

NOWA FIELD NOTES



DECEMBER 2021/JANUARY 2022



***TIME TO RENEW - ENTER EIC CONTESTS – SYNDICATE THAT COLUMN –
DREAMING OF SPRING KOKANEE – A BASS BOAT FOR CHRISTMAS – OUR
PRESIDENT HAS LOTS TO SAY – FINDING A JOB IN OUR INDUSTRY***

NOWA FIELD NOTES – DECEMBER 2021/JANUARY 2022

NOWA FIELD NOTES

The NOWA newsletter is published six times a year by the Northwest Outdoor Writers Association, a registered nonprofit, tax-exempt, public supported organization under IRS 501 c3 Code. Newsletter contributions in the form of craft improvement articles, photos, member photo portfolios, news items, letters to the editor and more are welcome but cannot be compensated. Send submissions by email in Microsoft WORD format. Photos can be sent in JPEG Format. The Deadline for submissions is the 15th day of the month prior to the next edition being published. Send them to:

NOWA NEWSLETTER EDITOR - John Kruse

PO Box 4269, Wenatchee, WA 98807

Tel. 509-670-8826 - Email: john@northwesternoutdoors.com

THIS MONTH'S COVER PHOTO – Arnold Thiesen – A winter scene in Umatilla, OR near McNary Dam

NOWA OFFICERS, BOARD MEMBERS AND MORE

The NOWA website can be found at <http://nowaoutdoors.com>

Website Editor - Dave Kilhefner Email: Dave@kbi-ins.com

The NOWA Facebook Page can be found at www.facebook.com/NorthwestOutdoorWritersAssociation/



OFFICERS

PRESIDENT – Dave Kilhefner

VICE PRESIDENT – Bill Luscombe

SECRETARY/TREASURER – Risa Wyatt/Dave Kilhefner

CHAIRMAN OF THE BOARD –

DIRECTORS

EXPIRING 2022 – Dave Vedder, Dennis Dauble, Alan Liere

EXPIRING 2023 – Joe Warren, Risa Wyatt, Natalie Bartley

SUPPORTING MEMBER LIASON – Michelle Peters

PRESIDENT'S MESSAGE



We all know that bears hibernate during the winter. Well, NOWA hibernates through the summer and fall. Now that our hibernation period is over it's good to be back up and running again. This Presidents message will be short as there are lots to do but there isn't that much to say about it, kind of like shoveling snow or cutting up a fallen tree.

The first thing on the agenda for the New Year is membership renewals.

I've sent an email out to everyone with the details on how you can renew your membership either through PayPal or by mailing in a check. Also, the Nowaoutdoors.com website membership section has all the links and info you'll need to get this done.

Next is the EIC contest. For the past two years Matt Liere and I have converted all entries to a digital format. Even if you mailed in paper copies you should know these were scanned and converted to PDF files. Besides being fast & easy to email to the judges this process saved us about \$500 in postage and printing costs...along lots of headaches. This year entering in the EIC contest will be easier than ever before. All you need to do is email or send in your contest entry(s) and we will process them for you. I'm working on rewriting the entry rules but if you have any questions please don't hesitate to email or call me. About the only thing we don't recommend are cell phone pictures of your stories because quite frankly they look like crap. However, if this is the only way you can enter give it a shot; you can't win if you don't enter. Not to sound like a broken record but you can't enter if you don't pay a membership fee.

Many NOWA members are getting ready for show season. The first show of the year is the Portland Boat Show on January 12th. Next is the SHOT Show down in Las Vegas running January 18th to the 21st. If you need your press card, please start the process early by getting your membership renewed.

PRESIDENT'S MESSAGE (CONTINUED)

As many of us are painfully aware the mail is moving slow these days so don't get caught by "your press card is in the mail" when you need it. One of my favorite new sayings is "a lack of planning on your part does not constitute an emergency on my part." Admittedly it's a little bit obnoxious but it's also true.

Now to tackle the Elephant in the room question: Will we have a 2022 spring conference? My honest answer is that I don't really know but it is not looking good. To the best of my knowledge no one is working on it and very few people are asking about it. In my opinion the best thing we can do right now is focus on the EIC contest and collaborate with each other whenever possible to be more successful outdoor communicators. Where there is a will there is a way!

