



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

UNITED STATES FISH AND WILDLIFE SERVICE

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RECORDING PREPARED TO AID FISH CONSUMPTION

A recording containing public service announcements designed to increase the consumption of fish and shellfish and raise nutritional standards in the United States has been prepared by the Bureau of Commercial Fisheries, United States Fish and Wildlife Service, is being mailed to approximately 4,000 radio stations throughout the country, Donald L. McKernan, Bureau Director, said today.

Using as its central theme, "nutritional values of fish and shellfish," the 12-inch, 33-1/3 r.p.m. recording contains 13 announcements ranging in time from 10 to 60 seconds. These deal with such subjects as the different varieties of shellfish, various forms in which fish can be purchased, "fish is good for weight watchers," size of annual catch of edible fish, the ease of preparing and serving fish, various kinds of canned fish, and "every day is fish day."

Since September 18 to 28 has been designated by the United States fishing industry as "National Fish Parade," a program in which the Federal Government is participating, the Bureau of Commercial Fisheries has requested the cooperation of radio stations throughout the country in making as much use as possible of the recording, particularly during that period, to encourage the greater use of all fishery products.

This joint annual industry-Government sales promotion program is aimed at moving the summer's heavy production of fresh and frozen fish products into normal trade channels.

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