

life—to have high quality living experiences in it that go far beyond the mere reenactment of frontier traditions.

People are going to go right on expecting greater and greater satisfactions from their environment. Meadows and streams, fields and forests, mountains and wetlands, are environmental resources, and so are fish and wildlife—both game and non-game—and their scarcity or abundance affects the quality of the human environment and its ability to meet a whole array of human needs. And all this is true of fish and wildlife resources whether people choose to catch or shoot them; or study them; or photograph them; or just see or hear them; or are content just to know that they are still there and that man is not alone on this planet. The spectre of a “Silent Spring” has an untold effect in generating the current awareness of environmental problems.

The product we have to sell in 1971 is a stimulating, exciting, satisfying interaction with our outdoor environment, in which the participation of other living creatures in some way is vital to the quality of the human experience.

Our product in 1971 is no longer just something that comes wrapped in fur or feathers, or wears scales and fins, anymore that the product of a theater is composed of the actors and actresses that walk upon its stage, although they are certainly essential to the delivery of the product itself. But the product is not a thing, but an experience—a worthwhile, exciting, satisfying experience in the outdoors in which participation of wildlife in some manner is an essential ingredient. It may be a hunting or fishing experience, but it may just as well be a looking, or a listening, or a learning experience—or a photographing, or a drawing, or even a journalistic experience—or a combination of several such experiences, separately or all rolled into one. It can also be a *husbandry* experience. Everything from wood duck nesting box projects and other habitat improvement efforts to the winter feeding of songbirds can be highly satisfying experiences to those who participate in them.

The degree to which such experiences are worthwhile, stimulating, meaningful, or satisfying to the user depends upon the user's developed perception and his or her own creative ability to take advantage of available wildlife resources to satisfy his or her own experience needs. But our real product is a human experience in which wildlife participates, and not the wildlife itself. Perhaps we can somehow help our customers and potential customers improve their own ability to obtain the highest order of satisfactions from the product we offer. If we can do this, our market will expand and our business will succeed.

CHANGING COMMUNICATIONS FOR CHANGING TIMES

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I am here in a dual capacity . . . first, as a person active in the related fields of public relations, publicity and journalism, and second as an advertising man involved in the sale of goods and services. In this dual role I would like to share with you this morning some of my thoughts on the role of communications in wildlife information and education.

I would like to change the title of my remarks. With Mr. Seamans permission, let's use the title, “Changing Communications for Changing Times.” Or if you prefer, “What are some of the Communications problems facing I&E personnel today?”

The initial communication problems are probably right in your own home state . . . an annual bass fishing contest to promote . . . or the water level in a reservoir sinks to a new low . . . or the deer season is about to open, which means a safety program for hunters.

Everyone in the communications business has many different channels of communications open to them . . . and techniques you can use. So you start with the basics. Preparing booklets and publications, holding clinics, exhibits at expositions and sports shows, appearances before civic groups and service clubs . . . and using local radio stations for public service announcements.

One of the most effective communications techniques is, of course, publicity—articles, stories, news releases, photo/caption releases and interviews by editors of appropriate media. The cost of publicity is low . . . you can reach a very broad audience . . . and you have the inherent third party believability that comes from working with editors, writers and commentators. But while you get reach and believability at low cost, you do sacrifice a good deal of control in publicity work. The medium puts your material through an editorial sieve, and it may not always appear in the form you submitted it. Or even at the time you want it to appear.

This applies to all of the basic channels of publicity that are available to you—the nation's 1750 daily newspapers, the eight thousand weeklies, the 700 television stations, and the 4000 radio stations.

So you zero-in on editors of local outdoor magazines in your area—publications like the Mississippi Sportsman, the Florida Sportsman, or Carolina Outdoors—or the outdoor writers who are syndicated in weeklies and smaller newspapers. These are the recognized fish and game writers with a following among sportsmen.

You know from experience that working with outdoor writers can often bring you an unexpected publicity bonus. The same man who writes a syndicated newspaper column will often write freelance for a national outdoor magazine or is a radio broadcaster.

And speaking of radio, you should consider using local radio talk shows, telephone or beeperphone interview programs, or regular fishing and hunting reports for local newscasters.

And if you look around right in your own backyard, you may find some additional media to work with. In recent years there has been an upsurge of suburban newspapers, most of them weeklies, serving the areas around such metropolitan centers as Birmingham, Miami, Dallas and Atlanta, just to name a few.

