

NOWA News

November 2011

**Excellence
in Craft**

**Market News
You Can Use**

Craft Improvement:

- Write Lively Leads
- 'Don't Quote Me!'

**Bend is for
the Birds!**



**Northwest Outdoor
Writers Association**





Cover photo by Dennis Kirkland
www.HisImages.com

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Manuscripts should be submitted on disc, in the body of email, or as a WORD or text attachment.

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Debbie Kerr, Executive Director

Officers & Directors 2011-2012

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Terms Expire May 2013

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Terms Expire May 2014

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Josiah Darr, Shoreline, WA

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Committees

By-Laws:

Ron Kerr

Conference Program:

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Conference Supporting Member

Day: Gary Lewis, Debbie Kerr

Conference Site Selection:

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Dave Kilhefner, Chuck Robbins, Kevin Rhoades, Bob Mottram

Enos Bradner:

Adela Jackson, Dave Kilhefner, G.I. Wilson

Excellence in Craft Contest:

Scott Richmond

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Eric Hansen, Jack McNeel

Finance:

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Fred L. Peterson Award:

Dennis Clay, Debbie Kerr

Markets:

Dave Kilhefner, Natalie Bartley, Duane Dungannon

Membership Recruitment:

Mentoring:

Duane Dungannon, Peter Schroeder

Nominating:

Adela Jackson and the Past Presidents Council

Outreach & Public Relations:

Pass It On Award:

Gary Lewis

People's Choice Photography:

Eric Hansen

Photo Shoot-Out:

Dave Vedder, Keith Szafranski

Raffle & Silent Auction:

Jo Wilson, Debbie Kerr, Pam Vedder

Stan Jones Scholarship:

Alan Liere, Jack McNeel

Website:

Scott Richmond, Adela Jackson

NOWA website: www.northwest-outdoor-writers-association.org

On Facebook: Search for Northwest Outdoor Writers Association

NOWA Membership Updates

Welcome New Members

Individual Members:

Cannon, Kent – 4742 Liberty Rd. S. #344, Salem, OR 97302; cell: 503-991-6413; email: kent@kentcannon.com; website: www.kentcannon.com; status: Active; sponsor: John Kruse. Kent has spent most of his life hunting



and fishing the Great Northwest. He now spends the majority of his time pursuing his first love, targeting steelhead, kokanee, Chinook and

coho salmon, tuna and trout. Growing up in central Oregon, he was afforded many opportunities to fish lakes, streams and – later in life – salt water, with an occasional hunting trip thrown in for good measure. Kent now resides in the Willamette Valley with his wife Jan giving him quick access to some of the best fishing and hunting the Northwest has to offer. Kent spends a

**Sponsor 3 new
NOWA members
and earn \$50!**

NOWA will pay \$50 when you sponsor three or more new members who pay their dues and initiation fee. Must be completed between April 1, 2011 and March 31, 2012.

large majority of his time doing just what he loves and craves, spending an average of three to four days a week (or more if he can swing it!) out on the water fishing. He has introduced many to the wonderful sport of fishing and by drawing from his years of experience, he strives to help others to be successful while pursuing the fish of the Great Northwest.

Morical, Mark – 61190 Dayspring Dr., Bend, OR 87702; cell: 541-598-6449; work phone: 541-383-0318; email: mmorical@bendbulletin.com; website: www.bendbulletin.com; status: Active; sponsor: Gary Lewis.

For most of the past decade, I have served as the outdoor writer for *The Bulletin* newspaper in Bend, Ore. I cover hunting and fishing,



as well as adventure sports, which include a wide array of outdoor activities in central Oregon, from hiking and biking to skiing and snowboarding. I report and write news stories, as well as feature stories and columns, on outdoor recreation and the people who pursue that passion. Central Oregon is a mecca for outdoor sports, and I consider myself lucky to be able to live here and write about the outdoors.

Directory Updates

Individual Members:

Buddo, Craig – 4216 Saline Street, Pittsburgh, PA 15217

Dues Help for New Members

As the end of the year approaches, potential new members may be hesitant to pay dues now and again in January. NOWA wants those new members to join now and enjoy the benefits of membership, rather than waiting. To encourage that, effective Oct. 1, NOWA offers free membership for the balance of the year when dues are paid in full for the following year.

So if you have potential new members that are holding on until 2012, have them send their dues for 2012 and they will get the balance of 2011 free. This offer applies to regular membership as well as supporting members.

NOTE: if your new member is intending to enter the Excellence in Craft contest for 2011, the above will not apply. In that case, full payment of 2011 annual dues is required, as well as 2012 dues – due Jan. 15.

—DEBBIE KERR, EXECUTIVE DIRECTOR

2012 Membership Renewals

In anticipation of most members wanting to participate in the Excellence in Craft (EIC) contest, renewals will be emailed by early November. To qualify for the 2011 EIC contest you must have paid dues for 2011 plus pay your dues for 2012.

Payment for 2012 dues is required by Jan. 15, 2012 – your check can be post-dated. EIC submissions are also due Jan. 15, 2012.

Payment for dues is to be sent to headquarters; submissions for the EIC contest, along with the entry fees must be sent to Scott Richmond [address on entry form on Page 16]. Entry forms are included in this newsletter, plus are available on NOWA's website:

<http://www.northwest-outdoor-writers-association.org/awards.php>.

President's Message

By Bill Mullins

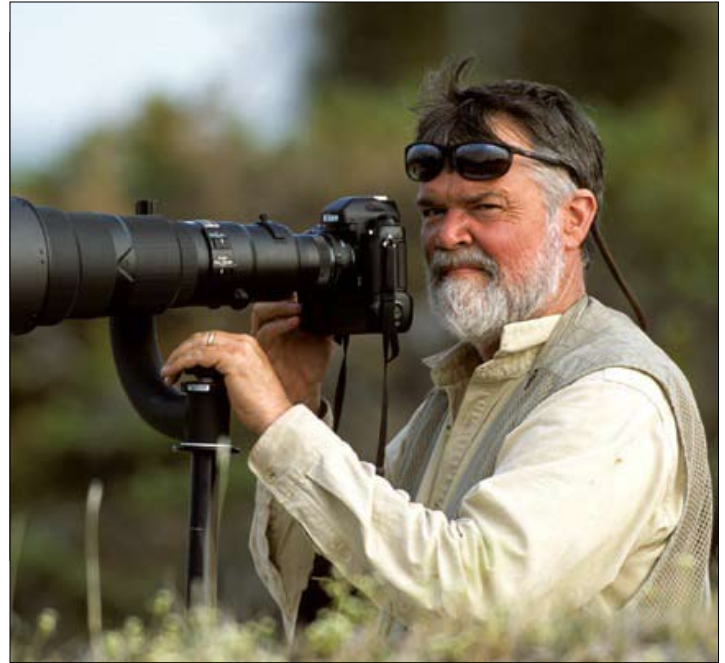
If at first you don't succeed – that's normal!

Last week was a first. Five days in Grand Teton and Yellowstone National Parks, and I never even got a camera out!

It wasn't that I didn't try; the weather and the critters just didn't cooperate. The best place to photograph bears in Grand Teton was closed due to "dangerous grizzly bear activity." I did see a nice bull elk with a large harem, but it was late in the day and the light was too dim to photograph. I spent a couple of more days in Yellowstone, but the light was poor and there just weren't any critters to be found. The only elk to be seen were mowing the lawn around the buildings in Mammoth.

About a month ago I had a similar experience in Jasper National Park in Alberta. I did see and photograph some nice bulls, but again they were in poor light and I got nothing much to brag about. The world probably doesn't need any more elk photos anyway.

