

Hawaii Fishing News

June 22, 1985

Dear Mr. Johnson:

You will undoubtedly recall that I wrote an article about Hawaiian sea turtles for HFN several years ago. I was therefore interested to see you and a turtle on the cover of the June issue. Your inside text is of benefit to sea turtles because it reminds (or informs) fishermen that turtles are protected, and should be handled with care when accidentally captured. It would, however, have been of greater value to also use the word "PROTECTED" or something similar, on the front cover along with your photo. Several people die over since the June issue went on the newsstands have remarked "how can they do that" (to the turtle). These people only saw the front photo, and did not buy or read the inside article. Such must be the case for numerous people, since HFN is prominently displayed on newsstands everywhere. Only a small fraction of those who see the photo would ever be buying the issue. The same situation may also have been true when you used the turtle photo on the cover with my article.

(over)

I thought I would mention this problem to you, in the event that you are not already aware of the moderately confusing situation.

Sincerely,
George Balazs



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HONOLULU, HAWAII 96825

5 July 1985

George H. Balazs
National Marine Fisheries Service
P.O. Box 3830
Honolulu, Hawaii 96812

Dear George,

Thank you for your letter dated 6/22/85.

Sorry you didn't feel the cover publicity aided your turtle program.

I think you have to take into account that HFN is a private business and asks for and receives no subsidies from the government or taxpayers.

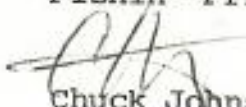
I don't think many books would be sold if their endings, happy or sad, were printed on the cover. Many business people believe that any publicity is good publicity, and, after 10 years in this business, I also hold that belief.

Sport fishing, according to Jacques Cousteau, is a cruel and brutal sport, and that is a hard point to argue, even for me. However, in the name of science, he has harrassed marine animals for years.

Thanks to the law, Mr. Turtle lived to swim another day. There were a few in our club on the beach that day who would have preferred to baptize him in soy sauce and sacrifice him to our stomachs.

I don't foresee us running any more turtle covers, for I think it's been played for all it's worth. However, should the occasion arise, I doubt that I could be convinced it would be wise to print "The End" on the cover.

Fishin' Friends,


Chuck Johnston
Publisher, HFN

P.S. I'll bet there are a few not so confused people out there that broke down and spent the \$2.50 to find out what happened to Mr. Turtle. To the rest I say, "No tickie, no laundry!"