



## The CRAYFISH TALE

### CRAYFISH VIDEOS

Soon after I started my Trapper Arne crayfish trap venture, I noticed that the Internet was getting full of videos. Of course, videos were nothing really new on the Internet, but as part of web sites it was a novelty. At first I looked at it as just that, a novelty. And as I knew nothing about how to put something on my website that moved, I left the idea lingering on the back burner.

But then I bought myself a little camcorder, and before long I had made both a movie about how to make crayfish traps and a movie about my experiences in the Arizona mountains while catching, cooking and eating crayfish. Although it had its faults, after some serious editing I was rather proud of my effort. I have even sold some of my crayfish epics from my web site.

Then someone showed me how to put a video on the web site. I became hooked. So I brought out my camcorder again and made a small introductory web statement looking into the camera and reading the cue card under the camera. And then I progressed to making a trap movie: I went out into my trap inventory to present my video audience with our newest addition to our trap offerings, The Trappy. Both can be seen on my web site by clicking either on my nose on the front page or on the Trappy trap on the Video page.

But these videos had problems. When clicking on these images, it takes almost a minute before the video starts

showing. When it does, it's fine, but you should not have to wait that long for a video to appear. But it was considered 'cool'.

Then someone named Hillman invented the FLASH video system. And his technique kicked off the video revolution on the Internet and on web sites. Now you can see the result on YouTube and MySpace and on Google this or that.

On YouTube you can browse an enormous library of small video snippets, and some long ones too, of all sorts, in all sorts of quality. Unfortunately, most people who decided to leave their cinematic footprints on YouTube probably should not have done it. The quality is dismal and the contents is far below par. With a few exceptions.

YouTube has a search feature, and of course I searched for crayfish. I was overwhelmed at the amount of crayfish snippets you could watch there. And I watched. For a while at least, until I got rather disappointed in the quality and the content. Most of the footage is raw video that has not gone through any editing; consequently with dismal quality. But here and there are a few interesting and laudable videos that will show you how some people catch crayfish. Then there are several snippets of how people eat crayfish, some with godawful music and some fortunately without.

Then one day I checked my Trappy manufacturer's web site. (Look them up at

www.Trappy.com) Up till then I had known their web site to just present their traps and some crafish paraphenalia such as floats, bait and strings to attach to the traps.

But this time I noticed that they had added something to their web site. VIDEOS! Yes, they had also fallen for the temptation to involve YouTube when showing folks what they had to sell in the crayfish department. They had some snippets of video they called instruction movies which you can watch if you go to their web site.

But they had more than that. They had arranged it so that their distributors could copy a few lines of html coding and add that to your own website. With some hesitation I did that, and, by golly, after I had reloaded my web site onto my server, when I played my own web site, there was the Trappy video snippet in all its glory.

Well, the glory had a few tarnishes. The sound is not good in the introduction, but the rest is fairly well edited and instructive. So, if you want to see it on my web site, go to the main page, click on ALL ABOUT TRAPS. Once on TRAPS, click on the FOR MORE PICTURES OF THE TRAPPY. At the end of the Trappy pictures you will see the little video.

The Trappy people have now produced several little video snippets, and if you want to see some other ones, including the picturs of the new TRAPPY XL, go to <http://trapperarne.com/trappyxl.htm>. At the end of a few XL pictures you will also see the XL video snippet.

The Trappy people have also made a little longer movie about how to catch crayfish in a Swedish lake, but I won't let you see that yet as it still needs some more editing. For instance, they show a Trappy trap pulled into a row boat from the lake – with NO crayfish in it! To me that is not the best way to promote a trap's efficiency.

Business online has now realized that video is a powerful marketing tool. Even for selling crayfish traps.

#### TRAPPY XL COMING THIS FALL

In spite of delaying problems with the plastic mold injection equipment of my manufacturer, the first shipment of the XL trap isn't far off now. In addition you will soon see some neat crayfish trap floats and some of those neat little bait boxes on my web site.

#### AUGUST AND SEPTEMBER – BEST CRAYFISH MONTHS

When lakes have soaked up summer's warmth in its water, crayfish are the most active preparing for the coming winter season. They eat almost anything you offer in a trap, and what's more, the females are full of roe, which to crayfish aficionados like me, is an added attraction. September will see me and family members up at our favorite crayfish lake in the Arizona mountains.

Dinners will consist of freshly cooked crayfish in salty dill brine. This is when I load up on crayfish for freezing my winter supply of crustaceans. I also load up on enjoying the camaraderie among family members around a camp fire. Maybe with a beer or two.