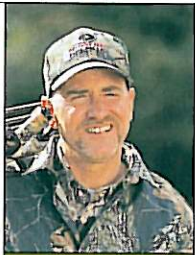


MESSAGE FROM THE EDITOR



Greg Tinsley
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Boone and Crockett Club

The Times Are A Changing

For obvious reasons, the health and welfare of *Fair Chase* magazine is a top concern of the Boone and Crockett Club. Unlike guffawing around the campfire with like-minded comrades,

publishing an entertaining mission view for a membership as distinguished as the Club is very serious business.

The well-considered content of *Fair Chase* is corralled and broken to ride by a staff consisting of Julie Houk, Keith Balfour, Ryan Hatfield, and me, with invaluable assistance from any number of professional outdoors journalists, members, associates, and marketing partners. It is safe to say that everyone associated with the magazine has at least one other full-time job, or the comparative workload to equal another dose of full-time employment. I suppose I would be viewed by some as the exception... the most important of my bosses recently asked me what I did during the 51 weeks between selling seasons.

Anyway, I very recently participated in a *Fair Chase* editorial teleconference with the staff and Club members representing the organization's Development Division, including Jayar Daily, Andy Hoxsey, Duane Walker, and Mark Steffen. The primary talking point was the idea that *Fair Chase* might be leaking away from its duties as a chronicle of historically significant conservation initiatives. The perception was probably based on a previous decision to evolve "The Conservationist" features, which seemed to have run a nice, but ever-thinning course, into something better.

Next-level content in this instance was troubling to me because the "heroes of conservation" biographies were certainly purposeful and well composed. Mark Steffen suggested (or it could have been Balfour's idea with me, Steffen, and Houk quickly piling on) that the magazine phase out of the naturally fizzling bios and use that space to deep-drill into the

conservation initiatives that changed the world. For instance, everyone is somewhat familiar with the Pittman-Robertson Act, but exactly how did such monumental legislation come to pass? We will soon find out.

The conference call also served as a reiteration of the magazine's role in reflecting the Club's three primary areas of focus: hunter and conservation ethics, big-game records keeping and recognition, and education and demonstration. The search for volunteer assistant editors to oversee these three areas for *Fair Chase* was ongoing as this was written. Steve Williams, Wini Kessler, and Steffen made the wish list of assistant editors.

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The conference call also allowed the staff to discuss other plans for the magazine. Of priority is the compartmentalization (with expansion) of many of the departments and columns, hopefully making the magazine more reader friendly. Interestingly, the compartments will mirror the Club's three areas of focus. Further, while Julie Houk attacks the design and pagination challenges of sectioning the magazine, she'll attempt to engineer even more style into what is currently a very handsome and contemporary *Fair Chase* product.

Before the teleconference ended there was a brief discussion of editorial and advertising policies. Subsequently, documentation was circulated regarding these matters.

One item not addressed in the call was how privileged *Fair Chase* had been for more than a year to have W. Todd Woodard of Houston, Texas, as its chief copy editor. He's an old friend of the family from West Texas who can handle a hunting rifle or a dove gun with uncommon grace, and he writes and edits as succinctly as any man alive. Copy editing can be the intellectual equivalent to busting rocks in the noonday sun, and they both pay about the same. I assume Todd's recent efforts included some portion of a four- to six-hour literary surgical procedure on the tirelessly complex "Hunting Democracy" opinion piece found in these pages. Between Julie Houk and Todd Woodard, the magazine's standard margin for error is reduced to a percentile.

There is a great deal of editorial copy in each edition of *Fair Chase*. Advertising is limited to a 70/30 ratio (ads being the smaller number). This gives the magazine enough financial support to run four-color process throughout the each issue and provide writers plenty of space to present important ideas to the Members. So, even though it's a quarterly, the *Fair Chase* editorial package probably equates to something like a contemporary for-profit magazine that's published six, maybe even eight times per year.

Then when you value-add 13 scripts for the Big Game Profiles series... well, suffice to say that the Boone and Crockett Club is suddenly overseeing perhaps the most efficient "little" media business in the industry. Editing and writing wise, start to finish over a much-too-compressed period of 90 days, approximately 25,000 words were recently manipulated for the television project alone.

And I wish I could now tell you exactly when the show will air! The weekly broadcast schedules for encores of "Leupold Big Game Profiles presented by the Boone and Crockett Club in association with Dallas Safari Club" is anticipated from the Outdoor Channel... at any moment. Sundays at 10 a.m. Eastern Standard Time from July through December remained the last, but not the least, word at the passage of deadline for this issue of *Fair Chase*. ■