

NORTHWEST OUTDOOR WRITERS ASSOCIATION  
**NOWA FIELD NOTES**

NOWA NEWS JANUARY 2015



...Bobwhite In Snow, Chuck Robbins photo

WELCOME, DAVE JONES, NOWA EXECUTIVE DIRECTOR  
CRAFT IMPROVEMENT  
NEW MEMBERS  
MEMBER-SUPPORTING MEMBER NEWS

# NORTHWEST OUTDOOR WRITERS ASSOCIATION

NOWA NEWS JANUARY 2015

[www.northwest-outdoor-writers-association.org](http://www.northwest-outdoor-writers-association.org)

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# PRESIDENT'S MESSAGE/NEW MEMBER



...Bird Pointin' Machines, Keith Szafranski photo

## HAPPY NEW YEAR

Let me say Happy New Year to all our members. It's been a hectic year for our organization, our country, and the world. Hopefully, things will get better.

First, I'd like to welcome Dave Jones, our new Executive Director. As some of you may know, Kyla Merwin is leaving the position, but not NOWA, to pursue new opportunities in Portland, Oregon. Dave comes to us from Bend, OR (funny thing about Bend, hmmm).

Dave is the former the former production manager at BendBroadband. He also worked with ZOLO Media as well as producing a number of outdoor-oriented and television magazine type programs for various entities in Central Oregon. He is also a skilled capital and budget manager. We all welcome Dave and his expertise to our organization...a perfect fit.



I also want to get the word out to our members to get in their membership renewals and to register for NOWA 2015 Conference at Tri-Cities...and their entries for the Annual Excellence in Craft Awards. It's going to be a good year!

...Greg

## LANCE FISHER, Active

P.O. Box 2261, Lake Oswego, OR 97035

503-680-6809 [lance@outdoorcommunications.com](mailto:lance@outdoorcommunications.com)

The NW Outdoor Show with Lance Fisher features celebrity guests and regional authorities discussing fishing and hunting topics relevant to the Pacific Northwest.

For over 10 years Lance has hosted guests like General Chuck Yeager, Governor Ted Kulongoski, Ted Nugent, Earl Campbell,

Larry Csonka, Chipper Jones, Dennis Green and other professional baseball and football players.



But make no mistake about it, this is a show about NW Fishing and Hunting. The NW Outdoor Show airs in Portland, Oregon on Freedom 970, 750 The Game and FM News 101 KXL. The show also airs in Bend on 1110 KBND and in Tillamook on KTEL 1590 and 95.9 Country.

Sponsor: Gary Lewis

42<sup>ND</sup> ANNUAL NOWA CONFERENCE  
RICHLAND, WA  
MAY 1-3, 2015

# EXECUTIVE DIRECTOR'S MESSAGE/NEW MEMBERS

## TURNING CORNERS

Wow. This past year has gone by fast. The past two years – since I took the helm of NOWA – even faster. We are turning corners, NOWA and me. NOWA with a new leader (welcome Dave Jones!) and me with a new career trajectory.

While I am pleased with much of my progress at NOWA, when I look back I feel as though there is so much more I could have done.

Looking forward, these are what I am convinced are NOWA's two most important tasks:

Find innovative ways to support our members who are navigating their way through the rapidly-changing digital landscape of modern media.

Recruit new members and retain current members (see #1)

I still have some ideas to accomplish these tasks, so our good and trusty president, Greg Gulbrandsen, has appointed me to the Membership Committee. In my time with NOWA, I've brought 11 new active members and nine new supporting members into our fold. I hope to continue this momentum through committee work.

In closing, thank you to all those NOWA members who always had my back and supported my efforts as your leader. I hope all our members will support our new Executive Director with great respect and enthusiasm. This is a good time for our committees to step up their efforts and our members to practice patience and encouragement.

Best to you all in your careers, at whichever corner you are turning. I most heartily hope to see you in Richland, the first weekend in May, at NOWA's annual conference.