Also in recent years, a number of slick city publications have appeared. I'm speaking of such magazines as The Sarasota Scene, San Antonio, Houston Town & Country, Birmingham, Atlanta, Baltimore, and a half-dozen others like them. Many of these are small: The Washingtonian has a circulation of 27,500, Atlanta reaches 16,500 readers, Houston Town & Country about 15,000. But they *are* influential and they play an important role in the communities they serve. The editors are always on the lookout for items of interest to the Southern reader, or which describes game and fishing and recreation areas within a reasonable traveling distance from the cities in which they are published.

When working with these local and regional media, the material you develop will often turn out to be just right for further placements in "house" magazines—these are the magazines published by local corporations for their employees and customers. A nice thing about working with company house organs is they do not compete with each other, and a story placed in the XYZ company employee magazine is perfectly acceptable to the ABC company magazines. There are more than 4000 such house organs in the country, with a total circulation of 180,000,000 . . . and many of them will use photos and copy dealing with outdoor living, provided it is company related.

Another good bet is local religious media—in-state publications published by churches of all denominations—Baptist, Presbyterian, Methodist, Episcopalian. There are more than 300 such publications in the S. E. These periodicals are interested in material directed to young people and family living, and are excellent outlets for family-type articles and photo features on fishing, hunting and outdoor life.

Also basic to your regular publicity work is the *creation* of newsmaking events . . . like the Striped Bass Fishing Derby . . . or the Big Buck Contest . . . or the Magnolia Bass Classic. For local media, favorable publicity about your region or area can be built around special events, traditional days, opening day or closing day of the season, human interest situations involving children.

When you create events, you start batting in another league. You cannot always rely on publicity to tell your story . . . you may also need advertising.

Advertising is useful because it gives you complete control of timing and phrasing the content of your message. Nobody was ever misquoted in an ad. But most of the time advertising funds are limited—I've never seen an advertising budget big enough to do everything you want to do. And with advertising you give up the third-party endorsement of editorial publicity.

Ideally, you should make use of both advertising and publicity when promoting an area or wildlife facility. The total impact on your audience of advertising and PR working together will be greater than either of them working alone. This is especially true when emphasizing the same themes in advertising and publicity. So much for basics. Now let's raise our sights a bit and look at the national media—network television, the wire services and feature syndicates, national outdoor magazines, Sunday Supplements, the newsweeklies, even the personal business sections of trade and business publications. These are fairly expensive to advertise in, so publicity becomes an important technique.

But when it comes to national media, you find that festivals, contests and tournaments, and fishing derbies are no longer newsmaking events. The South Carolina outdoor press may cover Santee Cooper's landlocked striped bass derby, but this type of regional event is not likely to make Life magazine or a national tv news broadcast.

When you compete for the limited amount of editorial space in national media—you're traveling in pretty fast company. You'll have to develop a nose for news and look at your material critically, through the same eyes as the editor, because editorial space in national media never comes easily.

In working with national media, I think you'll find that most outlets look for an exclusive human interest angle, or a romantic, emotional, or individual appeal in their copy and photos.

Now I can't tell you exactly what type of stories and photos the national media will use. But I can give you a couple of examples that show how these editors work and think.

Last month, the Wall Street Journal ran a full column story on its front page describing, in detail, the 24th annual hard crab derby in Crisfield, Md. This week-long celebration involved parades, a boat race, a fishing contest and a crab-picking contest. But none of these was the news hook. What interested the Wall Street Journal was a contest, dreamed up about four years ago, for the "world's crabbiest boss." The W. S. J. writer had a lot of fun listing the qualifications of the crabbiest boss and describing the man who won the title. In fact, this was the main part of the story, which, incidentally portrayed Crisfield Md., as a good place to fish for crab.

Puget Sound, Washington recently made big news in the pages of Life magazine when a fatherless, twelve-year old boy placed an advertisement in the local newspaper. Not having a father, he was looking for an adult to take him fishing. According to the Life story, 20 volunteers called up, and on opening day the youngster went fishing with a building designer from the neighborhood. I don't know if this story was inspired by a smart I & E man. My point is that it could have been, and this was the type of human interest slant that makes a story qualify for national coverage.

