests; by swift, repetitive beat. The messages, however, hold to a high level of intelligence, and are not mawkish, imitative or redundant. Above all, they contribute to the public welfare without apology, humility or beseechment. The messages hold the ear and the eye, simultaneously.

**FORMAT:** In the radio record, each spot-message begins with a deep-toned attention-getting sibilant whisper "LISTEN . . . to the voice of Florida's wilderness." This is followed by three seconds of the

sound-recorded cry of a wild animal or bird. Following this is the identification of the sound, such as "That was the mating cry of a Florida female panther." Then the message of narration follows. On television films, 3 to 5 seconds of the sound-recorded cry of a wild animal or bird and then the narration are matched with a series of film species of the wilderness or species involved. For newspapers, the audio-visual beginning is dropped, and the message extended slightly in wordage, for release as an editorial-filler.

**AUDIO:** Animal and bird sounds may be standard recorded sounds available from any recording specialist, or they may be especially recorded in the field by the Audio-Visual Section on tape for later recording usage. The voice of the narrator is extremely important—it is deep, polished, and speaks in tones of authority in near-perfect pronunciation. Music background is not needed, except in special clips or spots where the music contributes directly to the message theme.

**VISUAL:** In television film clips, there is no close matching of film scene to narrator's script, except in the opening scenes, where a turkey gobbler may be shown to match the turkey gobbling sounds. In the remainder of the clip, the scenes are short fast-moving shots that keep pace with the fast-moving narration. The visual purpose is to keep the viewer's eye nailed to the television screen, while the narration carries the direct message to the ear. This effect means that scenes are taken from stock master-footage already on file in the Audio-Visual Section library. It is not necessary to use a sound-on camera or recording set-up, since no humans are shown as principal actors . . . the animals and birds do all the acting.

**RELEASE:** The sound film clips are released in sets of two to five, with copies going to each of the 22 television stations in the state. This allows the station program director and film librarian to place the clips on permanent file for continuous usage. The radio recordings are pressed with nine spots to a record designed for use by disc jockeys, and they are permanently released to each of the 166 radio stations for continuous usage. The newspaper editorial filler renditions are issued blanket to all daily and weekly newspapers in press release form.

**COST:** Laboratory production cost of one film clip issued to one television station breaks down to \$3.54. Production cost of one radio record released to one radio station breaks down to \$2.75.

**USAGE:** Each station receives a stamped self-addressed post card on which it reports to us their intentions of using the record or film clip. On radio—out of 166 stations, five reported they would not use the record; 28 made no report and follow-ups are being made; while the remaining 133 stations reported that they were using the recordings. On television—100 percent usage is reported by the 22 stations in Florida. One radio station in a metropolitan area—the Miami-Fort Lauderdale complex—voluntarily reports actual usage each month, and the program manager certifies that each record is aired on an average of 33 times per month. One TV station in a smaller city—Tallahassee—certifies that our TV film clips were shown 47 times in 2½ months. Many television stations use the film clips as fillers for unsold commercial time in the triple-A commercial time of 7:30 p.m. to 10:00 p.m. in the evening hours. Others use the film as time fillers woven into the national-network professional athletic games on Saturday afternoon. The maximum usage, of course, is as time-eveners on Saturday morning, afternoon shows, and late-night shows. News casters and outdoor programmmists seem to be fond of using each clip at least once as a public-service message in prime-time. Of the 166 radio stations in Florida, only six are continuously network, while the remainder are non-network disc-jockey-news-music stations, and the records are highly used by these people.

**SPECIAL FEATURES:** Television program directors and radio disc jockeys are constantly searching for good filler items that they can use to fill-in unsold commercial time-spots, or can use to even out a program schedule to the hour or half-hour time interval. Since we use them as permanent file clips or records, they become accustomed to using our wildlife spots. Since the messages are short, are in good taste, and noncontroversial, with high-impact and dramatic effects, the stations

become fond of using them, since they are familiar and they can trust the quality to be high from past experience.

**TOTAL PRODUCTION:** To date 21 different sound film clips have been issued to the 22 television stations. Also to date, a total of 29 spots on 4 records have been issued to the 166 radio stations.

**THEMES:** Themes in the spots vary to include straight conservation messages, fishing and hunting license sales build-ups, and educational items as to policies, programs and regulations of the Game and Fresh Water Fish Commission.

This program (both Radio and Television) placed second in the National American Association for Conservation Information Award Contest.