Kyla Merwin; [NOWA@kmc-media.com](mailto:NOWA@kmc-media.com)

## DAVID JONES, NOWA EXECUTIVE DIRECTOR

Apprentice

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61149 S. Hwy 97, Box 504, Bend, OR 97702

Dave is a freelance media consultant, video producer, filmmaker and media account executive living in Bend, Oregon. A former television news director/reporter, radio show producer/host and Telly-award winning local television program producer, Dave has years of experience in front of and behind the camera. As Creative Services Director for a local cable company, Dave served as company spokesman. He is a sought-after emcee and moderator of public events. In addition to producing documentaries and television programs, Dave has also handled media relations for private parties.



Sponsor: Gary Lewis

## DESTIN NOKES, Apprentice

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Deston Nokes writes and blogs about culture, adventure and golf for Travel+Leisure, Bon Appetit, The Oregonian, FORE, CityPASS, Western Living, Luxury Magazine, Portland Family and Examiner.com. Portland-based, he specializes in the Pacific Northwest, Hawaii and East Coast destinations.

Nokes wrote the "Portland Essentials" iPhone app, which has more than 12,000 downloads, guiding users around one of the nation's hippest destinations. He also wrote about the Oregon Coast and Wine Country for Fodor's Oregon guidebook. His website is [www.destonnokes.com](http://www.destonnokes.com) and can be reached at [deston@destonnokes.com](mailto:deston@destonnokes.com).



Sponsor: Kyla Merwin

## THOUGHTS ON TAKING BETTER PICTURES



What follows is a list of things I think about when I take pictures. These are not rules; they're suggestions. Maybe some of them will have relevance for you.

1. Always have a good-quality flash on hand.
2. For pictures with people in them, use the flash, especially if the people are standing in shade. A flash also fills in shaded spots, such as under the eyebrows and under a hat, or from light coming from the side or back.
3. When you don't have your camera set on manual, leave your automatic function set on aperture priority at the largest opening. If available light allows, move your aperture to smaller settings to allow for greater depth of field. If light allows, f 8 is a good, versatile setting.
4. Make sure your shutter speed stays a minimum of 125th for average shooting conditions or 250 or higher for action. Some NOWA members who are better photographers than I am can shoot at 60 or lower and still get sharp images. I can't.
5. When shooting into backlight, put your camera on manual and make sure shutter speed and aperture match while getting a reading close to the subject, blocking out the backlight. Then back up and take your picture on manual. The background will probably be washed out, but the subject should be good.
6. Compose your picture before snapping. Look for things that detract from the image, such as bags, garbage cans, power lines, cars, houses, beer cans, etc. Try to edit out detractors before you take the photo.
7. Get close to your subject or subjects. In general, decide what you want in your picture, then fill the frame with that picture. Don't leave a lot of space around the edges unless that space is what you want to emphasize, such as a nice backdrop.
8. If you want to include people and a nice background in the same photo, make sure the people and background are in the same light. For example, don't put the people in the shade and the background in the sunlight. Again, a flash will improve lighting issues if you're close enough for the flash to work.

9. If you have only part of an animal in a picture, make it the front part, focusing on the eyes. Well-focused eyes are critical to good wildlife photography. The best-case scenario is well-focused eyes that reflect the catch-light from the sun.
10. A picture that tells a story can be interesting. For example, I once took a picture of a granddaughter who had a frown on her face while holding up a nice cutthroat trout. The frown was because she knew she would soon be releasing the fish instead of taking it home to eat.
11. In general, early morning and late afternoon light provide the best lighting for photos. It creates warmer images and facilitates capturing the catch-light in the animals' eyes.
12. Regarding ASA speeds, I stick to 100 or 200 settings as much as possible. Images get grainy in the higher speeds and are harder to adjust. I prefer 100 speeds because it is fine-grained, but the higher speeds may be your personal preference in low light situations, despite the additional graininess and difficulty in adjustments.
13. I use a tripod for:
  - Telephoto lenses, such as those used for wildlife photography.
  - Close-up photography
  - A small aperture to produce increased focus range, which can cause the shutter to be too slow to hand-hold your camera.
  - To use a slow shutter speed for any reason, such as nighttime photography or to show movement in water (such as a silky waterfall).