This kind of thinking—sharp, specialized and pin-pointed to an audience—is what the national media looks for.

And nowhere is this more applicable than in television. Now most of us in PR come from a print background—magazines, newspapers or wire services. Being print-oriented, we have a lot to learn about the requirements of broadcasters. Also, TV is a relatively new medium: the first hunting and fishing series for tv was produced only 20 years ago.

The impact of television on millions of viewers makes it a powerful force. If you're not already working in this medium it will pay you to learn how.

Keep in mind that 96 out of every 100 American homes has one or more television sets and current surveys show that the average American home has television turned on more than 6 hours every day. By the time an American reaches 21, he spends 30,000 hours watching television.

This explains why tv has become one of the most economical and efficient of all media for the mass distribution of information . . . all kind of information.

Each week, more than half of all the U. S. television stations use 10 or more "sponsored" newsfilms. These are not ads— but brief 1-minute news films prepared especially for television. For the sponsor, it works out to a cost of about 1 cent to reach 55 viewers—in their homes—with the impact of color and sound and motion.

According to one producer and distributor of news films, the equivalent commercial value of a minute newsfilm is \$500 per station. He says that an investment of \$1 in the preparation of a news film can easily bring a return of \$100 in terms of equivalent commercial time.

In view of these numbers it isn't hard to understand why last year more than 13,000 sponsored news films were made, compared to fewer than 8,000 such films 10 years ago. Most tv stations make up several newscasts every day and run them during prime time in the evening hours. Usually a newscast closes with a human interest film clip. It could be one of yours.

And if you get to the stage where you are actively producing newsfilm—or even longer lengths of film—for television, you might also look into the possibility of doing 35mm feature shorts for theatres. Motion picture theatres are excellent outlets for professionally made, high quality short feature films.

One industry-wide survey shows that 88% of all movie theatres now use such sponsored short subjects. And we haven't begun to tap the potential of this medium. Most exhibitors say they would use more high quality film shorts if they could get them.

It is up to you, as I&E professionals, to deliver a quality film that will appeal to mass audiences. The key word here is quality and I can tell you that in motion pictures, quality comes high. One producer told me he budgets not less than \$2,000 a minute for this type of production—so a 10 minute short could easily run \$20-25 thousand, plus the cost of color prints for theatres around the country.

Let's assume you have a well-staffed audio-visual group for newsfilms and short features—or the dollars to go out and buy good film production. You'll want to keep an eye open for the new opportunities in tv programming that may be opening up in your area next year.

Beginning in Sept., four hours a week of what used to be considered prime network television time was turned back to the local stations because the government wants to stimulate more local programming.

This season, the local stations are using mostly reruns, foreign-made variety shows and syndicated programs of various types. But for the season beginning next September, the FCC has said that local stations will not be allowed to use old reruns.

Last year, some prime time programs will have to be developed and produced locally for every night in the week. Which is where a good audio-visual department can become involved . . . preparing programs specifically for the new prime time slots. Incidentally, the FCC directive also opens up many more upgraded time periods for public service spots.

Another new broadcast media opportunity that might materialize in 1972 is cable television. It looks from here like this medium—which started 20 years ago as a stepchild to commercial tv broadcasting—may soon be bigger than the parent as far as opportunities for I&E programs are concerned.

Actually, cable TV is already a pretty big business, despite the fact that the FCC stopped its growth five years ago.

There are somewhere between two and three thousand operating CATV systems in the U. S., with another 2,000 or so under construction. An additional 2,500 applications for franchises are pending in some 1,300 locations. The number of CATV subscribers has been growing at a rate of 20-25% annually, and these systems already serve 12 million people—or 6% of the total U. S. population. About half of the population served live in towns and cities under 50,000 population.

The public seems to like cable television. In the small communities where a cable now exists, researchers have found that families will pay the monthly rentals even if it means not paying the doctor, the dentist or the grocer. Apparently these viewers would rather have good television reception than good health.

But it is in the big cities—the top 100 tv markets—where the next big growth stage for CATV will occur. The city of San Diego has 28,000 subscribers in its television cable system, and two companies have been franchised to install cable in New York City. The president of Teleprompter, one of the major companies in cable systems, predicts that within ten years 85% of tv reception in the U. S. will be by cable.