While these two setbacks have somewhat dampened my enthusiasm for my chosen craft, I pause to think back on many other photo adventures that have truly been outstanding. There was the time I was photographing brown bears on coastal Katmai National Park in Alaska. We lived on a boat and motored in to follow bears around as they grazed in sedge meadows in early June. The day was gray, rain was falling, and it looked like a lost cause. A few of us decided to brave it, and spent six hours watching wet bears graze in dim light. Several gave up and went back to the boat. Then around 10 o'clock at night (remember this is in Alaska), the clouds to the west parted and we were blessed



NOWA President Bill Mullins knows nothing worthwhile comes easily.

with golden sunshine. The bears cooperated, and we returned with great images!

I know all of us have had similar experiences, whether photographers, writers, or other media. The underlying message is "don't give up – things will get better; there is always next time."

I am looking forward to my "next time."

NOWA needs you on our board; deadline to file is Nov. 30

The nominating committee is looking for members who are willing to serve on the NOWA board. Newly elected members will start their duties after the Annual General Meeting in Bend, Oregon, on April 29, 2012.

There are five Director positions available, plus the 2nd Vice President position. Three Director positions are for a three-year term, one is for a two-year term and one is for a one-year term. The 2nd Vice President is a one-year term, with the successful candidate continuing on to fill the Vice President, President, and Board Chairman positions – all one-year terms.

NOWA is your organization and I encourage you to become involved by taking on one of these positions. Though

we all have a common purpose in belonging to NOWA, we also have quite a variety of interests and needs, and NOWA will benefit by having those represented on the Board.

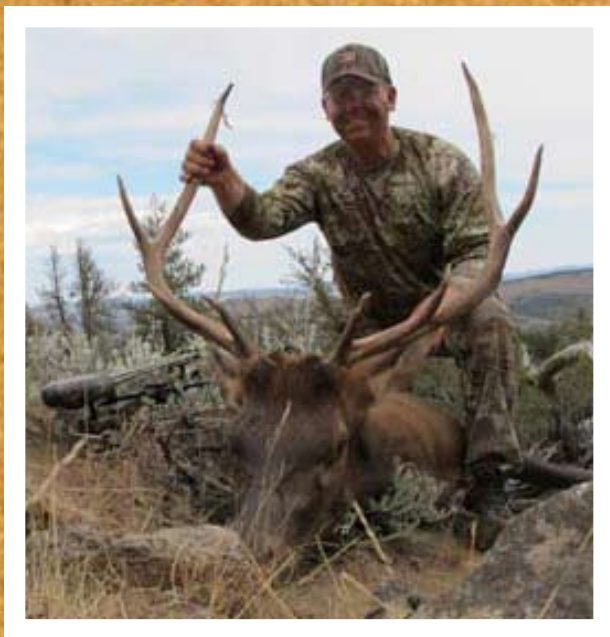
The tasks placed on Directors are not onerous – this is a good place to get involved.

The Chairman of the Nominating Committee is Adela Jackson. Please let her know you are ready to participate – or let her know the name of someone you would like to represent you. Contact Adela by phone: 907-455-8222, cell: 907-322-8000, or e-mail: adelajackson@hotmail.com. Nominations will close Nov. 30, 2011.

I encourage you to become involved.
—DEBBIE KERR, EXECUTIVE DIRECTOR

Member Photos

BULL RUN, TERRY OTTO



NOWA member Richy Harrod took this elk with a bow in Oregon's Grant County. (www.HarrodOutdoors.com)



NOWA member Jackie McNeel of Couer d'Alene, Idaho, takes a photo from the dock at Cameron Lake in Water-ton National Park. (www.McNeelsWesternTravels.com)

Editor's Note: This page spotlights NOWA members practicing what they preach in our great outdoors. Send your personal favorites in low-resolution to mvp@ccountry.net. We can't promise we will be able to use them all, but we can promise that we can't use them if you don't send them.



NOWA member Mike Carey just published a fun video on airboat fishing on the Potholes with guide Shelby Ross. You can view it at:

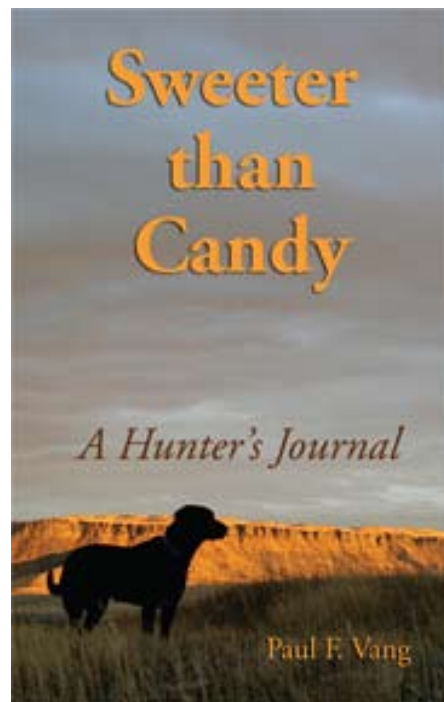
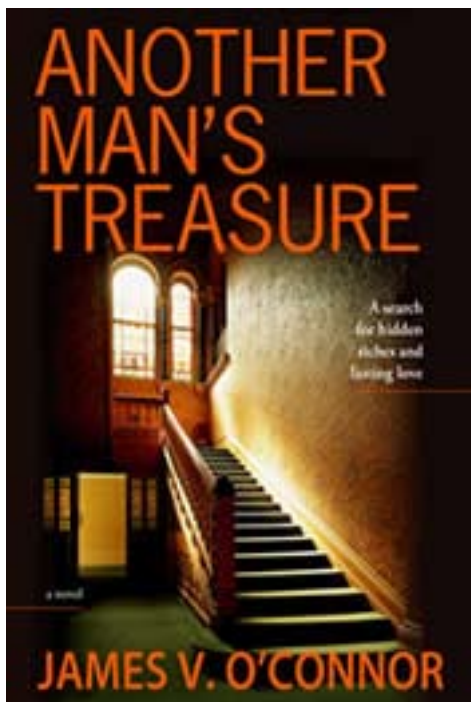
www.youtube.com/user/washingtonLakes?feature=mhee#p/a/u/0/Qf4YIozjnLY

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Member News

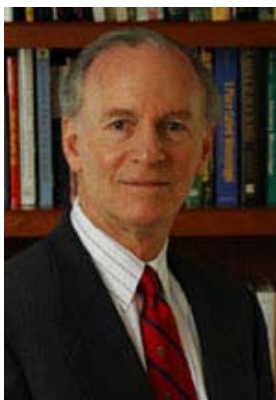


O'Connor pens fiction novel

Jim O'Connor, who spoke at the last two NOWA conferences about book PR, has just released his new novel, *Another Man's Treasure*, a novel about fidelity and temptation, generosity and greed, and honesty and deception.

Jim, who has been interviewed on Oprah, The View, CNN, The Early Show, The Today Show, The O'Reilly Factor, CBS Sunday Morning, and 100 other TV shows for his first book, *Cuss Control: The Complete Book on How to Curb Your Cursing*, hopes that this book will receive as much media attention as his first book.

"Novels are a lot harder to promote than non-fiction," quips O'Connor, so I will have to utilize new ideas to get this puppy off the ground. I have my work cut out for me." His books can be ordered at bookstores or online at www.Amazon.com and www.barnesandnoble.com.



Vang authors book on hunting

Sweeter than Candy – A Hunter's Journal

By Paul F. Vang, Five Valleys Press, Missoula, MT, www.FiveValleysPress.com, 236 pages, 38 illustrations. Softcover, 8.5"x5.25", \$14.99; e-Book \$6.99.