Finally, don't let the words "outdoors photographer" limit you. If you see a good picture—any subject—go ahead and record it. It might turn out to be one of your best.



That's the way I do it. I hope you found something useful in these suggestions.

...Article and Photos, Bud Journey

# CRAFT IMPROVEMENT/NEW MEMBER/MEMBER NEWS

## WRITING AWARD WINNING ARTICLES

Asking me to writing award winning articles, for all the heavy hitters in NOWA, is like asking me to go head-to-head in a photo shootout with Keith Szafranski or Joe Warren.

I have never set out to write something to win an award. I approach all articles the same way. I'm not a prolific writer. I do lots of rewrites. I basically follow my "looks right, sounds right system." I don't have the technical writing skills of a Gary Lewis or Bob Mottram. It has to look right and sound right to me.

I depend on wife Jo's organizational skills and patience. She asks why I made a particular change—you guessed it—looks right...

I try to write for editors that approve queries and not set deadlines. (Yes, it can happen.)

I may put an article away for several days, then do more editing. Has to look and sound right. I like to read a piece out loud. One of the most helpful classes I had in graduate school was Oral Interpretation. We had to take a piece—interpret it—and read it to the class. Had to sound right.

It's important to recognize a potential winner.

A couple of years ago, I sent in an assignment. The article didn't run for almost two years. One day Jo brought in a nice check and a copy of the magazine. It was a beautiful lay out. I read the article. "Damn, that's pretty good stuff." She raised those eyebrows. "Uh huh."

I thought, "That editor did a great job." I dug out my article and compared. Not one change.

I entered the piece and it won an award.

My point is, I believe I have learned to recognize good writing through years of reading good work.

I learned from editors--like Nick Amato--that gave me a start in this business. I would study changes they made in my articles. Roger Brunt, of NASOW, and the late Ed Park were great mentors.

I have continued to learn from self-improvement articles in this publication. I have clips from them stuck all over my writing corner. One I have found most valuable is from Peter Schroder, "Write a lead that will drive the reader into the article, then a closing paragraph that will drive the piece into the reader."

...G.I. Wilson

## Tyler Hicks, Apprentice

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An aspiring outdoor writer. His writing interests revolve primarily around fishing, kayak angling, and conservation.

He has a professional background in ecology and conservation biology. Is a guest writer for Fishing Addicts Northwest and regularly contributes to the fishing media company Hitch N Fish.

Currently, completing a book, "Cascadia Big Fishing Year" documenting over 80 species of fish and shellfish harvested in Oregon and Washington. The book is set to be published in February 2015.

Sponsor: Kyla Merwin



...Gary Burriss of Tec Labs and Gary Lewis with a cooperative pheasant

# MEMBER NEWS/SUPPORTING MEMBER NEWS



## AWESOME UPLAND ROAD TRIP

Almost 8,000 Wingshooting USA TV fans have already risen to the challenge in the third annual “Cabela’s Awesome Upland Road Trip ... destination Kansas” contest. The sweepstakes is in its final stages, with prize values growing as the deadline looms.

Fans of the show are asked to outfit host Scott Linden’s “Amped” by EverGreen Travel Trailer for a 6,500-mile journey across bird country, with the final destination being Kansas’ pheasant and quail country.

On the trip, Linden signs copies of his *What the Dogs Taught Me*, visits fans at NOWA Supporting Member, Cabela’s stores, and produces future episodes of Wingshooting USA. Fan suggestions range from the ridiculous (hot tub for the Amped trailer) to the sublime (a day off and pampering for Linden’s hard working dogs).

