

FROM THE EDITOR

Reader's Survey



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The spring issue of *Fair Chase* was sent out with a reader's survey included. It was sent with the hope that a few of you would respond and give us an idea of how

we might make your magazine better. The results were overwhelming. No, not a few took the time and trouble to reply. The surveys poured in by the hundreds. This offered proof of something we thought we already knew — this is your magazine. It is something that matters, something that means a great deal to those of you who make its very existence possible.

Your favorite things in the magazine were of no surprise. The top four were the feature articles, the trophy photo gallery, recent trophy listings, and trophy talk. We will concentrate on these and bring you more of the same.

Here is where I was surprised. What species would you like to see more of? I assumed whitetail would be number one. Wrong. Elk came in first, followed by mule deer, moose, and then whitetail. Close behind were sheep, pronghorn, brown and grizzly bear, black bear, and caribou. We will concentrate on bringing you more feature articles on these

species. Of no surprise was the fact that only 24 people wanted African stories, 12 wanted North American exotics, and 7 wanted European.

The three types of articles you liked the best were the trophy stories, the self-guided articles, and where to go. This tells me you aren't interested in just the professional writer taking an animal with a professional guide. You want to see how and where others just like you took their trophies and to learn from it. We will work on bringing you more of the stories behind the new trophy entries and more articles by our Associates. While it wasn't an item included on the survey, many of you wrote in that you like the field judging articles and the geographic analysis. We will continue with these articles and cover all of the North American species.

Here is another area where I was very surprised. This is the Boone and Crockett Club. It is all about big game animals. I would have never thought of having anything else in the magazine. Well, more than half of you want to see articles on predator hunting, with a large number of you also wanting to read turkey hunting articles, upland game birds, small game, varmint hunting, and waterfowl. While we won't concentrate on these, we will on occasion put in something on these topics. Maybe we'll get a turkey hunting article for the spring issue and maybe something on calling coyotes in a winter issue. We

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had an article in the summer issue on birds with positive feedback.

Eighty percent of you wanted to see old-time hunting stories. We will work on bringing this to you, along with bow hunting and muzzleloader hunting articles.

All in all, we found your comments very favorable. We believe we have succeeded in our goal of offering a broad variety of articles and information in every issue. While it would be unrealistic to attempt to please everyone with every story, we do believe it is possible to offer something everyone likes in every issue. We invite you to enjoy the articles that interest you, while we promise never to forget that this is your magazine. ■

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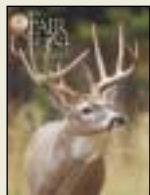
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