Sweeter than Candy – A Hunter's Journal is an unabashedly sentimental look back at many seasons of hunting pheasants, grouse and waterfowl, along with the occasional elk or white-tailed deer. Above all, it's an intimate examination of a hunter's partnership with his Labrador retrievers and other dogs that have been hunting buddies and best friends in their many outings with shotgun and flyrod. About *Sweeter than Candy*, book author Jerry Kustich writes: "Over prairies and through woodlands, Paul Vang shares memories of grouse, pheasants and a loving devotion to a succession of canine companions from years when dreams were bigger than life, and life was measured by endless hunting trips." *Sweeter than Candy* is available for \$17.99 and can be ordered either at 2828 Goodwin St., Butte MT 59701 and at www.FiveValleyPress.com.



Supporting Member News

RMEF acres reach 6 million

The Rocky Mountain Elk Foundation has recorded its 6 millionth acre of habitat protected or enhanced for elk and other wildlife.

How much is 6 million acres?

- 9,375 square miles
- Larger than Yellowstone, Grand Canyon, Glacier, Yosemite, Rocky Mountain and Great Smoky Mountains national parks combined



- Larger than 12 Great Smoky Mountains National Parks, or six Glacier National Parks
- Lined up end to end, 6 million square acres would wrap around Earth's equator 9-1/2 times
- 33 acres per RMEF member
- Average impact of 608 acres per day throughout RMEF's 27-year history

"Six million acres is an amazing amount of conservation success in a relatively short amount of time," said David Allen, RMEF president and CEO. "Of course, it wouldn't have happened without money, time and talent. That's where our partners, volunteers, members, supporters and banquet attendees come in, and this is a significant milestone we can all celebrate together."

The 6 million-acre total includes 1 million acres of permanent land protection projects. Examples include RMEF land acquisitions transferred to state or federal management agencies to secure habitat and public access in perpetuity. Also included is 5 million acres of habitat stewardship projects, such as prescribed burning, forest thinning and management, weed control, water improvement and many other projects, mostly on public lands.

The official 6 millionth acre recorded was part of an RMEF-funded 560-acre prescribed burn at Devil's Canyon on BLM lands near Cody, Wyo.

Devil's Canyon happens to represent several elements of RMEF mission. In 1998, when Devil's Canyon Ranch owners closed a road crossing their property – the only road accessing 20,000 acres of public land beyond – RMEF joined with partners to purchase the 11,179-acre ranch and reopen access for public recreation, including hunting. RMEF contributed to the acquisition then, and today continues to help enhance the area's habitat through prescribed burns, forest thinning, invasive weed treatments and more.

An ongoing project to conserve habitat and secure public access for the future has reached 1,480 total acres along

central Montana's Tenderfoot Creek.

A coalition of partners including the Rocky Mountain Elk Foundation, Bair Ranch Foundation, Tenderfoot Trust and U.S. Forest Service on Sept. 21 moved two tracts totaling 320 acres into public ownership as part of the Lewis and Clark National Forest. The project's first phase in 2010 conveyed 1,160 acres to the national forest. All together, 8,200 acres are planned for the Tenderfoot project.

To learn more information about the Rocky Mountain Elk Foundation, visit www.rmef.org or call 1-800-CALL ELK.

RMEF attorneys to argue weak points in wolf case

Attorneys representing the Rocky Mountain Elk Foundation and other conservation groups on Nov. 8 will go before the Ninth Circuit Court of Appeals in Pasadena, Calif., to argue against "many weak points" in a lawsuit seeking to end state management of gray wolves and return the species to full federal protection.

The suit claims Congress acted unconstitutionally when it removed wolves from the endangered species list and cleared the way for hunting seasons now underway in Idaho and Montana.

A lower court in August ruled against the plaintiffs – a coalition of animal rights and environmental extremist groups – who quickly appealed that decision.

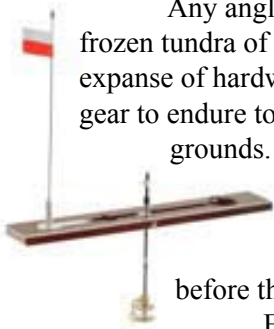
The Ninth Circuit Court of Appeals recently granted a motion to intervene (which had been denied by the lower court) filed on behalf of RMEF and other conservation groups, ensuring that their position will be considered as part of the subsequent ruling.

In the meantime, says RMEF President and CEO David Allen, attorneys will file a court brief with data showing that elk calf survival rates in some areas are now too low to sustain herds for the future, along with other biological justification for managing wolf populations. State-regulated hunting will help bring wolf numbers and predation back into balance with other species and resources.

He said, "Wolf populations passed recovery goals under the Endangered Species Act some 10 years ago, but animal rights groups discovered that lawsuits are profitable and also stymie responsible wildlife management. They couldn't care less that wolf numbers in many areas are now far out of balance with biological and social tolerances."

Frabill unveils new items for cold-weather fishing

Great Lakes Premium Wood Tip-Up stands up to the rigors of ice-fishing



Any angler who has ever set foot upon the frozen tundra of the Great Lakes, or any massive expanse of hardwater, knows it takes heavy-duty gear to endure tough transport to the holy fishing grounds. Often, miles of being towed over the hard-as-rock surface behind an ATV or snowmobile will render inferior equipment useless before the first hole's even drilled.

Enter the new Great Lakes Premium Wood Tip-Up – one tough Frabill tool.

The Great Lakes Premium Wood Tip-Up's plank is carved from high-grade hardwood, so it won't split like firewood. The spool is premium machined aluminum, thus won't nick up and terminally damage fishing line. Its sturdy shaft is pre-lubed with Frabill Sub-Zero® lubricant and won't seize up in Arctic-like conditions. This, and its innovative shaft-within-the-shaft design, allows the unit to be easily re-lubed in the future, keeping the ultra-glide shaft spinning smoothly for a lifetime.

The Great Lakes Premium is a first-class tip-up with intuitive design details that matter, such as an engraved ruler for quick length calculations; dual trigger settings for both solid and soft biters; removable shaft for easy maintenance; and a highly visible flag with reflective material that's perfect for both day and night conditions.

Frabill's new Ice Bib gives ice anglers the best in bottoms, tops in value

Founded on Frabill apparel engineer Chris Leonard's strict design standards and unwavering quest for perfection, the new Ice Bib raises the bar in ice fishing outerwear once again.

The high performance bib sets its structure on a rugged 500 denier oxford nylon shell that's uncompromisingly waterproof, windproof and breathable. The knees and pant cuffs are reinforced with an even mightier material for durability in these key wear areas. That, and the entire assembly is double-stitched for strength and seam-sealed to keep winter's wetness on the outside.

Other hallmark features of the Ice



Bib are brushed tricot-lined hand warmer pockets, large external cargo pockets, padded knees and seat, and an internal zippered pocket to store essentials like a GPS, cell phone, and those precious car keys. Extended adjustability, bunker-gear style straps with built-in stretch promote even more range of motion and overall comfort.

The Ice Bib comes in a classic black, flared with a touch of Frabill's signature yellow styling. Covering the gambit of angler sizes and shapes – and we're a diverse crowd when it comes to bodily dimensions – the Ice Bib comes in sizes from a fit and finished Small to a full-bodied 4XL.

New fleece jacket has you covered

For ice fishing in 2011-12, Frabill is putting the Arctic back in fleece with the FXE Windproof Fleece Jacket. It stands next to the outdoor industry's other pioneers and elite quality advocates like Marmot, Patagonia and The North Face, but does so in angling fashion...and with fashion to boot. Unlike the aforementioned brands, however, the FXE Windproof Fleece Jacket is engineered specifically for the angler.



Firstly, as the name touts, Frabill's new jacket is fully windproof, treated with a special laminate to cut crisp winter crosswinds. An extended height collar keeps that same frosty air off your neck. Under rigorous testing, the FXE Windproof Fleece Jacket provided enough warmth and wind protection in most conditions to perform as stand-alone outerwear, even without an outer shell parka.