I hope everyone is having a happy holiday season and has great plans for the New Year!

Dave Kilhefner, NOWA President



FROM THE EDITOR



Call it an early Christmas or a mid-life crisis dream come true. Rusty Johnston is my best friend and fishing partner of 45 years. The two of us have dreamed of fishing out of a tournament ready bass or walleye boat for much of that time. We have fished several bass tournaments and we know how to catch fish but the small size of his 1994 aluminum Starcraft with a top speed of 29 MPH has limited our ability to compete against much faster and better outfitted boats.

This year we got serious about an upgrade and I began the process of looking for a boat that would fit into a garage (limiting us to under 18 feet) with an out the door price of \$18K to \$25K. The first thing I found out was that demand for boats was at a historic high during this pandemic and inventory, due to both demand and supply chain difficulties, was at an all-time low. A case in point, one local boat dealer in Ellensburg, Washington literally has only one boat and one outboard motor in its inventory for sale right now.

With that in mind I started looking to order straight from a manufacturer. Unfortunately, I soon found out I would have to wait awhile if I wanted to go this route. Kent Brown, the West Coast Regional Sales Manager for the White River Marine Group, which includes Tracker, Ranger, Nitro and Triton boats, told me a fiberglass boat could be had within two or three months but aluminum boats would be difficult to come by for some time. This was not because of aluminum production but because certain components like the seats and the foam in these boats are hard to acquire during the current supply chain crisis. In fact, a representative from Xpress Boats, makers of aluminum bass boats in Arkansas, told me in June I would have to wait eight months for a new boat from them.

Another person I spoke to was Steve Rogers, a well-known outdoors media personality, angler and boat owner. As far as getting a tournament bass boat, he recommended getting a boat with at least a 20-gallon live well, the maximum horsepower I could afford for an outboard and a bow mounted electric trolling motor that would be strong enough to keep the boat on track in a stiff current or strong winds.

NOWA FIELD NOTES – DECEMBER 2021/JANUARY 2022

FROM THE EDITOR (CONTINUED)

With those parameters in mind the search began in earnest for a new or late model boat. Unfortunately, most of the boats I found in my price range were aluminum boats that were only powered by 40 to 60 HP engines, giving them a top speed of 30 to 35 MPH. Eventually though, I got lucky and found what I was looking for.

The boat in question was on consignment at Bob Feil Motors in East Wenatchee. It is a 2018 fiberglass Nitro Z17 bass boat that measured just over 17-feet long, had a 90 hp Mercury four stroke engine that will get the boat up to 40+ MPH, a nice Humminbird Helix 7 fish finder with GPS mapping, downscan imaging and a MotorGuide 70 lb. thrust bow-mounted electric trolling motor. With a 23-gallon livewell, tons of storage and only 17 hours of engine use, the boat is virtually brand new! Better still, the owner was willing to significantly come down off of his initial price and we got a true deal, which in this day and age is nothing short of a miracle.

We got the boat out on Potholes Reservoir for a shakedown cruise this week and were really happy at how well the boat performed. As for the fishing, that was slow but talking about the bass and walleye tournaments we'll be fishing next spring has us smiling like the kids we were all over again. JK



TIME TO RENEW YOUR MEMBERSHIP FOR 2022!



If you read the *President's Message* you already heard a good portion of this but we really, really want to keep you in NOWA and now is the time to renew, especially if you need a press card to attend trade shows or conferences open to credentialed members of the media!

NOWA is maintaining the reduced fee of \$25 per year for 2022.

We have a PayPal account set up, below are links. If you don't trust links, you can log into your PayPal account and send the money to Davenowaoutdoors@gmail.com

Regular, Apprentice & Retired (\$25)

https://www.paypal.com/cgi-bin/webscr?cmd=s-xclick&hosted_button_id=PAFW76QD75FUW

Supporting Members (\$100)

https://www.paypal.com/cgi-bin/webscr?cmd=s-xclick&hosted_button_id=9PJVERYM6Z26C

If you want a paper or PDF renewal invoice, just let us know and we'll get one to you ASAP.