#### **AURAL TAPING OF THE COMMUNICATION PROCEDURE MANUAL AND THE COMMUNICATION OPERATING PROCEDURE IN CIVIL DEFENSE MANUAL:**

##### **PURPOSE:**

- 1) To aid the instructor in an 8-hour-long tedious job.
- 2) To emphasize those portions of the manuals most tedious and most important.
- 3) To furnish sound effects which will give depth and create interest.
- 4) By simulation, to give concrete audio examples of correct and incorrect procedure.
- 5) To exhibit actual samples of good and bad procedure as it is taped directly from over the air during normal system operation.
- 6) To provide a method of instruction or review to as few as one operator, trainee, officer, etc., without the absolute necessity of a trained instructor being present.
- 7) To provide an aid which will assist in presenting a hard-hitting, direct, forceful lecture; in such a manner as to keep the class alert, interested and off-guard as to what to expect next.

##### **METHOD:**

- 1) Two-channel stereo recording and playback.
- 2) The spatial effect of stereo is necessary to give depth, and to simulate the actual distance in space between two base stations or between a station and car, in such a manner as to make the class turn their heads to follow the inter-communication.

##### **USE:**

- 1) The recording will open the show as per the script. At the end of the opening, and the end of each recorded section, a sharp tone or mellow bell will sound to mark the end of each recorded section. The instructor then shuts off the playback and asks for questions or makes comments. The next recorded section is then played, and, at the tone or bell at the end of that section, the playback is shut off and again the question and/or comment period is entered into. The recording is tied into the instruction manual by the actor on the tape announcing the number of the page as each page is entered, and, by announcing the section of the manual then on lecture. This redundant method is followed throughout the entire manual and lecture.

##### **SCRIPT:**

- 1) The script will be more of a guide than an actual vehicle for acting inasmuch as in most instances the script will be concerned with the use of proper sound effects at proper times, the emphasis desired, etc. For the actual instruction wording to be used, the script will direct the actor(s) to the proper section and page in the instruction manual.

##### **VISUAL AIDS:**

- 1) These include charts and blowups from the manual itself.
- 2) Humorous drawings placed throughout manual.

##### **RESULTS:**

These manuals were taught to the entire Game and Fresh Water Fish Commission personnel in a 2-week period. This was done by holding regional meetings throughout the state; set up by the Chief of the Communications Section. He traveled throughout the regions

using the Regional Information Extension Officers' assistance in arranging meeting halls, setting up equipment used in the presentation and passing out the different manuals, thus helping the speaker by allowing him to concentrate entirely on the teaching of the course.

## HUNTER SAFETY TRAINING AS A PART OF I & E IN NORTH CAROLINA

W. L. HAMNETT, *Wildlife Education Representative*

"One of the finest things the Commission has done in behalf of the sportsmen of our state," is the reply most often heard when a hunter in the field, familiar with the Hunter Safety Training Program, is asked about this program. With such reports as this it is no wonder the North Carolina Wildlife Resources Commission takes pride in participating with the National Rifle Association in its Hunter Safety Training Program.

Safety is as much a part of shooting as the gun itself, and is strengthened by the individual who recognizes this and performs his responsibility.

The hunter safety program started in New York, in 1949, was revised for nationwide use in consultation with units of the National Education Association. It teaches proper gun handling in circumstances related to hunting. Basic information about ammunition and guns, especially as applied to their safe use, is also included. Sportsmanship is stressed too, because safe hunting and sportsmanship go hand-in-hand. There is no intent to teach marksmanship in this minimum four-hour course—that is a separate subject requiring considerably more training and practice. The sole aim is to give the new hunter, and refresh the old hunter, with basic information which should enable him to avoid hunting accidents.

As of August 1, 1961, there is a staff of 32,395 Hunter Safety Instructors in 50 states, D.C., and 8 Provinces of Canada. Since 1949, 1,160,341 students have graduated from a hunter safety training course.

Here in the twelve states of the Southeastern Association 32,208 students have been trained by 1,441 instructors.

		<i>Instructors</i>	
		<i>Approved</i>	
		<i>Students</i>	
		<i>Graduated</i>	
Alabama .....	49		839
Arkansas .....	38		138
Florida** .....	184		1,926
Georgia .....	70		1,817
Kentucky .....	44		11,882
Louisiana .....	32		1,218
Maryland .....	195		3,505
Mississippi .....	22		2,306
North Carolina* .....	465		2,498
South Carolina .....	21		204
Tennessee .....	101		329
Virginia* .....	220		5,546

\* State-wide program as of August 1, 1961.

In estimated comparison with the total program nationwide we have trained in the southeast only 2.8% of the students and have but 4.4% of the instructors, though 23% of the nation's hunting population is in this region. Safe hunting provides a real challenge to the sportsmen and organizations of the Southeastern Association area.

North Carolina has been in the program for only one year on a state-wide basis. Beginning on September 1, 1960, there were 82 certified hunter safety instructors who dealt directly with the N.R.A. On September 1, 1961, the cooperative staff is now 465. We initiated the voluntary cooperative program with the belief that quality of instruction would be more effective than quantity. We propose to put a ceiling on