Water-resistant cuffs are another real hallmark of the FXE Windproof Fleece Jacket. It's that first several inches at the wrist that seemingly gets soaked every time you reach for a fish. The distinctive design stops water from wicking past your wrist and into the fleece, keeping your arms dry.

Final features that make the FXE Windproof Fleece Jacket a cut above the rest include a protective nylon taslan overlay on the collar, shoulders, sleeve cuffs and elbows. Underarm zipper vents let you self-regulate temperature when the outside air warms or you get all sweaty from drilling. A dual cord-lock adjustable hem further improves fit.

For more information about Frabill products, visit www.frabill.com.

Bushnell adds new features to its Trophy Cam Series, helping hunters more effectively pattern game

Bushnell Outdoor Products, an industry-leader in high performance sports optics and outdoor accessories for more than 60 years, has improved its 2011 Trophy Cam series with a variety of new features. The Trophy Cam has quickly become one of the most popular trail cameras on the market by leading the way with an impressive one-year battery life and one-second trigger speed.



Equipped with a 45-foot motion-activated sensor, 32 low-glow LEDs standard and the new Field Scan feature, the Trophy Cam allows users to record game activity around the clock. The Field Scan time-lapse technology automatically captures images at pre-set intervals, from one minute to 60 minutes, allowing users to pattern game and expand coverage beyond the sensor range. In addition, the day/night auto sensor allows the user to monitor game any time of day. The Trophy Cam is the only camera in the industry with the ability to capture live trigger and time lapse images simultaneously.

The Trophy Cam features an enhanced full color resolution of 8 MP and a new audio record feature that enhances the camera's video functionality. The 32 GB memory capacity lets you capture more than 20,000 photos on a single memory card.



TYLER DUNGANNON

In addition, Bushnell has introduced two new high-definition video Trophy Cams, giving users the ability to capture unprecedented video footage from a trail camera. Another optional feature available on two select models is a built-in color viewer with enhanced zoom, allowing users to conduct a more thorough, in-the-field review.

The Bushnell Trophy Cam is available in five different models and includes an adjustable web belt for quick and easy setup in the field.

Hide 'N Hunt blind from HS picked as Outdoor Life Editor's Choice

Outdoor Life recently conducted field tests of a number of pop-up hunting blinds, rating them on portability, ease of use, roominess, opacity, fit and finish and price/value. The Hide 'N Hunt blind from Hunter's Specialties was picked as the Editor's Choice, getting a four-star rating.



The editors noted that the compact blind featured a number of well thought-out details, including corners that are reinforced inside and out to reduce wear, a quiet laminated shell with a backing that blocks sunlight and solid cast hubs for strong skeletal support. The windows, that are both zipper and magnet equipped, were rated the best of the test. The seamless one-piece roof was labeled as genius, eliminating drips in wet weather. A thick reinforced storage bag and an interior with plenty of roomy pockets round out the package.

The Hide 'N Hunt blind from Hunter's Specialties is compact, easy to set up and allows hunters to quickly conceal themselves in almost any situation. The hub-style blind is 65 inches tall and 62 inches wide and quickly folds into a compact package for easy transport in the field. The Hide 'N Hunt Blind comes in Realtree APG Camo and features "shoot-through" camo netting windows that work great for bow hunters. The blind comes with a carry bag, ropes, stakes and complete instructions and sells for a suggested retail price of \$229.99.

For information about Hunter's Specialties products, visit Hunter's Specialties at www.hunterspec.com, write to 6000 Huntington Court NE, Cedar Rapids, Iowa 52402, or call a Consumer Service Specialist at 319-395-0321.



Turnout good for 'TruckVault Cares' on Wingshooting USA

In just its first week, over 1,100 votes have been cast in the "TruckVault Cares ... for conservation, canines & kids" initiative on the Wingshooting USA television series. "Viewers are embracing the chance to learn more about youth, habitat and dog groups, and support them in a fun and substantive way," said creator Scott Linden, a NOWA member. Early returns show the Ruffed Grouse Society in the lead, followed by a coalition of gun dog rescue groups.

The initiative is promoted on Linden's show, with the support of co-sponsors Fausti, Tri-Tronics, Kent Cartridge and Filson. Viewers visit www.truckvaultcares.com, learn more about each group, and then cast their vote. In addition to raising funds with each vote and learning more about the groups' work, participants become eligible for prizes donated by TruckVault Cares sponsors. Beneficiary groups include International Hunter Education Association, Scholastic Clay Target Program, North American Grouse Partnership, a coalition of gun dog rescue clubs, Ruffed Grouse Society, and the AKC Canine Health Foundation.

Wingshooting USA is sponsored in part by Happy Jack canine health products, Ugly Dog Hunting Co., the state of South Dakota and Watertown, SD, and the Upland Nation Preferred Lodges association. The program airs on five networks, year-round, and is the signature series of the National Shooting Sports Foundation.

Bass Pro Shops to host holiday festivities

Bass Pro Shops will host the fourth annual “Santa’s Wonderland – A Classic Christmas” – an event that has become a family Christmas tradition. This year, the magic returns with Santa’s arrival, Saturday, Nov. 5 at 5 p.m. Families can enjoy the wonder of Christmas inside every Bass Pro Shops store with “Santa’s Wonderland” – an over 3,500-square-foot Christmas village full of fun games, activities and crafts for the whole family – Nov. 5 to Dec. 24.

Comprised of both animated and live elves, nutcrackers, reindeer and more, the village offers an old-time model train area, remote control trucks, a Red Ryder laser arcade, a soft gun range and slot car racing. Kids can also play the hottest new video games of the season with The Strike™ and The Hunt™. They’ll love the activity tables where they can write a letter to Santa, color and do crafts every day of the week – all free. Also new this year, a fun Santa Bandz bracelet will be offered every weekday to the first 150 kids who visit Santa’s Wonderland Monday through Friday from 5-7 p.m. (a different style will be offered each week). Santa will be in residence there throughout the season.



Christmas carols in front of the store and customers will be treated to hot chocolate and cookies. Santa arrives at 5 p.m. in a Tracker® boat pulled by a Toyota Tundra truck.

Kids will be invited to help Santa, through a little magic, light up the outside of the store and a big Christmas tree in the main entrance. Then they can follow Santa into the store for the unveiling of Santa’s Wonderland. Santa will also be giving away \$25 Bass Pro Shops gift cards to one lucky winner every half hour. Kids can kick off the season by coloring stockings, and the first 150 kids to visit Santa’s Wonderland will receive a Santa Bandz bracelet! Kids can also get their free photo with Santa that night from 6-8 p.m.

Bass Pro Shops also has big plans for Black Friday. The 5th Annual Great Turkey Campout begins at 5 p.m. Thanksgiving Day at all Bass Pro Shops stores. Customers are invited to bring their tents and camp out all night on the parking lot so they can be one of the first in line to enter the store the next morning. They can enjoy hot chocolate, coffee and smores from 5-8 p.m. around the fire pits and there will be special drawings for prizes.

For a video/CD or images from last year’s event, please contact Jenna Kendall at 417-873-5059. Media may also visit www.basspro.com/santamedia for a complete photo package, video and event logo.



Always a family tradition, customers can get a free 4x6 studio-quality photo with Santa from 3-8 p.m. Monday through Friday, Saturdays 10 a.m. to 8 p.m. and Sundays noon to 5 p.m. Photo and gift packages will be available.

Every weekday from 5-7 p.m. Nov. 7 through Dec. 23, and every weekend from noon to 5 p.m. Nov. 6 through Dec. 24, kids can take part in making crafts and holiday ornaments, and even decorate Christmas cookies Dec. 19-24. It’s all free! Visit www.basspro.com/santa after Nov. 1 and click on your local store for a complete schedule of Santa’s Wonderland activities and times.