Practical suggestions from viewers so far include dog boots to ammo to electronic dog training collars. A Stack-On gun cabinet, Yeti cooler and Rough-Tuff dog kennels and storage gear were added enroute due to fan suggestions. Fans also suggested additional destinations, including the Kansas City Cabela’s store and a hunting lodge in South Dakota, where Linden dropped by for a meet-greet-hunt. Many entries are accompanied by photos of entrants and their hunting dogs, often modeling the equipment fans recommend.

Upcoming prizes in the run-up to contest end include a SportDOG Tek GPS collar, Mossberg Silver Reserve shotgun, and \$500 Cabela’s dog gear gift card.

Entries and photos can be viewed at [https://www.facebook.com/wingshootingusa/app\\_451684954848385](https://www.facebook.com/wingshootingusa/app_451684954848385)

Sponsors of the Road Trip included Cabela’s, Kansas Tourism, EverGreen RV’s “Amped” toy hauler trailer, SportDOG and Mossberg.

For more please visit [www.scottlindenoutdoors.com](http://www.scottlindenoutdoors.com)

## BACKCOUNTRY HUNTERS AND ANGLERS

Backcountry Hunters & Anglers applauded the Senate for passing federal legislation which protects habitat, access and outdoor opportunity on some of America’s finest hunting lands and fishing waters.

Part of a massive bill to fund the Department of Defense several habitat conservation measures were attached to that bill including the Rocky Mountain Front Heritage Act and North Fork Protection Act in Montana.

### Montana

Rocky Mountain Front Heritage Act, Lewis & Clark National Forest, adds 67,000 acres to the Bob Marshall Wilderness Complex, while protecting habitat and traditional access on an additional 208,000 acres of Conservation Management Areas and ramps up the war on weeds over more than 400,000 acres.

The Front is regarded as some of the finest big game habitat in North America, supporting nine big game species, from pronghorn to mountain goat, elk and grizzly bear. It supports the largest native herd of bighorn sheep in the United States.

North Fork Flathead Watershed Protection Act, Flathead National Forest, precludes oil, gas and mineral development on 430,000 acres in the North Fork of the Flathead Watershed, in Glacier National Park and the Flathead National Forest. The North Fork is one of the world strongholds for native bull and cutthroat trout and a source of pure water for Montana’s Flathead Lake. The Flathead National Forest provides habitat for moose, elk, mule deer, whitetail deer, cougar and grizzly bear.

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## BASS PRO SHOPS

Bass Pro Shops® operates 77 retail stores in 26 states and Canada visited by over 120 million people annually. BassPro Shops® also conducts an international catalog and Internet retailing operation—the American Rod & Gun® wholesale division—which sells to more than 7,000 independently owned retail stores worldwide. Outdoor World® Incentives also sells Bass Pro Shops® gift cards through over 132,000 retail outlets across America. The Bass Pro Shops® restaurant division has 28 locations. The company’s Tracker Marine Group® ([www.trackerboats.com](http://www.trackerboats.com)) manufactures and sells Tracker®, Nitro®, SunTracker®, Tahoe®,



# SUPPORTING MEMBER NEWS

Grizzly® and Mako® boats through Bass Pro Shops® retail stores and over 400 dealers worldwide. The Resort Group ([www.bigcedar.com](http://www.bigcedar.com)) includes Big Cedar Lodge™ and other resort properties including restaurants and golf courses. For more information regarding Bass Pro Shops® store locations, products or special events, please visit [www.basspro.com](http://www.basspro.com).

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## BOAT US

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## BUSHNELL

[Bushnell](http://www.bushnell.com), an industry-leader in high performance sports optics for 65 years, recently received a number of Brilliance Awards from OpticsPlanet Inc.

Each year OpticsPlanet customers are given the opportunity to vote for their favorite binoculars, laser range finders, spotting scopes and accessories. Bushnell was chosen as the overall winner in the following categories.



