

- g. *Question-Answer Sessions* (studio—by phone—by letter)—(Bob Short answers letters) (Mailbag program)
- h. *Importance of tape and tape machines—*
  - 1. Very often you can make features tailor-made for specific shows.
  - 2. Many times you can tape voices for news stories and features that increase value of report.
- i. *Importance of voices—brevity—competition.*
- j. *Public Service Spots—*How to prepare—written and recorded types—length and type of spots.
- k. *Appearances on Sports, Music and other types of shows.* (Bulletin Board—Tips—Contact—Sport Parade—Nightbeat—Pop Call—Dixie Farm and Home Hour.)
- 1. *Other programs—*
  - 1. More elaborate week-end fishing report (Longer program “*Hook, Line and Sinker*”)
  - 2. *Conservation Discussions—*(Perhaps recorded on-the-spot as remotes) Example: “*Conservation in this Atomic Age*”—Important.
  - 3. *Sports Shows Inserts.*
  - 4. *Games — Panel of Hunting and Fishing experts* (conservation experts).
  - 5. *Real experiences* (Four sparrows under hood of truck—got out when truck stopped—back in when truck left — Cumming, Georgia).
  - 6. *It’s the Law—*(Hunting-Fishing-Conservation)
  - 7. *Oddities*
  - 8. *History*
  - 9. *Book Reviews*
  - 10. *Camping Tips*
  - 11. *The Great Outdoors* . . . . .
  - 12. *Hunter’s Handbook*
  - 13. *True Stories about animals and their intelligence*
  - 14. *Sportsmen’s Dictionary*
  - 15. *People telling fishing experiences*

We should keep in mind what listeners want from Radio when they tune-in

  - A. *Information*
  - B. *Feeling of belonging—of importance*
  - C. *Security* . . . . .
  - D. *Recognition*
  - E. *Adventure*

In case this all sounds like a lot of work for just putting on daily radio programs—I can testify that there is no human activity more rewarding than helping people find new horizons for real growth and happiness.

**SUGGESTED METHODS AND PITFALLS OF SELLING  
AN ANTLERLESS DEER SEASON TO  
THE PUBLIC**

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The information presented here in regard to selling the public an antlerless deer season was obtained from many states as a result of inquiry by the Florida Information and Education Division and considerable credit should go to Bob Dahne and his staff for this paper. The information gained by the inquiry is used as compiled background to which has been added personal experience and observations to produce this interpretation.

The incidence of overpopulation of deer in the Southeastern States presents the most difficult problem that exists for deer management. Deer, completely unaware of creating problems by doing what comes naturally, will exceed their food supply, provided they are given adequate

protection. The solution to this problem is very simple. Just let hunters harvest the excess animals.

Now that the solution has been presented in naked form, it is necessary to return to reality and recognize a veritable barrier of pious, prejudiced, and opinionated people. The deer and what needs to be done for their proper management are no longer a problem. The problem is to manage people by influencing their thinking. First we must know what they are thinking before consideration can be given to alterations.

In general it can be safely said that the hunting public will consider the killing of does as desecrating something sacred. Why does such an attitude exist? The attitude exists because we created it to fill a need. This need was to get deer established in our various states. Deer have been established, but what are we going to do with all the offspring?

All of us should be patted on the back because we made people realize that the little doe with the halo around her head produced the magnificent buck. We came up with appealing slogans such as "save the doe today for bucks tomorrow". It was real effective. Anyone who would shoot a doe would commit a crime against nature. Little did we consider that the dirty double crossing, diminutive doe would bring forth female progeny and compound our troubles. Not fully understanding the ramifications and merits of birth control, deer tend to reproduce at every opportunity until their numbers exceed available forage. Starvation will reduce the breeding ardor and eventually eliminate the majority of the herd. But is this the solution for which you are being paid?

To sell excess animals you must first have an overpopulation of deer in an area. It is pure mechanics for a semi-competent game biologist to ascertain whether an area is overpopulated with deer. Once overpopulation is established, the next step is to remove the excess animals.

At this point, if you are not sure of what the objections to an antlerless deer season would be; it is suggested that feeler news releases be instigated. A feeler release might say that, "An antlerless deer season is being considered for the *blank* area and expressions of opinion are invited." Expressions of opinion will certainly be forthcoming and if you are the least bit fainthearted, you will be tempted to drop the subject. The response to the exploratory news release should indicate what the objections are and who is objecting.

