

FIRST-EVER B&C MEDIA SUMMIT

FROM THE EDITOR



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EDITOR-IN-CHIEF

Any successful organization recognizes that it needs to stay focused on advancing its mission every year. All too often, however, even successful outfits place scant emphasis on effectively communicating the value of their mission to their constituents. In short, the emphasis is typically on the “doing of it” rather than the “talking about it.”

That’s understandable, but in today’s hyper-connected world, “good press” is no longer just an added bonus—it’s an integral part of the mission itself. It is often said in public affairs that if you are not making your own case, someone else will make it for you. And when that happens, it’s likely you won’t be thrilled with the outcome.

I note the above in reference to the first-ever Boone and Crockett Media Summit, which was held in Springfield, Missouri, this past April in conjunction with the 31st Big Game Awards Judges Panel. The Media Summit was a great success achieved through collaboration between members and staff. The event transformed the Records Division Judges Panel into an interactive media education event, which provided an inside look at scoring and the work that goes into the Awards display.

The immediate outreach goal was to build awareness and drive attendance to the National Collection of Heads and Horns, which is celebrating its centennial anniversary and is on permanent display, and 31st Big Game Awards event

in July. Because the media event was held in April, there would be enough time to get stories written and published prior to the 31st Big Game Awards in July while the exhibit is still open to the public.

For the summit, the committee created a media list that encompassed both long-time, top-tier consumer publications along with some newer publications and online outlets. The result was a sold-out crowd of 12 writers and editors representing 10 distinct media outlets.

At the event, these outdoor writers received a special insider’s view of the meticulous scoring process, and they learned how the records program works. For most, it was a real eye-opening experience.

The summit also confirmed that many from this hunting-specific group of writers had little understanding of the far-ranging conservation efforts the Boone and Crockett Club has been involved with in the past as well as those we continue to work on.

To help fill these gaps, the summit opened with a presentation of the Club’s founding and highlighted more than a century of its accomplishments with a special focus on the centennial anniversary of the National Collection of Heads and

Horns. The talk focused on the contrast between populations becoming almost extinct in the early 1900s and the robust wildlife populations of the day.

Attendees were also briefed on the Club’s conservation policy initiatives, providing a sense of what goes on in Washington, D.C., which highlighted both the federal challenges as well as bi-partisan successes.

Writers also were presented with an overview of the Club’s Poach and Pay Project, which explained how a thorough understanding of the poaching issue will drive enforcement efforts and result in stiffer penalties. The program wrapped up with a review of the educational events at the Club’s Theodore Roosevelt Memorial Ranch.

In a broad context, it’s also good to see that the Club

recognizes its communications “sweet spot,” which is its long history of accomplishment that makes it a respected voice for conservation and the Fair Chase ethic. At the same time, it also underscores the importance for the Club to continue to evolve its messaging and develop platforms that will deliver those messages in ways that resonate with multiple audiences.

I guess you could say that there’s a lot more to the “tale of the tape” than meets the eye.

Hope to see you down the trail. ■

Doug Painter



LEFT: CJ Buck, B&C VP of Communications and Buck Knives CEO gave a presentation about the history of the Club’s accomplishments. ABOVE: Outdoor writers and content creators were given a behind-the-scenes look at the Judges Panel. Here Mike Opitz, Records Committee Chairman, and Richard Hale, VP of Big Game Records score a bighorn sheep that was donated to the Club’s National Collection of Heads and Horns.

READ MORE ABOUT ALL THE 31ST BIG GAME AWARDS EVENTS ON PAGE 22.