[Range Finder Brand of the Year](#) - Bushnell  
Best Entry Level Spotting Scope - [18-36 x 50 Sentry Porro Prism](#)  
Best Entry Level Binocular - [10x42 Bear Grylls](#)  
Best All Around Laser Range Finder - [Scout DX 1000 ARC](#)  
Best Radar Gun - [Speedster III](#)

Over the past year Bushnell has introduced a number of new products for hunters, shooters and outdoor enthusiasts. Bushnell laser range finders continue to be the fastest and most accurate with the introduction of the E.S.P.2 (Extreme. Speed. Precision.)

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913-752-3400

## MACK'S LURE

General Manager Bob Schmidt announced two new products will be available in early 2015. "One is spe-



cifically designed for catching Trout and the other for targeting Walleye, and both feature the exciting new VMC Spindrift hook" Bob stated.

**The Smile Blade® SpinDrift™ Walleye** features the patented and tournament proven Smile Blade, which comes in almost any color for added attraction. This off-set blade creates a wobble action, even at the slowest of speeds. Matched to this lure is the time-tested Cha Cha™ pill float, which allows anglers to fish just off the bottom. The forage based colors; allow for a more natural presentation walleye can't resist.

**The Smile Blade® SpinDrift™ Trout** also features the patented Smile Blade paired with the trademarked Wedding Ring® and Tapered Beads. The beads used on this Trout slayer are extremely high UV. The combination of components helps to give a distinct slow rolled, wounded bait type action that increases the odds of catching even the most lethargic fish. This lure can be fished with any type of bait as well.

If you're looking for a new lure for the 2015 fishing season, look no further. The Smile Blade SpinDrift series comes in an assortment of colors to fit any anglers' needs. These and many Mack's Lure products can be found at [www.MacksLure.co](http://www.MacksLure.co)

## NAVIONICS



## ROCKY MOUNTAIN ELK FOUNDATION

### WORLD ELK CALLING CHAMPIONSHIPS

Amateur and professional elk callers from California, Idaho, Nevada and Oregon are the new world champions for 2014. Competitors from four other states and two Canadian provinces also received honors.

The 2014 World Elk Calling Championships, sponsored by the Rocky Mountain Elk Foundation (RMEF) and Leupold, were held during the annual RMEF convention and expo, which concluded Dec. 7 in Las Vegas.

Results:

### Professional Division

1. Corey Jacobsen, Boise, Ida.

# SUPPORTING MEMBER NEWS

2. Bryan Langley, McMinnville, Ore.
3. Al Morris, Springville, Utah
4. Matt Brimmer, Keno, Ore.
5. Jason Phelps, Pe Ell, Wash.
6. Lance Sellers, Boise, Ida.



## Men's Division

1. Dirk Durham, Moscow, Ida.
2. Shane Donner, Calgary, Alta.
3. Greg Hubbell Jr., Belmont, Calif.
4. Kevin Akers, Oregon City, Ore.
5. Tom Gonzales, Phoenix, Ariz.
6. Travis Jones, Stevensville, Mont.

## Women's Division

1. Misty Jacobsen, Del Ray Oaks, Calif.
2. Kristy Titus, Prineville, Ore.
3. Amy Morris, Springville, Utah

## Natural Voice Division

1. William Card, Fallon, Nev.
2. Trent Penrod, Lakeside, Ariz.
3. Sam Jacobsen, Boise, Ida.

## Youth Division

1. Brayden Langley, McMinnville, Ore.
2. Austin Rose, Boise, Ida.
3. Russell Nemetchek, Saskatoon, Sask.
4. Isaac Jacobsen, Boise, Ida.

## Pee Wee Division

1. Sutton Callaway, Maricopa, Calif.
2. Kailee Brimmer, Keno, Ore.
3. Jessi Jacobsen, Boise, Ida.

The event helps raise awareness of RMEF elk, habitat and conservation initiatives.

