

I & E SECTION
SYMPOSIUM — “TV AND THEE”
“An Abstract”

By
Larry Richardson

The impact of television as a mass media has been a powerful force in this country. Probably no other media has had such a powerful effect in such a short existence. In the wildlife public relations business, we are constantly looking for media which will present our programs in a sharp, specialized and pinpointed approach to an audience. Nowhere is this more applicable than in television. What other medium has such a widespread captive audience. Ninety-six out of every 100 American homes has one or more television sets. Surveys have shown that the average home will have their tv's turned on over six hours each day. Americans are so attuned to this media that by the time they reach age 21, 30,000 hours have been logged in front of the television screens.

The use of television for the promotion of wildlife conservation and hunting and fishing is relatively new. The first hunting and fishing series was produced only about 20 years ago.

There is a need for *quality* programs of varying lengths presented on educational and commercial television. Even the one-minute spot has been recognized as a valuable tool in reaching not only the sportsmen but all interest groups.

News reporting is an essential portion of wildlife conservation programs. Factual, concise and timely news is a must and the inclusion of visual materials such as photos, slides and film clips is preferred. News commentators should be encouraged and aided in participating in wildlife management and sporting activities as an investment in promotional advertisement.

Today a vast audience has been developed and the opportunities seem to be unlimited. Although magazines and newspapers are by no means dead, the broadcasting vehicle offered by television must be utilized if we expect to keep in step with the times.

SCIENCE TO FICTION

By
Woody Bledsoe

When Larry Richardson asked me to present a paper at this conference, he gave me a general idea of what he wanted me to expound on. In essence, it was days of converting the findings and writings of our wildlife biologists to laymens language for public consumption in our news releases, magazines and through out radio and TV broadcasts.

Today's public is better educated and hep to modern technology than we in the business of Information are prone to give them credit. However, I think just good common sense applies if we are to do a good job of conveying our conservation story in an understandable fashion. Now, I'm more closely allied with the listening and viewing audience than with the reader since my speciality is radio and TV, although I've been known to write an article on occasion. So, with that in mind, my concentration will be centered more toward the radio and TV audience.