

FROM THE EDITOR

Flipping through the pages of an outdoor magazine a few months back, I came upon a photo that gave me pause for thought. In the foreground were two pheasant hunters working a cornfield, their Lab out front. In the background, however, right along the far edge of the field, was a subdivision—its rows of recently built houses a jarring counterpoint to an otherwise traditional hunting scene. Another example, I was reminded, that “our world” and the “non-hunting world” are, at least in some of the more populous areas of our country, edging ever closer together.

In an important sense, though, it really no longer matters where we call home, whether isolated mountain-top or suburban tract: It’s been at least a decade since all of us, hunter and non-hunter alike, have been living, from a virtual perspective, side-by-side, in the same digital space. Welcome to our worldwide neighborhood, a place where anyone and everyone has a voice, and, with an evocative image or two, can create a story that reverberates around the globe.

As much as social media has changed the communication landscape, there are still some bedrock tenets that remain as valid today as they

were in the days when I was banging out copy on my Royal 442 manual typewriter (a real gem, by the way). Chief among them is this: If you’re not out there telling your own story, someone else will tell it for you. If the latter is true, you will most likely be very unhappy.

We are fortunate in our community that we have a story that is both positive and well-founded. No one can argue, for example, the historic and ongoing contributions of America’s hunters to wildlife conservation and their support for scientific wildlife management.

Equally valid, but not so much “out there,” is our story on the precepts of fair chase. With the recent introduction of our “Hunt Right, Hunt Fair Chase” campaign, we’ve taken the wraps off this story in a big way with a wide variety of messages designed for both new and traditional media. It’s time we did, and we hope you’ve seen some parts of this campaign either in digital or print platforms.



Doug Painter
EDITOR-IN-CHIEF

Our story seeks to capture and set forth the historical significance and full meaning of fair-chase hunting as well as to bring to light the values instilled through the ethical pursuit of game—qualities such as self-reliance, personal responsibility, self-restraint, and perseverance. The touchstone of our messaging will be that these attributes are “in the heart” of the fair-chase hunter and are the true measure of our hunting experience.

This story is, of course, your story. I’d love to hear your thoughts and your experience on this subject. You can reach me at painter.doug@yahoo.com.

Hope to see you down the trail. ■

Please turn to page 86 to learn more about the Club’s new Hunt Right; Hunt Fair Chase campaign.