You can also mail in your membership dues to: **NOWA, 25 82nd Drive #101, Gladstone, OR 97027**

Thank you for your continued support of the Northwest Outdoor Writers Association, it is sincerely appreciated! [NOWA Supporting Member Application](#)

CRAFT IMPROVEMENT

SYNDICATE THAT COLUMN!

By John Kruse



Once upon a time a number of our members wrote weekly or monthly columns covering the outdoors beat for their local newspapers. Fortunately, several still do but one of the earliest casualties of the recession back in 2009 was the local outdoors writer and many papers, in cost cutting moves, gave these columnists the boot.

I attended the Outdoor Writers Association of America (OWAA) Conference in Little Rock, Arkansas in 2019 and sat on a panel about

syndicating outdoors media. I spoke to the audience of OWAA members about syndicating my radio shows, Dan Small from Wisconsin talked about syndicating his television show and Brandon Butler, an outdoors writer from Missouri, spoke about syndicating his weekly outdoors column in newspapers big and small throughout Missouri and Indiana, making a comfortable monthly income in the process.

Butler explained the dedicated columnist earning \$50 to \$100 a week was not coming back so he came up with the idea of writing a region-specific column and letting newspapers run it for anywhere from \$10 to \$25 a week. Over the course of a few years he signed on dozens of papers and the weekly 600 to 800-word column with a photo he provided became a staple for publications large and small.

NOWA FIELD NOTES – DECEMBER 2021/JANUARY 2022

SYNDICATE THAT COLUMN (Continued)

I was not only intrigued by what Butler had to say, but inspired to try this myself! Brandon was kind enough to spend a lot of time on the phone with me sharing tips on how to make this happen, one of which was to only market the column to one paper in any particular market because newspapers weren't going to be happy to see "their column" end up in their competitor's paper. Other than that though the process was similar to how I syndicated radio.

1. Identify newspapers in the region and their circulation
2. Figure out who the decision maker is when it comes to getting your column in the paper (Sometimes it's the editor, sometimes the publisher and on rare occasion, the sports editor)
3. Contact that decision maker. Let them see some of your work and then follow up with a phone call.
4. Make it easy for the paper to pick up your column! Show them what you are providing and how affordable it is for them to carry it.
5. Deliver your column the same day every week with a photo or two and stick close to your word count.
6. I bill quarterly and the papers I work with like that arrangement.

I started down this road in August of 2019. Two and a half years later, my column is being published in seven newspapers in Central and Eastern Washington, as well as online by *Northwest Fishing Reports* and in their *NWFR Reel Life* magazine distributed for free at sporting goods stores and license dealers around the state.

I charge anywhere from \$7.50 to \$25 a week per publication based on how many readers they have. I'd like to tell you I'm doing as well as Brandon Butler but that would be a bald faced lie! In reality, I make \$80 a week. However, since it seldom takes more than four hours to put together my column I'm still above minimum wage and it gives me an excuse to get into nature to take some photos too. I also have to admit, it's nice to be writing again on a regular basis and having a dedicated platform in print.

When it comes to content, I do cover fishing and hunting, but I also cover conservation stories and non-consumptive outdoors activities too. The outdoors arena is covered by a big tent and you should cater to the wide variety of interests readers have beyond hook and bullet pursuits.

NOWA FIELD NOTES – DECEMBER 2021/JANUARY 2022

SYNDICATE THAT COLUMN (Continued)

Can you be successful doing this? Yes, you can! Longtime NOWA member Dennis Dauble is doing something similar to what I'm doing in Southeast Washington and Northeast Oregon and there are definitely opportunities for regional or statewide columns to be published in all of our northwestern states and provinces.

A word of caution though; patience and a thick skin is required. I've reached out to several editors of papers east of the Cascades on multiple occasions by email and over the phone without ever hearing back from several of them, to include editors I worked closely with during my days as a police department public information officer. This will happen to you too but don't take it personally, just move on to the next prospect and eventually, you'll build a portfolio of publications wanting your outdoors column on a regular basis.