Bass Pro Shops stores will kick off the Christmas season with a special Preview Night Saturday, Nov. 5 from 5-8 p.m. Local children’s groups and choirs will be singing





Bushnell unveils new Chuck Adams Edition Binocular

When you hear the name Chuck Adams you may remember he was the first archer to take all 27 species of North American big game and complete the Super Slam, or that he has bagged more than 110 Pope & Young record-book trophies or that he holds more than 180 Safari Club International records. When we hear Chuck's name, we think legend, which is why Bushnell – a leader in sports optics for more than 60 years – partnered with the legend himself to develop the 10x42mm Bowhunter Chuck Adams Edition Binocular.

With 10 power magnification and an extra-wide field of view – 341 feet of view at 1000 yards – this special edition binocular gives bowhunters enhanced spotting capabilities and high quality optical performance. The new Chuck Adams edition binocular features fully multi-coated optics and premium BAK-4 roof prisms. To improve an already brilliant optical experience, Bushnell added its exclusive PC-3 phase corrective coating to produce ultra-bright images and edge-to-edge clarity from dawn to dusk.

As hunters can attest, the one element you can never predict during hunting season is the weather. Designed with a lightweight composite chassis and a sure-grip rubber armor wrapped in Advantage Max-1 camouflage, this binocular is 100 percent waterproof and fogproof – built to perform in rain or shine. With twist-up eyecups and a lockable center focus knob, the Chuck Adams edition binocular provides long eye relief and allows hunters to make quick adjustments for precise focusing. The Bowhunter Chuck Adams Edition binocular includes a premium carry case, neckstrap and microfiber lens cloth, and is available for about \$249.99 retail.

For more information about the Bowhunter Chuck Adams Edition binocular, visit the product page online. To learn more about Bushnell Outdoor Products, visit www.bushnell.com or call 1-800-423-3537.

Cabela's honors Hometown Heroes with special savings Nov. 10 & 11

It's that time of year again and just in time for the holidays, Cabela's is saluting our hometown heroes and inviting you to celebrate with us! Our Hometown Hero sale in Springfield, Ore., is Nov. 10 and 11, and we are proud to extend to you our employee discount (up to 25 percent discount, depending on manufacturer, and yes, firearms and ammo are included).

All Hometown Heroes are invited, so please feel free to pass the word to friends who qualify. Our Heroes include law enforcement, firemen, emergency medical technicians and all active duty and retired military personnel. Details are outlined on the flyer below.

If you have any questions, feel free to contact me (daniel.beraldo@cabelas.com), and we hope to see you in a couple weeks at Cabela's in Springfield.

Thank you for your service and support.

—DANIEL BERALDO, EVENTS COORDINATOR, CABELA'S

Cabela's
WORLD'S FOREMOST OUTFITTER

HOMETOWN HEROES

CELEBRATION

NOVEMBER 10 & 11

CABELA'S HONORS YOUR SERVICE

AS OUR WAY OF SAYING THANK YOU, WE ARE OFFERING OUR EMPLOYEE DISCOUNT TO ACTIVE MILITARY, VETERANS, LAW ENFORCEMENT, FIREFIGHTERS AND EMS PERSONNEL.

Join us in Springfield, OR
2800 Gateway Street Springfield, OR 97477
(541) 349-5760

This offer is good at Cabela's U.S. stores only. Not available on catalog or internet orders. This offer will be valid on in-stock store merchandise only. Not valid on Gift Certificates, Gift Cards or licenses. Offer cannot be used on prior purchases. Offer cannot be used in combination with any other promotion or previous offers. Other restrictions apply, see store for details. Please present government ID to cashier. Offer valid November 10-11, 2011.

Bend is for the Birds!

2012 NOWA Conference • Bend, Oregon • April 27-29

DUCKS IN A ROW – A hen gadwall takes her brood for a swim on a sunny spring day in central Oregon.

Bend visitors looking to catch a glimpse of an osprey or a downy cedar waxwing have plenty of spots to explore in central Oregon.

The Deschutes River is a vital migratory pathway for birds of all kinds. Bend's Old Mill District and the East Cascades Audubon Society have teamed up to create an illustrated list of birds native to the Bend area. Visitors can not only snag this free brochure in at The Ticket Mill in the Old Mill District, but can borrow free Leupold binoculars to use while exploring the trails, rivers, and parks. For information, visit www.ecbcbirds.org.

Bend is the gateway to the Oregon Cascades Birding Trail (<http://www.oregonbirdingtrails.org/cascades.htm>) which features 200 sites along 1,000 miles of scenic roadways. With locations as geologically diverse as the lava flows near the Dee Wright Observatory to the riparian habitat along the Deschutes River, this region of the Cascades is home to treasured species like the western meadowlark (Oregon's state bird), the yellow-headed blackbird and even the bald eagle. Stop by the Bend Visitor Center to pick up a



PHOTOS BY KEVIN SMITH, WWW.VISITBEND.COM

STREET WISE – A northern hawk owl participates in Bend's neighborhood watch program.

free copy of the Oregon Cascades Birding Trail Guide.

In Shevlin Park, Bend's 650-acre park with trails that winds along Tumalo Creek, catch a glimpse of Lewis's woodpeckers, or the rare Pygmy Owl. This day-flying bird is as small as a sparrow, so if you can't spot it at first, listen for its high-pitched hoots.

Head southeast of Bend to French Glen and the Malheur National Wildlife Refuge for an amazing abundance of bird species. Springtime in this area draws birdwatchers from all over the U.S. and Canada. Bend is also home to 11 species of woodpeckers. The air is filled with the sound of drumming on trees during spring in central Oregon.

For birders looking to explore a bit further, a visit to the Oregon Badlands Wilderness offers unique birding opportunities. Prairie falcons, golden eagles, western meadowlarks, and scrub-jays are abundant, along with other wildlife like fence lizards and mule deer. For more information about the Badlands, check out this Visit Bend blog post about the area: <http://ow.ly/73M2V>



BED & BREAKFAST – Lewis's woodpeckers nest in central Oregon in the spring.

Product News

Contour HD Video Camera

By Jonathan Lawton, Hunts Photo & Video

At its initial release in 2009, the Contour HD camera was the world's first wearable high definition video camera. With its diminutive size and weight, combined with its HD video recording, the Contour HD quickly became a favorite among outdoor enthusiasts and adventurers. Its successor, the Contour HD 1080 camera, looks and operates the same, but features a higher resolution sensor that is capable of capturing full 1920x1080p video.



Operating the camera is simple, as there are only two buttons to control all camera functions: the power button at the rear of the camera and a cleverly designed record button on the top. The record button is a large sliding switch that allows you to easily start recording by sliding forward and to stop recording by sliding the switch to the rear of the camera. The front of the camera also has

a built-in omni-directional microphone to capture audio. Because the camera lacks an LCD screen, the front of the lens is outfitted with two laser sights that allow you to aim the camera to appropriately frame your video.

The updated 5 megapixel sensor, in combination with the 135° wide angle lens, produces impressive results, particularly for a camera so compact and in this price range. The camera is set to capture video at 30 frames per second in 1920x1080 mode, but also features a 60 FPS mode when shooting at 1280x720. This setting is especially useful when capturing fast moving subjects. The Contour HD 1080 stores its video files to a supplied two gigabyte MicroSD card, but can accept up to a 16 gigabyte card. When shooting at the highest resolution, you can store up to 15 minutes of footage per gigabyte. The camera runs off a rechargeable Lithium Ion battery. In a recent evaluation, I was able to record about 1.5 hours on a full charge. The video can easily be transferred to a computer via the included USB cable. The camera also comes supplied with software to edit and share your video clips.

Jon Lawton is a sales associate at Hunt's Photo and Video in Melrose, Mass. If you have any questions on the Contour HD 1080 or any other photo-related topic, feel free to contact him at jlawton@wbhunt.com or at the store at 1-800-221-1830.



