

Public Relations and Photography

Chapter 6



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- ◆ **Five Techniques for Handling Questions**
- ◆ **Take Control of the Interview**
- ◆ **Developing your Nuggets**
- ◆ **Hunting Photography**

Five Techniques for Handling Questions

◆ **The Nugget**

Your main point or points:

- When the reporter asks “the right question”, use a nugget.
- When the reporter asks “the wrong question”, use a nugget.

A nugget could be the reason you are involved in a youth hunting program.

◆ **Bridging**

A verbal bridge gets you from the question at hand to where you want to be – your nugget. For example, “That is true, but...”

◆ **The Bump and Run**

Quick answers, conjunctive phrase, then move to your nugget.

◆ **Turn the Tables**

Ask a question, and then answer it yourself. Be careful NOT to be antagonistic.

◆ **The “No Answer” Answer**

Last resort, If you don’t like the question, answer a different question. (This is often used by politicians.)

ALSO.....

◆ **The Throwaway Line**

Four seconds worth of phrasing that permits you to find your nugget.

Take Control of the Interview

Refocus the questioning toward:

- ◆ Outdoor experience
- ◆ Wildlife education
- ◆ Safety
- ◆ Wildlife management

Sample Leading Questions:

These questions are the kinds of things reporters may ask during an interview. All are candidates for a Bump and Run, Table Turner, or similar technique and nugget answer.

Q - “How can people who claim they love animals kill them?”

Q - “When you shoot an animal with a bow and arrow, how long does it take to die?”

Q – “What does it feel like to kill an animal?”

Q – “How many animals are lost by bow hunters for every one they actually kill?”

Q – “Aren’t hunters mainly interested in killing trophies?”

Q – “If bow hunters are mainly interested in the biggest animals, doesn’t that lead to the destruction of the genetic heredity of herds?”

Q – “Are you in favor of leg-hold traps?”

Q – “Aren’t bows and arrows a primitive and ineffective way to kill animals?”

Q – “Do animals you shoot bleed to death; does the impact of the arrow kill them, or what?”

Q – “How far does a deer run after it’s been shot?”

Q – “Doesn’t wildlife management simply mean providing animals so hunters have something to shoot?”

Q – “Wildlife management seems geared toward raising animals that hunters like to kill. What about song birds and other animals?”

Q – “Don’t kids feel bad after they shoot ‘Bambi’?”

Encountering Animal Activists

Animal Rights: A Different Way of Thinking

Animal rights activists possess a set of values that are not shared by the majority of North Americans. Animal activists oppose all animal use: fishing, hunting, trapping, livestock farming, medical research, and even pet ownership. Fish and wildlife agencies must deal with all segments of the public, including animal activists and other extremists. Agencies that enjoy strong public support listen to all concerns. **YOU WILL NOT CHANGE THEIR VIEWPOINT. DON'T EVEN TRY!**

Will you agree with an animal activist on anything?

Animal activists agree that habitat loss is a terrible threat to fish and wildlife. Where do they live, shop, work, play, etc? Were these places created by displacing animals from their habitat?

How Do You Handle Activists? Three Do's:

- ◆ **BE FIRM:** In the minds of North Americans, conservation holds the high ground on animal rights issues, so you can be firm and proud in your support of fish and wildlife management.
- ◆ **BE TOLERANT:** The right to disagree, free of fear, is the hallmark of our democracy. Assure activists that you care about their viewpoints and are willing to listen (even if you don't agree). Activists' arguments are often based on deeply rooted values that guide their lives. Avoid being provoked into personal verbal combat. You can question activists' actions and their cause, but do not criticize their values.
- ◆ **BE FACTUAL:** Extremists are allowed to play fast and loose with the truth; public agencies and their employees are not. Remember that you represent professional fish and wildlife management – not solely fishing, hunting, and trapping.

One BIG Don't:

- ◆ **DON'T OVERREACT:** Do not engage in any response that will make activists appear to be victims of a heavy-handed government agency. Activists' concerns should not be given more weight than others just because they are loud opponents. Volume does not equate to widespread public support. Remember: the media and the public are watching how we handle this debate, and will

ultimately decide the outcome. They expect us to act like professionals.

What Should You Say?

- ◆ Animal activists' values are not shared by the majority of North Americans.
- ◆ Polls show that there is widespread public support for fish and wildlife management that includes traditional harvest activities like fishing and hunting.

Developing your Nuggets

Each Huntmaster should think about an encounter with the press or an individual who does not support hunting. A nugget is a short phrase that you can use when all else fails and you need to provide a response to a question asked. In some cases, the Huntmaster can use reflective techniques to calm the situation or deflect adverse rhetoric. In all cases, attempt to guide the reporter, concerned citizen or activist to a location away from the youth hunters and a location in which you can control the situation.