Another outlet in the future will be the organizations which are developing news services specifically for cable television. United Press International has announced it will produce a new 100 word per minute news wire exclusively for CATV, and will supply complete 10 minute news packages 24 hours a day, seven days a week.

Reuters, also, is offering cable systems special news packages written and edited specifically for cable television. So the second generation cable of television will bring to subscribers a new diversity in programming . . . everything from sports and outdoor living to lectures and instructional material to topical events and human interest items. Cable TV may very well be the next significant media breakthrough for I&E people.

The growth of the broadcast media does not mean that print is dead. Magazines and newspapers are having a rough time, but I expect they will be around for a long time to come.

New periodicals are being published, and existing ones are adjusting to meet the changing times. Right now, for instance, Time Inc., is currently exploring four different magazine concepts relating to family health, personal finance, photography and film-making. Planning is well along on the first two, with covers designed and initial articles solicited, written and edited. About 500,000 people are being surveyed to learn if they would like to become charter subscribers. If these publications get off the ground, they will become excellent outlets for specially prepared outdoor material.

As I see it, new media will come and old media may go, but the overall communications structure as we know it today will probably remain. Dr. Peter Goldmark, President of CBS Labs and a pioneer in the development of communications systems, says, "I don't know of any development in communications that replaced the existing system. Movies did not replace books . . . radio did not replace the phonograph . . . TV did not replace radio. Communications may evolve into new forms, but what we already have won't stop."

Up to now, I have been dealing with my assigned subject—how to sell and promote today's wildlife. Without trying to steal any thunder from Philip Douglas, who will be talking in a few minutes about the wildlife user, I would like to pose another problem for your consideration.

I am convinced that the time will come when the biggest problem facing I&E people will not *only* be to *sell* wildlife, but also to develop programs aimed at conserving our nature and wilderness facilities.

Let me give you a few sobering statistics that explain why I think this way . . .

By the end of this century . . . by the year 2000 . . . there are expected to be another 100 million Americans. That's more than 3 million people added to the nations population every year for the next 30 years.

According to the Census Bureau, more people moved into the South during the 1960's than out of it. And the population of the South is becoming urban at twice the rate of the U. S. So it appears that the Southeast will probably bear a sizeable share of those additional 100 million people that will be added to our population over the next 30 years.

The nation now has five official 3-day week-ends per year. The four day week is a reality in hundreds of companies, and some are looking into the possibility of a three day week. As a result, people have more leisure time for trips, vacations and outdoor activities.

But people are taking trips differently than they did, say, five years ago. More travelers are camping out in public camp grounds rather than staying at fancy resorts and hotels. The occupancy rate of Hilton Hotels in the U. S. is less than 55 per cent . . . the lowest level since 1931. Part of the reason is that 40 million Americans camped out this year. And one travel consultant estimates that there are as many camping vehicles on the road today as there are hotel and motel rooms.

The Carolina Power and Light Company estimates that the number of cars on a single 26-mile stretch of I-95 will reach 6 million by 1975, and 7½ million by 1980. The Santee-Cooper complex alone—may be exposed to over 10 million travelers by 1980. Many of them will be tired of the cities, tired of crowded beaches, tired of being jammed together on small bodies of water in the northeast, or just plain tired. They just may decide to stay for extended periods of fishing, boating, camping, hunting or relaxing.

You don't have to be clairvoyant to predict that this increased mobility . . . combined with more leisure . . . population growth . . . and more people camping out . . . will create new problems for natural and wildlife areas set aside for fish and game. And our fragile environments will soon be subjected to increasing pressures. I suggest you had better prepare yourselves for the onslaught.

In place of wildlife enthusiasts and sportsmen, you will soon be dealing with rank amateurs and refugees from the cities. You'll have to educate them to the ethics of hunting and fishing and outdoor living. You'll have to inform them about their obligations in the use of non-public lands. You'll have to instruct them in the proper behavior while in nature and wilderness areas . . . how to dispose of their trash . . . and the basic techniques of harvesting fish and game.

What you must do, I think, is work on new approaches, new solutions and new adaptations of existing techniques in order to preserve the quality of our natural resources.

With all the problems of people management you will be facing, I firmly believe that the work of I&E people is more essential than ever to the future welfare of our outdoor resources. The immense growth in usage that lies ahead means that professionalism in conceiving and executing I&E programs will be essential to good wildlife management and conservation.