The 37th Frame

By
Gary
Christenson

Prevent screen damage

If the screen of an electronic device such as a PDA / handheld computer gets scratched, it's very difficult (at best) to remove the scratches. Most methods to remove scratches involve the tedious and careful use of abrasives and perhaps water, neither of which is desirable anywhere near your electronic device. And there's a scary range of opinion about how to do it.

An LCD screen is covered by a piece of glass and then a layer of protective plastic. It's the plastic that gets scratched up. It's much better to prevent scratching the screen in the first place.

You can purchase commercially made screen protectors, but it's simple to make your own, and much less expensive.

You can buy commercially made screen protectors, but it's simple to make your own, and much less expensive.

I make protectors for my PDA from clear plastic sheets of "overhead transparency film," which is available at most office supply and photocopying stores.

Because at least four screen protectors can be made from a single 8.5 x 11 sheet, a couple of the transparent sheets will make enough screen protectors for a year!

Carefully measure the height and width of the PDA's visible screen – its inside "frame." Add 1/4 inch to the height and width.

Now cut a 1/4 inch square notch in one corner of the protector.

Slide the long notched side underneath the PDA's frame, then slide the protector forward until the top edge is under the top frame.

Now gently manipulate the protector under the remaining two frame sides.

When you notice that it's getting difficult to read a portion of the screen, or that your input is becoming erratic because of the heavily scratched plastic, it's time to put in a new screen protector.

Craft Improvement

PHOTOGRAPHERS AT DEVIL'S ELBOW,
DENNIS KIRKLAND, WWW.HISIMAGES.COM

Set the hook with a lively lead

By Wayne Heinz

“Seducer” – another name for “Writer.”

A chrome dodger flashes in the green water behind the boat. A blue hoochie sways in its wake. “Come ‘n get it, Mr. Coho!”

Like anglers tease salmon to strike, writers tempt browsers to read. We may employ different tricks, but our strategy’s the same: Hook ‘em, and reel ‘em in.

Novelists call them hooks. London reporters call them nabbers. Aussie writers call them grabbers. Editors call them leads. Whatever term you use, you probably include your story’s opening lines in your query. You know you have to seduce the editor first.

Let’s review 20 ideas to entice eyes into a story.

Open with an analogy. Carries reader from familiar ground to new ground. Like anglers tease salmon....

Paint a picture. Readers are apt to hang around when they know where they are, and what’s going on. Lead with a strong sense of time and place. The sun tried to break the morning fog. But the sea stayed gray and still, and other boats, invisible.

Promise a benefit. This immediately answers reader’s question, “What’s in it for me?”

You’ll shoot better photos with these ten tricks.

Write a hoodoo sentence (the Jamaican lead). “Who do what, mon?” “When, where, and why?” will compel readers to read on.

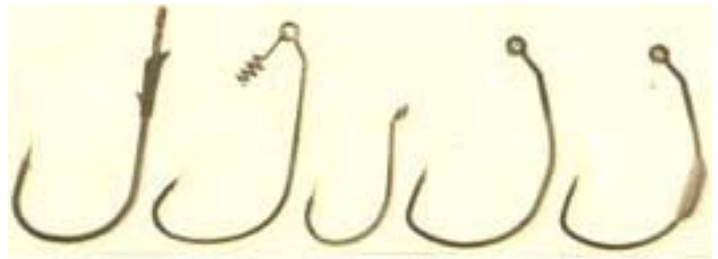
Quote a source. Names are news. Radio jock, Izzy McDizzy, says, “Best bird hunting in years!”

Begin in media res (in the middle of things). After we landed our halibut limit, we switched to....

Ask a question. Reader will seek an answer. Why is the best skiing in Idaho largely overlooked?

Try, “What if....?” What if you could fish the Yellowstone three days ... and have it all to yourself?

Pose a problem. Reader will want to see how it’s solved. The crab pot line lay triple-twisted around the propeller ... as the ferry bore down on us.



Try, “You are there.” Picture yourself on the banks of the Kenai River.

Lead with a laugh. Public speakers court their audience with humor. Writers can, too.

Zoe: “Joe casts like a kid.”

Moe: “That’s an insult. No kid casts that bad.”

Joe: “Hey! Can you guys get this hook out of my ear?”

Foreshadow. The lead – a flashlight that shines into the story. Show readers something that makes them wonder, “What’s going to happen next?” Terry waded further upstream, trying to gain line on the king. Tom stood on the sandbar ... with the gun.

Lasso a reader with an anecdote. Who doesn’t like a good story? Me ‘n Sam....

Newspaper editors admonish cubs, “All news is local news.” Find a way to tie the story to home. Doris fought the Mexican marlin just like she fought a Skykomish steelie, only with tackle that weighed six pounds more.

Open with action. This is the classic, Lucie’s rod bent double. Fish on!

Startle with statistics. Over 40 percent of hunters interviewed admitted to buck fever. How about you?

Show conflict. Reader wonders, “How will they resolve this?” Two shots echoed off the canyon wall. The elk dropped. Bill: “I got him!” Will: “No, I shot him!”

Challenge readers. Can you tour Alaska for \$20 a day? We did.

Remind readers. Mark July 24 on your calendar.

Machine gun. Twenty kings. Thirty coho. Fifty pinks! What a day!



'Don't Quote Me!'

By Duane Dungannon,
Editor, OREGON HUNTER and NOWA NEWS

Not everyone suffered through J250 at 8:30 a.m. in journalism school. Those who never endured that torture often struggle with the use of quotes in articles they send to me at OREGON HUNTER and NOWA NEWS.

Here's a quick primer.

"Keep punctuation inside quotes," he said. "OK?"

Use of single quotes: use single quotes only inside double quotes, or in display copy, such as a headline or title. Sources should not quote themselves inside a quote (the old 'quote-unquote' thing I despise).

Don't bury quotes at the bottom of a paragraph. A quote should lead off its paragraph.

Attribute early. We want to know who's speaking before they're all done. Don't use the same attribution with every quote. Break it up with a little variety, but don't get goofy by stooping or reaching. I personally hate "stated." Use "quipped," "retorted," or "exclaimed" only as appropriate. If you're looking for levity, there's no harm in a "said with a laugh/chuckle" or even a "bellowed" or "snorted." When in doubt, play it straight with "said."

Most publications prefer past tense on quotes, so use "said" instead of "says." There are always exceptions, but whatever you do, be consistent. There are exceptions to the consistency rule, too. Such as:

Joe Hunter likes to hunt deer. [He continues to like deer hunting.]

But:

Joe Hunter said he likes to hunt deer. [He only said it once.]

So, say:

Joe Hunter likes to hunt deer.

"I like hunting deer because it's so danged fun," Hunter said. "They're good eating, too."

Don't put a quote mark at the end of a graph if it continues to the next graph. (If you need a new graph, your quote is likely too long and needs to be broken up by some short-and-sweet transition introducing the next idea; I'm assuming there's a fresh idea if we need a new paragraph.)

Introduce the idea, but don't give it away by saying what they're about to say. Paraphrase and keep the intro short, teasing readers and leaving them hungry for more.

Long quotes become speeches. Z-z-z-z. A great writer I admire recently sent me an article with a 225-word quote, with no breaks. That's not a quote; that's a speech. Speeches put people (including editors) to sleep. Don't do that.



This photo from a Samsung point-and-shoot camera shows the Portland skyline view from a computer desk on the 8th floor of Calaroga Terrace. The building at left is the Portland Trailblazers' arena. The hills in the right background are the south end of Portland's 5,000-acre Forest Park, which author Bill Keil managed from 1952 to 1956.

Point-and-shoot story makes good point

By Bill Keil

I want to give a hearty "AMEN" to Doug Wilson's NOWA News October advice to carry a shirt-pocket point-and-shoot camera. Two years ago I bought a Samsung SL50 10.2 megapixel that set me back the grand sum of \$69.99 (compared with my main Olympus digital for \$1,400 with about \$3,000 worth of lenses).