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1-800-CALLELK

## SHIMANO

Appealing to anglers, bicyclists and other outdoor recreationists, the new Shimano CM-1000 Sport Camera provides the opportunity to capture experiences as high quality photos and high-definition videos. The camera includes lens and image sensor technologies to capture brilliant HD movies and high-quality images in nearly every light condition. Its fast F2.0 lens boasts incredible low-light performance while its 16MP back

illuminated CMOS image sensor enables stunning 1080 pixel HD video. The camera offers dual, standard angle 135-degree and super wide 180-degree modes, while a 90-degree increment auto image rotation allows users to flip the camera in multiple directions and maintain a horizontal image plane.

Through the use of Wi-Fi connectivity and smartphone controls – there's a free custom iOS and Android app available – the CM-1000 allows for live views, video playback, remote adjustments to the camera settings, and shot framing. Unique to the camera is the use of ANT+ and ANT private wireless connections to transmit data from bicycle computers and other accessories.



For more information on the Shimano CM-1000 Sport Camera, see your local tackle dealer - visit the Shimano Sports Camera website at [www.shimano-sportcamera.com](http://www.shimano-sportcamera.com) - or call Shimano's product support team at 877/577-0600; MSRP \$299.99

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## THEODORE ROOSEVELT CONSERVATION PARTNERSHIP

The Theodore Roosevelt Conservation Partnership today released a comprehensive list of its [Top 10 Underreported Conservation Stories of 2014](#). This is the first year that the TRCP, a Washington-based nonprofit organization, has produced this list.

Millions of acres of public lands off limits to the American people, a world-renowned – and critically threatened – Alaskan salmon fishery, unprecedented opportunities for restoration of the Gulf of Mexico and the threat to our nation's public lands heritage – these are among the underreported conservation stories that made the 2014 TRCP list.

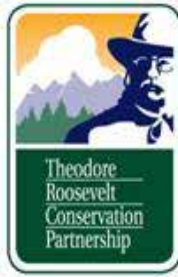
[Here are the TRCP's top 10 underreported stories of 2014, listed in order of importance:](#)

1. [America's national forests and parks for sale?](#)  
A vocal group of lawmakers and activists is demanding that America's public lands – including

# SUPPORTING MEMBER NEWS/MEMBERS ON THE ROAD

some national parks – be transferred to state ownership or to be sold to private interests.

2. [Money earmarked for conservation gets spent elsewhere.](#) A federal program created to conserve fish and wildlife habitat and increase public access and recreation opportunities is being treated more like a slush fund.



3. [Budgeting restrictions for wildfire management burn up cash.](#) Wildfire suppression costs have consumed the U.S. Forest Service budget, preventing crucial investments in forest management and wildfire prevention programs.
4. [World's largest marine reserve embraces recreational fishing.](#) President Obama signed a proclamation in 2014 that not only expanded the footprint of the Pacific Remote Islands Marine National Monument to six times its current size but allows recreational fishing in these rich waters.
5. [Regulations for management of 245 million acres of public land being rewritten for the first time in decades.](#) The Bureau of Land Management is updating its national land-use planning handbook, which federal land-use planners use to make decisions regarding 245 million acres of the public's lands.
6. [Public denied access to 35 million acres of public lands.](#) Approximately 35 million acres of U.S. public lands – roughly the size of Alabama – are virtually off limits to visitors.
7. [Gulf of Mexico restoration offers once-in-a-lifetime conservation opportunities.](#) Up to \$20 billion in settlements from the BP oil spill represents an unprecedented opportunity to restore the Gulf of Mexico.
8. [Federal red snapper regulations have anglers seeing red.](#) Despite an abundance of red snapper in the Gulf of Mexico, the federal season for recreational anglers shrank to nine days in 2014.
9. ['Not dead yet': Alaska's proposed Pebble Mine still a threat.](#) Powerful international mining interests are redoubling efforts to develop the world's largest open-pit mine in southwest Alaska's Bristol Bay region.
10. [While California fights, Western sportsmen and ranchers collaborate – and win.](#) Sportsmen's groups, ranchers and farmers – groups with often competing interests when it comes to water use – are working together locally to improve water management during the current Western water crisis.

