



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

FISH AND WILDLIFE SERVICE

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TV SHORTS TELL PLIGHT OF DUCKS, GIVE TIPS TO HUNTERS

A series of five TV shorts which portray the plight of migratory waterfowl this year and which give some timely tips to duck hunters has been released by the Fish and Wildlife Service, the Department of the Interior reports. The shorts were prepared in the Audio-Visual Services unit of the Service.

Approximately 400 packets containing these materials have been distributed to television stations throughout the country, to State fish and game departments and to interested conservation agencies. Four of the shorts are getting national circulation. One, which pertains to the identification of the three hardship species--redheads, canvasbacks and ruddy ducks, is being distributed only in areas where these species have been important game birds in past years.

There are three 20-second spots and two one-minute spots. The 20-second material portrays the theme "Let 'em Come in Close--Kill Clean or Miss Clean"; the plight of the ducks on the dry nesting areas; and identification of the hardship ducks. One of the one-minute items is on the identification of the hardship ducks and the other is on the duck stamp.

Four of the spots are based upon drawings by the Service artist. The one on the duck stamp is live. This opens with a picture of the current duck stamp which features a retriever, then goes into the actual retrieving of a duck. It serves a double purpose, reminding the viewers that effective July 1, 1960, the duck stamp money will be used exclusively--except for a small amount for printing and distribution--for the acquisition of wetlands for waterfowl habitat, and calling attention to the importance of retrieving ducks which have been knocked down by gunners. Research has shown that for every three ducks a hunter has in his bag one duck is left dead or dying in the marsh. Thus the importance of saving that lost duck is emphasized especially in the retrieving scene and in the short on "Let 'em Come in Close--Kill Clean or Miss Clean".

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