The little one fits perfectly in my shirt pocket. It's 3-3/4" x 1-1/4" x 3/4". I can whip it out and be taking pictures in less than five seconds. It has an automatic mode as well as more menus and adjustments than the big Olympus. But, of course the Olympus turns out higher quality images. I sent my editor in England some jpegs from the new camera. He said they were perfectly usable for publication.

It even takes movies with sound. The quality is not quite up to that of a digital movie camera, but isn't bad.

The Samsung is about half the size of the first camera I bought 75 years ago at the age of 10, a black bakelite Univex. The investment in that camera was lower, 29 cents. Film cost a dime and processing at the local drugstore was 19 cents. Next came a more expensive camera, a Baby Brownie for 49 cents. I think I still have that camera somewhere. After the war I went through 4x5s, 2-1/4, and 35mm film before graduating to digital 10 or so years ago.

My wife's illness has sort of forced me into retirement. In fact, we moved to a retirement home overlooking the Portland skyline last summer. I was covering North America for a British trade magazine and was making only 8 or 10 trips a year. Last year I wrote but two freelance pieces. One of them did garner a NOWA award.

I'm not advocating a point-and-shoot for full-time professional use, but for personal use and grabbing pix on the go, it's great.



Mt. WASHINGTON/JIM YUSKAVITCH www.jimyuskavitch.com

Market News

Hunt Alaska Magazine seeks articles

HUNT ALASKA is looking for feature-length articles, as well as shorter, more technical articles, for print publication. Features typically run from 1,500-2,500 words and cover everything from Alaska-based destination and adventure pieces to more in-depth how-to topics. Columns are 750-1,250 words and can highlight any technical aspect of hunting, shooting, field prep and more. Authors who can provide accompanying photography are appreciated. Payment is upon publication. Contact editor Troy Letherman at tletherman@fishalaskamagazine.com to query.



Myoutdoorbuddy.com seeks new publisher's assistants

Carve a career out of new territory as a publisher's assistant with MyOutdoorBuddy.com. We deliver fishing, hunting and outdoor news in real-time (800,000 hits per month) while learning content production, site support, online marketing and advertising sales. Minimum requirements vary:

Pre-post: Good writing, editing & computer skills coupled with telephone/DSL service and knowledge of our great outdoors.

Posting & Site Support: Familiarity with blogging, dashboards, Photoshop Elements, DHTML or Advanced HTML Editor 3 by DMX zone

Online Sales & Marketing: Communications skill, experience and/or desire to learn how it's done.

Pay: Commissions and/or college credits now.

Benefits: Long-term opportunity for person(s) who see the potential for online news and seize the day.

Contact Publisher at 530-474-3487 or email resume to myoutdoorbuddy@frontiernet.net.

Fish Alaska Magazine invites queries

FISH ALASKA covers the gamut of angling in Alaska, from how-to articles to longer, destination- and essay-style features, most of which run from 1,500 to 2,500 words in length. Particularly open to new contributors is a shorter column published each month, The Final Drift, which runs 800-1,000 words and is typically either humorous in nature or deals more particularly with the experience of fishing in Alaska. Payment is upon publication. Please contact editor Troy Letherman (tletherman@fishalaskamagazine.com) with queries.



Local mobile app content provider opportunities

• iTunes Mobile App Travel Guide writing opportunities with Sutro Media. Go to: <http://sutromedia.com>

• Mobile App Local Guides with advertising emphasis with Town Wizard. Go to: <http://www.townwizard.com> or contact (866) 651-0001 or max@townwizard.com

Shotgun Sports Magazine helps contributors reload

NOWA NEWS Editor's Note: It's not often that a magazine editor offers prospective contributors this many ideas, so take some good notes – and be glad you joined NOWA!

The colder months mean less shooting in many parts of the country, and that means MORE TIME... to write great articles for SHOTGUN SPORTS!

You probably heard a lot of talk around your gun club or at the events you went to over the summer that gave you ideas for articles that would interest shotgunners... or maybe you read something in the letters section or on a blog that triggered an idea. Start

writing those articles and send them in NOW! Need some ideas to get the creative juices flowing? Here you go:

Going “green” in shotgunning – products that are “environmentally friendly”... from reloading supplies, to ammo, to clothing that blocks out UV rays, to new gun finishes... there are all sorts of new products out there!

New games to challenge shooters and help them improve results on trap, skeet, sporting clays or hunting. How about new products that help you train at home? Or maybe how to move up to the tougher games, like International Skeet and Trap or F.I.T.A.S.C.?

What's the real secret to reducing recoil? Are there any new products worth trying out?

Tips for new reloaders... like should they use a single-stage or multi-stage loader; how to choose a reloading machine; how to get started...

Does a gun have to be ugly to shoot well, or can a beautiful gun shoot as well or better than an ugly gun? Which are the most beautiful shotguns; what do they cost; and why should I want one? (Need great photos, of course)

Decoys – how to use them; which are the best (from cheapest to most expensive); what's the latest technology?

Looking good while carrying your gun: What kinds of gun cases are available; what is the purpose of each; what is an “airline approved” case?

How to measure your gun and figure out gun fit – tools to help you check bore, choke, pitch, weight, cant, etc., etc.; how to do your own measuring or find someone to do it for you; which measurements are most important for good gun fit; how to fit your own gun or find someone to help you do it right.

The always popular “problem targets and how to address them” – the problem target is different for each shooter and each game, so the possibilities are almost endless!

To lube or not to lube... how much and where to lubricate your shotgun; what products are out there; which work best on what parts, etc., etc.

Hearing Protection – what is “noise reduction rating” and how much do you really need; what kinds of ear protection are out there and which are best to each sport/each shooter? What's the latest new technology in hearing protection?

Safe Storage – How to protect guns in storage from rust, etc., caused by sweat, moisture, humidity... and what kinds of lubricants, cloths, rustproofers or storage sacks are available to protect guns in storage?

Emergency First Aid for Shotguns – Quick fixes in the field or at the range: what to carry in your emergency repair kit...

Custom Wood – A beautiful stock is always appreciated – what woods are best, what finishes, where do you get checkering done, what about composites, can you do restoration or where should you have it done (need great photos, of course!).

Youth Shooters – A parents' guide to youth shooting programs; what's available; how to contact them; hunter

safety, target shooting, etc.

Charity Shoots – Who sponsors them; why should clubs hold them; who benefits...

Restoration – Making an old gun new again; making it steel-shot safe; re-sleeving barrels; putting on new barrels, etc., etc., etc. Is it worth it? Can you do it? Who does it for you?

Improving Vision: Eye exercises; shooting glasses; learning to see the target better and sooner.

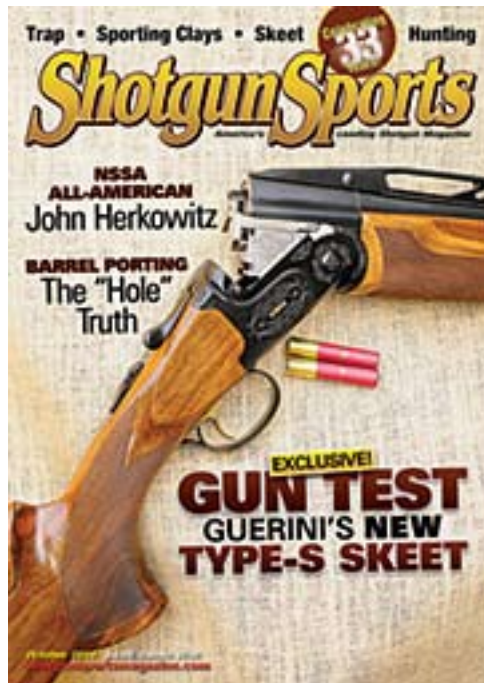
Beads – There are so many different kinds! What's out there? What's new? What are you supposed to do with them?

