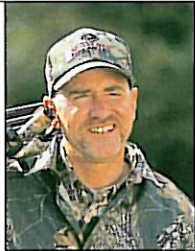


# MESSAGE FROM THE EDITOR



**Greg Tinsley**  
EDITOR-IN-CHIEF  
Boone and Crockett Club

Inside this issue of *Fair Chase*, along with the exemplary fare of standard entertainment and information, you'll find reports and commentary concerning the most recent annual officers' meeting held in New Orleans, which I was fortunate enough to attend before family matters abbreviated my stay.

From my perspective as a first-timer, it was an impressively friendly gathering, as well as a crash-course glimpse into the important works of education and national conservation perpetuated by the Boone and Crockett Club. I listened to dozens of important stories told by great people, from Samaritans who ensure young people are accounted for in the future of hunting, to a personally delivered promise of improved National Forest management by the current Administration in Washington, D.C. The meeting was an inspirational vista disguised as a very good time.

Before I had to leave New Orleans, the Club's Julie Houk, Keith Balfour, and I took the opportunity to conceptualize some parts of the issue you're now holding. Given Keith's work with the Hunt Fair Chase initiative, which has grown to include a broadcast advertising campaign, he volunteered to share his personal commentary concerning the state of hunting on television for this issue. With the recent boom of individuals, manufacturers, and conservation organizations getting involved in television to spread their gospel, I can think of no better message being piped into millions of households across the country than that of hunting and conservation ethics. And who better than Boone and Crockett taking up this charge? Maybe some day – B&C TV. Weeks later, upon reviewing his work, I enjoyed Keith's perspective and I believed that the tone of his delivery was nicely struck. I hope you'll give it a read and send us your feedback.

Interestingly, just a few days ago I found myself personally observing the final on-location videotaping for the 2005 edition of "Dream Season" on The Outdoor Channel. The show, which is co-produced by Terry and

Mark Drury, follows several two-person teams through the tribulations and triumphs of an annual whitetail-deer campaign. Rather than actually paying the participants for what amounts to a great investment in time, year-end "fan favorites" are selected by the show's audience through on-line voting. Then the year's favorite hunters receive a lifetime's worth of cool hunting trips.

One of the 2005 teams arrived late in the night, because it had spent the previous day at a different location filming a segment with a seriously ill young person who was being hosted by a relatively new non-profit organization called the Catch A Dream Foundation. Dr. Marty Brunson, an administrator with Mississippi State University, is one of the driving forces behind Catch A Dream, which fills the national void for young people who want to experience the reverie of hunting and fishing with loved ones while bravely facing their own personal catastrophes. With human hands and money, Catch A Dream, through increasingly broad support to include the likes of Wal-Mart Incorporated, makes these wishes come true.

After the late-arriving team had shared its story, sometime after the ensuing life-changing discussion where grown men wept, there was an epiphany among the Dream Season principals and participants. Although the particulars were still being discussed long after I departed, the dream teams, the producers and the corporate partners in attendance were abuzz with a very honorable next step for the show, the gist of which was that some portion of the "Fan Favorite" reward, maybe all of it, must go to a foundation just like Catch A Dream. The program is certainly deserving, and there would be great publicity generated for the Catch A Dream Foundation from the show itself.

So, I was privileged to see a big, new burst of inspiration that has the promise to shine out to all of us from the future of traditional outdoor television. Meantime, I would encourage you to please contact Dr. Martin Brunson, MSU, Box 9690, Mississippi State, MS 39762; phone 662/325-3174 for more information about the Catch A Dream Foundation.

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