Example Nuggets:

Sportsmen are great conservationists

Hunters, fishermen and trappers pay for conservation, over a billion dollars a year through their license fees and taxes on equipment. We are responsible for the establishment of the state and federal conservation agencies. Sportsmen impose more regulations upon themselves than any other group in order to sustain the future of wildlife.

Hunting Heritage

Hunting has been a tradition in this country since her birth. It is a family tradition, passing along the appreciation of the outdoors and care of wildlife to future generations. It creates a shared experience between the parent and child that creates a bond unlike any other activity. Hunter education and outreach programs such as this provide a safe and educational environment for activities such as this.

YOUR NUGGETS: (LIST TWO)

1.

2.

Media Nuggets

The nuggets below are a collection from previous Huntmasters. You may use them as a guide to develop you own .

- ◆ Hunting teaches respect for wildlife, gun safety and life. Responsibility for one's own actions.
- ◆ Introduces young hunters to the excitement and responsibilities that go with hunting
- ◆ It is critical that youth learn important life lessons in the outdoors from experienced hunters; things like respect for safety, natural resources and wildlife.
- ◆ We are teaching these young hunters the responsibility, not just the take but to put back, which is why we have more wildlife today than we had 100 years ago.
- ◆ Hunting is a part of our proud American Heritage.
- ◆ To give back to the next generation the enjoyment of the outdoor experience that Americans have enjoyed since the beginning of this great nation.
- ◆ Children brought up in an educated and ethical environment around hunting are better stewards of our natural resources.
- ◆ Building bonds within families because in this program, a parent participates with his or her child. Youngsters are learning ethics, safety and respect for our natural resources hand in hand with their parents.
- ◆ Provide an educational opportunity to learn about wildlife and habitat management
- ◆ People who are taught respect and proper use of firearms at an early age are less likely to use them irresponsibly
- ◆ We want youngsters to have an appreciation of the out of doors.

- ◆ To sustain hunting as an activity for future generations.

- ◆ To facilitate conservation of wildlife by: (1) generating funds for wildlife management programs from license fees and federal excise taxes; (2) maintaining the health of certain wildlife populations by helping to ensure the proper balance of population density with the carrying capacity of the habitat; (3) increasing support for wildlife management programs through direct observation; and, (4) countering anti-hunting propaganda and activities via firsthand experiences and education.

Hunting Photography

As a rule, we are looking for magazine quality photographs that can be taken by anyone if they follow some basic guidelines. The photos are also used to build a memory book for the landowner, Huntmaster and the Division history file.

- ◆ Before the hunt, appoint a photographer and talk to them about our needs and tips.
- ◆ Let the picture tell the story
- ◆ Fill the frame with close-up shots. Close ups of young people having fun and learning are winners
- ◆ Be sure the photograph depicts safety. Watch the position of firearms, animals and people.
- ◆ When using Big Game pictures, insure all are properly wearing Blaze Orange IAW regulations
- ◆ Avoid blood or distasteful subject matter
- ◆ Clean and pose game before taking a picture
- ◆ Photographs should show respect for the game
- ◆ When taking pictures of people wearing hats, be sure the headgear is pushed back so their faces are exposed and there is less shadowing.
- ◆ Be aware of shadows or difficult lighting
- ◆ Be aware of subject matter, no offensive clothing. Check your background.
- ◆ Take a group photo. This is a must and should be done before everyone has packed up for the end of the hunt. If a 2 or three-day hunt try to take the photo in the early evening of the first or second day. Attempt to include the landowner, guides and all volunteers in the photo.
 - Take several shots
 - Be sure everyone is present
 - Check all clothing
- ◆ Get some action shots
- ◆ Depict several aspects of the hunt, evening meals, education programs, parents and youth sharing the experience
- ◆ If possible use digital cameras. If using film, get the film from the Hunter Outreach Coordinator as part of your supplies or send the film and a receipt to the Hunter Outreach Coordinator and we will have it developed.

Photographers check list

Use of the following guidelines will help produce a picture story of the event you are photographing.

Look for the following photo opportunities.

1. Location signs. I.E. “Stillroven Farm” or “ Leghorn Ranch”
2. Participant check in
3. Group gatherings (such as the morning event briefing)
4. Hunt or station action pictures.
5. Individual participant photo opportunities
6. Pictures of participants and harvests
7. Pictures of participants and their sponsors
8. Group photo's
9. Photo's with land owners or guides

Remember. We need to be able to tell a complete story with the pictures taken on any given hunt. Taking large quantities of pictures at all stages of an event will make this easier.