OK, that should have the juices flowing and the new ideas coming. Take advantage of your shooting down time to put together some great articles to help fellow shotgunners excel next spring!

—Linda Martin, Production Coordinator

SHOTGUN SPORTS MAGAZINE

For guidelines: shotgun@shotgunsportsmagazine.com



2011 NOWA Excellence in Craft Contest Rules

INTRODUCTION

Judges will be professional writers, editors, photographers, and broadcasters, recruited outside NOWA to judge categories appropriate to their expertise. Judges may select 1st, 2nd, and 3rd winners. Ties are prohibited. If a judge determines that no entry merits a 1st, 2nd or 3rd place award they may choose not to name a winner. Awards will be presented at the NOWA Annual Awards Banquet.

ALL ENTRIES

All entries (except books) must have been published between January 1, 2011 and December 31, 2011.

Books must have been published between January 1, 2010 and December 31, 2011. Note – a book can only be entered in the EIC Contest one time.

Only articles/photos for which the entrant was paid are eligible.

A total of **two** entries may be entered per category (exception: columns). An article with sidebars may be entered as one body of work in writing categories.

Special Notes: Fee is \$5 for each ENTRY. Maximum two entries per category, except Category 1, when four columns may be entered (4 columns = 1 entry).

- **Total all entry fees and make one check payable to NOWA (US funds).**
- **Articles/photos with two by-lines are only accepted as one entry.**
- **All identifying names and visual identities in all photos and illustrations must be removed.**
- **Contest is open to 2011 NOWA members who have paid NOWA membership dues for 2012 prior to the Excellence in Craft Contest entry deadline.**
- **Judges will accept standard, high quality, copy machine entries. Original tear sheets are not required.**

The rules are to accommodate the judging; the same people do not judge all categories. Judging will be under "blind" judging conditions, so names and publications will not appear on the actual entry to be judged.

Entries must be submitted in the following format. Each entry submitted may be an original or a high-quality photocopy. For each entry include a completed entry form and submit in a manila file folder. **Print the last 4 digits of your telephone number on the back of each entry in case entries are separated from an entry form** (preferably on removable tape for Books and Video and Audiotapes). **NEW - Submit an original with bylines plus TWO copies without bylines.**

ARTICLES (ALL CATEGORIES):

1. Submit one original clip or high quality photocopy showing by-line or credit line, PLUS two copies trimmed to eliminate by-line, photos, and other illustrations (headlines and quote boxes may be left in). Judging will be done with the trimmed copy.
2. Entries are to be mounted or photocopied on 8 1/2" x 11" white paper.

ARTWORK OR ILLUSTRATION:

1. Submit one original printed piece or a high-quality photocopy of published work, showing credit line and caption PLUS two copies with credit lines removed. Captions and titles are permitted.
2. Entries must be mounted or photocopied on 8 1/2" x 11" or 11" x 17" white paper.
3. Send no original art.

BOOKS:

1. Submit the entire book (two copies) as published. Please cover the author's name with a removable tape or label.
2. Include SASE with the entry if the book is to be returned (otherwise it will be donated to the NOWA Raffle).
3. Entry form and book should be placed in a manila folder or envelope.

PHOTOGRAPHS OR ARTWORK:

1. Submit one original or a high-quality photocopy of published work, showing credit line and caption PLUS two tear sheets of the original publication (or photocopies) with credit lines and caption removed. The entry must be mounted on 8 1/2" x 11" white paper, although 11" x 17" paper may be used to accommodate double truck photos, folded to fit a manila file folder.
2. In the event the entrant feels the reproduction of an entry is not of sufficient quality, two prints not larger than 8 1/2" x 11", or two duplicate transparencies may be included with the entry (*in addition to item 1 requirements*).
3. **Original photographs or slides should not be included with the entry.**
4. Computer-enhanced photography will not be accepted.

VIDEO AND AUDIOTAPES:

1. Enter copies only.
2. Video and audiotape entries will be judged on "production" values. This encompasses all aspects of the entry, including writing, directing, music, and other features.
3. Entry form and two copies of video or audiotape should be placed in a manila folder or envelope.

Official Entry Form

2011 NOWA Excellence in Craft Contest

Complete a copy of this form **for each entry**. All entries must in be delivered to the contest chairman by **January 15, 2012 (no exceptions)**. Send all entries and **entry fee(s)** to Contest Chairman, **Scott Richmond, 19996 S. Sweetbriar, West Linn, OR 97068; Phone: 503-655-5344, e-mail: richmond@westfly.com**.
Entries will not be returned (unless accompanied by a SASE).

Entrant's Name: _____

Address: _____

Phone: () _____ Fax: () _____

E-mail address for confirmation of receipt of entry: _____

If you are a **FIRST** place winner in a **Sponsored Category**, do you wish to receive a plaque or an additional \$25 in prize money? _____

Publication: _____ Date of Publication: _____

Title of Entry: _____

Circle Only One Contest Category for This Entry

2012 Dues paid:

Category 1: Column of the Year – maximum four columns from any one publication (from any written media).

Category 2: Fishing article, (not newspaper), on any and all aspects of fishing. Must be predominately fishing, not highlighting travel or destination.

Category 2B: Fishing article (Newspaper) covers any and all aspects of fishing. Must be predominately fishing, not highlighting travel or destination.

Category 3: Hunting/shooting article, (not newspaper), on any and all aspects of hunting/shooting. Must be predominately hunting/shooting, not highlighting travel or destination.

Category 3B: Hunting/shooting article (Newspaper) on any and all aspects of hunting/shooting. Must be predominately hunting/shooting, not highlighting travel or destination.

Category 4: Travel or camping article on any outdoor subject (from any written media), backpacking, RV's, canoeing, general boating, backcountry skiing, snow shoeing, dog sledding, mountaineering, or similar outdoor travel adventure.

Category 5: Managing our world. Article on park, wildlife, land use, fisheries, oceans, water and environmental concerns, plants, management, education, ethics, and use (from any written media).

Category 6A: Photography People – Subject of photo is any human in an outdoor setting or engaged in outdoor recreation.

Category 6B: Photography Fauna - Subject of photo is any living creature (animal, bird, fish, etc.) in an outdoor setting.

Category 6C: Photography Outdoors - Subject of photo is any non-living subject (plant, tree, landscape) in an outdoor setting.

(By entering work in category 6 the entrant is granting NOWA one time use of winning photos in the NOWA newsletter or NOWA Directory.)

Category 7: A book on any outdoor subject.

Category 8: Humor on any outdoor subject, either an article or column.

Category 9: Artwork, line drawing, watercolor, or similar used to illustrate any outdoor subject (from any media).

Category 10: A video or audiotape on any outdoor topic.

ALL ENTRANTS PLEASE NOTE - DEADLINE for all submission is January 15, 2012 - no exceptions.

See 2011 Entrant Rules for additional information.

Be an Outdoor Mentor

Do your part to pass on our outdoor heritage by encouraging someone to go pro. Suggest joining NOWA as an apprentice member (application forms are at www.northwest-outdoor-writers-association.org) and attending our conference next spring in Bend, Oregon. Use your contacts to help him or her sell that first story or photo. Often that's all it takes to get them hooked. Don't sell yourself short in the knowledge and skills you have to share with a young person or longtime friend. If you want some tips, contact NOWA mentoring committee members Peter Schroeder (ptrschrdr@aol.com) or Duane Dungannon (mvp@ccountry.net), editor of NOWA News and OREGON HUNTER magazine, a great market for a newcomer to make that first sale. Do a friend a favor and help a fledgling communicator earn their wings.

Hyatt Lake, Tyler Dungannon, age 17