The importance of being alert during the smoke and furor created by the exploratory releases cannot be overemphasized, because the response will indicate the attitude of the public, which in turn will dictate the kind of public relations work necessary to alter public opinion. Special attention should be given to the reaction of fellow employees concerning the proposal. Law enforcement officers in particular should be considered due to their close contact with the public.

The program necessary to change public opinion toward an antlerless season can now be properly planned as four progressive steps.

1. Prepare a list of the objections and suggested alternate plans received.
2. Contact the game management division for biological data and other information pertinent to the proposal that can be used in refuting the objections that have been presented. Then ask for a literal translation of the data in order that *people* can understand it.
3. School all employees as to the facts relative to the proposal, the policy of the department, and the penalty for failure to adhere to departmental policy.
4. Use all news media contacts to disseminate salient information. This would include news releases, magazine articles, radio, TV sportsmen's clubs, civic groups, etc.

The effectiveness of the above program will determine the amount that opposition to an antlerless deer season is reduced. It is extremely unlikely that all opposition could ever be eliminated. When as much as possible of the hostile attitude has been removed, it requires an administration with a "tough skin" and plenty of "backbone" to put the management practice into operation.

Many states ease into an antlerless season by allowing a "camp deer" of either sex, hunter drawing for antlerless deer tags, either sex, for bow and arrow hunters, and other variations. This is highly recom-

mended since hunters usually respond to large herd reductions the first year by demanding that the season be closed in the problem areas the following year because, "those idiots in the game department let the deer herd be decimated."

There is no "fool proof" formula for selling an antlerless season to the public. As in combat the solution to the problem must fit the situation and terrain. It is hoped that the preceding interpretation will be helpful to any state that needs an antlerless deer season for more intelligent deer management.

## WHAT THE TOURIST DIVISION OF THE GEORGIA DEPARTMENT OF COMMERCE IS DOING TO HELP PROMOTE HUNTING AND FISHING IN GEORGIA

*By WILLIAM HANDMAN, Tourist Manager  
Georgia Dept. of Commerce*

Tourism offers Georgia businessmen millions of dollars in new business. Whenever we have an increase in business, we have an increase in sales tax income for the state. A booming tourist industry in Georgia will benefit everyone.

The benefits of a fully developed tourist business, spread throughout an entire community. It is not merely a question of which particular hotel, restaurant, shop, or gasoline station that gets the most tourist dollars in direct transactions, but how the economy of the entire community is affected.

A graphic example of how the tourist business can boost the economy of a community was given recently, when business firms, engaged in the tourist trade, decided to make all purchases and pay all their employees with two-dollar bills. These bills showed up in stores, other places of business and financial activities in every nook and corner of the town. Business created by the tourist trade injected vitality into the town's economic life, and the widespread use of the two-dollar bills was visible proof.

To increase our tourist trade, the tourist division of the Georgia Department of Commerce has formulated a coordinated, well-planned state campaign to bring visitors to Georgia. This program has already resulted in increased attendance at tourist attractions all over our state. Increases of attendance of 50,000, 35% etc., are being reported. Georgia is blessed with a wonderful climate, many points of historical interest, mountains with an abundance of wild game, lakes full of fighting fish, a warm sunny seashore and a host of other things which make Georgia an attractive place to visit.

Working at the state level, we have to recognize all facets of the tourist industry. The wealthy people visiting one of our plush seaside resorts are tourists. So is the family who takes their child to visit our historical points of interest on a Sunday afternoon to help the child with his school work, or the man who takes his son hunting and fishing. All of these people make up our tourist trade.

We know the value of the hunters and fishermen to Georgia's tourist industry. That is why we try in every possible way, to cooperate with our game and fish commission to advertise Georgia for hunting and fishing. During the summer season just ended, the tourist division of the Georgia Department of Commerce conducted an outdoor advertising campaign using 636 full-sized billboards with two thirds of the space or 424 of the signs allotted to promote fishing and camping in Georgia. SHOW SIGNS. This billboard advertising was placed on main highways leading into Georgia from our neighboring states of South Carolina, Alabama, and Florida. Many of the signs were displayed along the well-traveled routes in our own state and the reaction to this advertising was very enthusiastic. As a result, we decided to go into a campaign this fall to promote hunting in Georgia. 327 billboards will be used in the four states.