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From Top: Eroded red rock; Gale Robbins, Janie and Bert Gildart, Annie the wirehair taking a hard-earned break after hiking to Bowl of Fire, Lake Mead NRA; Costa's hummingbird (fm); Chuck Robbins photos.

# 2014 EIC CONTEST RULES

## 2014 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 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners, and must select at least one 1<sup>st</sup> place award for each category in which entries are submitted. Ties are prohibited. Judges may award Honorable Mention at their discretion. Awards will be presented at the NOWA Annual Awards Banquet.

### ALL ENTRIES

--All entries (except books) must have been published between January 1, 2014 and December 31, 2014. Books must have been published between January 1, 2013 and December 31, 2014. 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) or pay via the PayPal link on NOWA's website.

--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 2014 NOWA members who have paid NOWA membership dues for 2014 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).**

--Submit one 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, 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 print 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.

4. Digital Books: Provide two copies of document, without your name, and link to published book.

...Continued

## 2014 EIC CONTEST RULES, Page 2

### 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 print 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 AUDIO TAPES:

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.

### DIGITAL MEDIA:

1. Submit Entry Form and two documents, without your name, providing the title of your submission, category, and viewable link, URL or instructions to view app.

All entries must be received by the Committee Chair on or before January 15, 2014. Mail entries and check / money order payable to NOWA to address below; payment also via Pay Pal at NOWA's website (<http://north-west-outdoor-writers-association.org/awards.php>). Please include your Pay Pal receipt with entry.

### **SUBMIT your Entry and Payment or Pay Pal receipt to:**

Gary Christenson  
NOWA EIC Contest  
489 Sherwood Loop  
Florence, OR 974389

AWARDS WILL BE ANNOUNCED at the NOWA Annual Conference in Richland, WA, May 1-3, 2015.

# DEADLINE TO ENTER JANUARY 15, 2015!!!!

# 2014 EIC CONTEST ENTRY FORM

## Official Entry Form, 2013 NOWA Excellence in Craft Contest, Page 1 of 2

Complete a copy of this form for each entry. All entries must in be delivered to the contest chairman by the DEADLINE: January 15, 2014 (no exceptions). Send all entries and entry fee/s to Contest Chairman Gary Chritenson, NOWA EIC Contest, 489 Sherwood Loop, Florence, OR 97439. Entrants can pay entry fees via a PayPal link on NOWA's website. (Attach your PayPal receipt to your entry form.)

Entrant's Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

E-mail address for confirmation of receipt of entry: \_\_\_\_\_

Publication: \_\_\_\_\_ Date of Publication \_\_\_\_\_

Title of Entry: \_\_\_\_\_

2014 Dues paid:

### Circle Only One Category For This Entry

**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, camping or recreation article on any outdoor subject (from any written media), backpacking, RV's, canoeing, general boating, backcountry skiing, snow shoeing, dog sledging, mountaineering, boating, hiking, biking, 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/Artwork: People – Subject is any human in an outdoor setting or engaged in outdoor recreation.

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

# 2014 EIC CONTEST ENTRY FORM

## Official Entry Form, 2013 NOWA Excellence in Craft Contest, Page 2 of 2

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

(Note: Artwork includes line drawing, watercolor, or similar used to illustrate any outdoor subject. By entering work in category 6 the entrant is granting NOWA one time use of winning photos in the NOWA newsletter and NOWA Directory.)

**Category 7A:** A book in print format on any outdoor subject.

**Category 7B:** A book in digital format on any outdoor subject.

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

**Category 9:** A video on any outdoor topic.

**Category 10:** An audiotape on any outdoor topic.

**Category 11:** Digital Media

**Category 11A:** Fishing and/or Hunting Articles published in Websites, E-Zines, Blogs

**Category 11B:** Other than Fishing and/or Hunting Articles published in Websites, E-Zines, Blogs

**Category 11C:** Video appearing on Websites, E-Zines, Blogs

**Category 11D:** Audio appearing on Websites, E-zines, Blogs

**Category 11E:** Photography/Art published in Websites, E-zines, Blogs

**Category 11F:** Apps and other Multi-Media

If a member wishes to submit an entry into a digital media category, the same entry cannot be entered into a non-digital media category.

