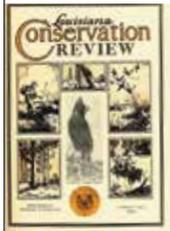
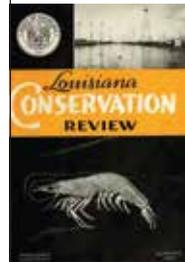


The Conservationist had a new name by 1931, the Louisiana Conservation Review. The February 1931 edition featured 42 pages and a nod to Mardi Gras. A cardinal was put on the front cover and was identified as Louisiana's Original Masker. The feature story detailed winter feeding of birds.



1931

As the U.S. approached World War II, the Conservation Review continued to extol the virtues of Louisiana's natural resources. Commissioner William G. Rankin penned an open letter to businesses on those resources and why coming to Louisiana was sound fiscal practice. The issue also had a riveting story on the science of Louisiana oysters.



1937

The work of LDWF biologists and the science behind their labor has long been a cornerstone of the department. The Conservationist detailed that from the beginning. In the 1941 summer edition, two stories, one on quail diseases and another about poaching of wild turkey, expound on what biologists were doing to combat these problems.



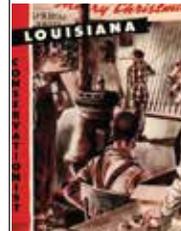
1941

The Conservationist underwent another name change, this time rebranded Louisiana Game, Fur & Fish with a subheading that read "formerly the Louisiana Conservationist."



1946

The cover was redesigned but kept the same name. The editor at the time was Claude H. "Grits" Gresham, who would go on to become one of the nation's foremost and respected outdoor writers.



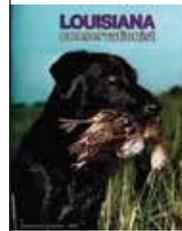
1953

A minor change was added on the cover with the line "Louisiana Wild Life and Fisheries Commission." It was published quarterly and would go back and forth through the years with a monthly, bi-monthly and quarterly schedule.



1960

The use of color throughout the magazine drew rave reviews from Conservationist readers. Noted R.J. Miller of New Orleans: "The new concept of reporting activities in beautiful color photography enhances the already well written articles (to) no end."



1969

Once again, the cover was redesigned. The magazine had moved to a bi-monthly publication but because of shrinking revenue and escalating production costs, it returned to a quarterly schedule with the 1977 summer edition.



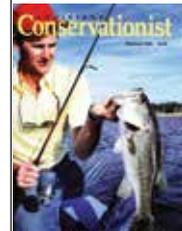
1977

The cover design was changed to what endured until 2010 when the Conservationist went on print hiatus. The year also marked the beginning of a controlled circulation brought on by state budget cuts. The Conservationist went to a paid subscription for the first time with the January/February 1989 issue and signed up 40,000 paid subscribers.



1988

The Louisiana Conservationist began offering a merchandise line to generate revenue and offset publication costs. All revenues generated were channeled back into the magazine. Oysters are a Louisiana favorite and the Conservationist has devoted many stories to the delicious bivalve. In the May/June 1995 edition, an article dealt with Vibrio vulnificus in oysters and the controversy it caused at the time.



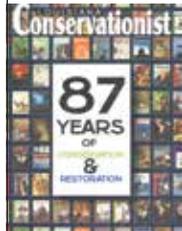
1995

No one living in Louisiana at the time will ever forget the ravages of hurricanes Katrina and Rita. The Conservationist marked the occasion in its November/December 2008 edition entirely dedicating the contents of the magazine to the devastating storms.



2005

Tough economic times force department officials to decide to cease publication of the Conservationist in favor of an online edition. The final print edition is published in the spring of 2010.



2010 SPRING

The Louisiana Conservationist is restored. LDWF Secretary Charlie Melancon, who, like so many outdoors men and women in Louisiana, treasured reading the magazine as a child and adult, authorized its return for the fall of 2016.



2016

1923



The Louisiana Conservationist debuted in 1923 as the Louisiana Conservation News. It was the brainchild of Secretary of the Department Lucy Powell Russell, who was appointed to the position in 1917 and ran what was then called the Department of Conservation.

1936



Even 80 years ago, the department was keeping a close eye on Louisiana's natural resources. One of the articles from the October edition of the Conservation Review was a study on the impact of marine fish by shrimp trawlers in Louisiana.

1939



The Louisiana Conservationist went through several changes before it adopted the format known today. By the end of the 1930s, still known as the Louisiana Conservationist Review, it featured 40-50 pages and was published quarterly.

1942



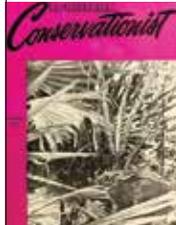
During the early 1940s, the magazine was officially called the Louisiana Conservationist. But it was reduced to a 6-8 page tabloid published on newsprint. This change was made due to the on-going war effort abroad.

1948



The final name change came in 1948 and it went back to the magazine name known today, the Louisiana Conservationist. The name stuck is one well known by many Louisiana outdoors enthusiasts today.

1956



Once again, the cover underwent a design change but the overall content basically remained the same.

1967



Two changes came about in the face of the magazine but only one would be remembered. The subline recognizing the Commission was dropped. The more important change, however, was the use of a full color photograph on the cover. The November/December 1967 issue was the first to move away from primarily black and white photography. Full color photography would become the standard for the magazine.

1976



The first Louisiana Conservationist calendar was published as a one-page pullout in the magazine.

1983



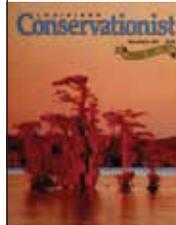
The spring of 1983 was a time when the management of the speckled trout and redfish species was front and center in Louisiana. Then-LDWF Secretary Jesse J. Guidry wrote in the March-April Conservationist edition about steps the department would be taking in getting a handle on the controversial issue.

1990



The Louisiana Conservationist was recognized by the American Library Association as one of the top 10 notable government publications in the U.S.

1997



The Conservationist celebrated 75 years as a continuous publication in 1997-98. A small banner was added to the cover to mark the anniversary.

2006



In the fall of 2006, the Conservationist again shifts from a bi-monthly publication to quarterly. The cover is tweaked to include a colored border and the subheading "Your Window to the Outdoors."

2010 FALL



The first digital edition of the Louisiana Conservationist is produced in the fall of 2010, detailing LDWF's response to the BP oil spill.

A LOOK BACK AT COVER CHANGES & MILESTONES

93 YEARS OF CHANGE