



The number of hunters in the United States has steadily decreased over the past several years. If I were put in charge of recruiting more people to participate in hunting, I would promote "generational hunters" through marketing, accessibility, and awareness. Through marketing, I would put more billboard signs on the roads about hunting and purchase pop-ups on popular websites. Almost everyone travels in a car and uses a computer. I would include information on where and when to go to hunt because a lot of people don't know where to go. Also, I would put more hunting commercials on television, emphasizing how it's a great way to spend time with family and friends. Away from everyday distractions like computers and television, you can enjoy quality time outdoors, while having fun learning about the environment, how to shoot, and about game. Next, I would go to schools, churches, and other family-oriented places, handing out flyers advertising local hunting opportunities. I would have probably never gone hunting or written this essay if my grandfather hadn't learned about a hunting trip his church was taking, making it convenient for all of us to attend. Because we had so much fun, two years later my grandfather, my dad, and I went back to the same place. This time we took my younger brother, Luke. I've learned that I really enjoy hunting and now I'm excited that my neighbor is allowing my dad and I to hunt on his deer lease. To make hunting more accessible, I would try to convince more people to lease their private land to first-time hunters; offering a discounted price and rental of their guns while they are there. Guns are really expensive and most people are not going to spend money on something they're not sure they would enjoy. This would allow them to see if they like to hunt at an affordable price. I would also petition the U.S. government to support hunting by recognizing it as an outdoor sport and not putting unnecessary restrictions on gun ownership by enacting laws congress is trying to pass. In addition, I would raise awareness about hunting and safety. A lot of people don't want to hunt because they think it's dangerous. According to Texas Parks and Wildlife, "Hunting is one of the safest activities you can enjoy." Hunting can be fun and not dangerous if you follow the rules and laws. However, some of the hunting laws are really confusing. Simplifying them would help hunters comply. Yet, I would not take any law or rule away because they are all necessary for the safety of anyone hunting, and the environment. I am proof that "generational hunters" can be created by the use of marketing, accessibility, and increased awareness.

Caleb - age 11