### ALL ENTRANTS PLEASE NOTE:

- DEADLINE for all submission is January 15, 2014 - no exceptions.
- Entries will not be returned unless accompanied by a SASE.
- See 2014 Entrant Rules for additional information.

### Special Category: The Pass It On Award

Sponsored annually by Bass Pro Shops, the **Pass It On Award** presents \$300 to the NOWA member who has – through writing, video, audio, photography, education, mentoring, etc. – best demonstrated the idea of passing on to others a passion for the great outdoors, and has demonstrated this passion through their craft. The Pass It On Award will be judged by a committee chaired by the previous year's recipient.

**Special Submission Guidelines:** Submit only one copy of your submission. All identifying names and visual identities must be removed. Put the last 4 digits of your phone number on the back of your entry.

Send your entry from work produced in 2014 to: Jason Haley, 4036 Independence School Road, Medford, OR 97501. **Entries must be postmarked by January 31, 2015.**



**GOT QUESTIONS?  
GOT ANSWERS?**

## **Let NOWA Hook You Up**

NOWA's Mentoring Committee matches members who possess expertise in an area of outdoor communications with members wanting guidance in that area. If you have skills and knowledge you're willing to share with another NOWA member, or you seek mentoring in a particular aspect of outdoor communications, contact Duane Dungannon at [mwp@ccountry.net](mailto:mwp@ccountry.net).



Would you like someone to look at your next article before you send it? Or would you be willing to do that for someone in need of feedback?



Don't be shy about asking for help, and don't sell yourself short about what you can offer. Even NOWA board members are asking for mentors, and we know we have newcomers with wicked awesome skills such as:



**QUERY WRITING | VIDEO EDITING | OUTDOOR PHOTOGRAPHY**

**ARTICLE FEEDBACK | HELP WITH SOFTWARE**

**BOOK PUBLISHING | BUILDING A WEBSITE**

# NOWA MENTORING PROGRAM

## NOWA Mentoring Program

NOWA's new mentoring program aims to match members in need of help with members who have expertise in that area. Here's a great opportunity to share what we know.

### Offer to Mentor Other NOWA Members

I, \_\_\_\_\_, am willing to offer to mentor NOWA members in the following area(s):

- \_\_\_\_\_ Query writing
- \_\_\_\_\_ Article writing
- \_\_\_\_\_ Article proofreading/editing
- \_\_\_\_\_ Photography
- \_\_\_\_\_ Marketing images
- \_\_\_\_\_ Book publishing
- \_\_\_\_\_ Book marketing
- \_\_\_\_\_ Website development
- \_\_\_\_\_ Filming
- \_\_\_\_\_ Radio broadcasting
- \_\_\_\_\_ Television broadcasting
- \_\_\_\_\_ Video production
- \_\_\_\_\_ Software help — specific program(s): \_\_\_\_\_
- \_\_\_\_\_ Other: \_\_\_\_\_

### Request for Mentoring

I would like to receive help from NOWA members in the following area(s):

- \_\_\_\_\_ Query writing
- \_\_\_\_\_ Article writing
- \_\_\_\_\_ Article proofreading/editing
- \_\_\_\_\_ Photography
- \_\_\_\_\_ Marketing images
- \_\_\_\_\_ Book publishing
- \_\_\_\_\_ Book marketing
- \_\_\_\_\_ Website development
- \_\_\_\_\_ Filming
- \_\_\_\_\_ Radio broadcasting
- \_\_\_\_\_ Television broadcasting
- \_\_\_\_\_ Video production
- \_\_\_\_\_ Software help — specific program(s): \_\_\_\_\_
- \_\_\_\_\_ Other: \_\_\_\_\_

Please return to Mentoring Program chair Duane Dungannon, [mvp@ccountry.net](mailto:mvp@ccountry.net)