The bottom line is this. The outdoors is not dead in your local paper, it just needs to be reintroduced in a way that's cost effective for your local publisher and by pitching a syndicated column, you can do just that. Good luck and let me know how it goes!

NOWA NEWS

IT'S TIME FOR THE ANNUAL EIC CONTEST!

Our annual EIC contest is coming up quick and there is one important change, that being the deadline for submissions. You now have until February 15th to get your best work in along with your membership renewal.

Categories once again include written entries in the form of books, blogs, magazine or newspaper articles and columns. You'll also be able to submit your best photography, video and audio whether it be on the radio or aired as a podcast. You can find out more details about specific categories and entries at <http://nowaoutdoors.com>

As for the entries themselves, the person to send them to is President Dave Kilhefner at Dave@kbi-ins.com. You can send the entries anyway you like. Digital entries are preferred which include links to your work whether it be an online article, podcast or YouTube video. If you have any questions contact Dave and check your email inbox for more information about the contest in the next couple of weeks.

MEMBER STORY

THE PHENOLOGICAL CALENDAR OF KOKANEE

By Brad Trumbo

Whether you realize it or not, most all outdoor enthusiasts are phenological scientists. You may never have published in a peer-reviewed scientific journal or even considered proper phenology as practical in everyday life. Maybe you have never even heard of phenology. But if you appreciate the outdoors or even just vegetable gardening, chances are, you're a seasoned phenologist.

Simply put, phenology is a branch of science dealing with the correlation between climate and environmental cues, and periodic biological phenomena such as fish spawning, deer and elk rut, songbird migration, and upland bird nesting seasons.

For example, the big game hunter reads the moon phase and weather patterns to estimate the peak of the rut for hunt planning. Anglers keep an eye on snowmelt and spring runoff timing and water temperature to predict migration and spawning periods for fishes like salmon, bass, and walleye. My wife keeps an annual calendar of weather and plant bloom patterns to phase her seed starts into her vegetable garden.

As a professional scientist, it's only natural that I also rely on phenological cues to plan outdoor activities, fishing being the most common. Spring in the arid lands of the Pacific Northwest is an incredible season, rich with the hues of our natural landscape responding to longer and warmer days. Brilliant canary-yellow clusters of arrowleaf balsamroot, cotton-topped common yarrow, fuchsia cushions of longleaf phlox, and the snowstorm of black cottonwood and white alder seeds wafting on the breeze all hint at the timing for fishing desert lakes.



NOWA FIELD NOTES – DECEMBER 2021/JANUARY 2022

KOKANEE (Continued)



By mid-May, I've been chasing trout among the puddles of the Washington scablands. But as the water temperature warms, my thoughts drift to kokanee, advancing in their early summer patterns.

When balsamroot clusters speckle the shrub-steppe, glowing like yellow lava perforations among the sagebrush, it's time to drop a

downrigger and squid bait behind a dodger for those silver-bullet, landlocked sockeye.

While rubber squid are not exactly a natural food source in the seep lakes, a small, orange, eyed skirt with tiny trailer hooks tipped with scented corn (inexplicably) do the trick when trolled behind a small dodger. Downriggers make it easy to target a specific depth band, and this technique becomes more successful as the lakes stratify and food sources concentrate at specific depth bands.

Deep Lake, nestled in the basalt canyon at the foot of Banks Lake dam, registered around 55 degrees at the surface in mid-May, and the kokanee were scattered about the depths from approximately 12 to 75 feet deep. Additionally, the cold water had the fish finicky to start the day, making their half-hearted bait bumps nearly unnoticeable on lines clipped to a downrigger ball. But a rod with a two-ounce weight dropped off the back of the boat provided quick adjustment to encounter fish at many depths, as well greater sensitivity to strikes, landing a limit of "kokes" in short order as fish warmed up, committing to the bait.

Bigger fish can be found in other lakes, but a passel of 10 to 12-inch kokanee is perfectly suited for a smoker, oven rack, or frying pan, and sublimely paired with a Pinot Gris or Chardonnay, and fresh asparagus spears from the garden. Another phenological sign of the time to kick back in the boat and coax up the tasty (albeit tiny) freshwater salmon of the frigid depths.

LOOKING FOR WORK?

WE'VE GOT SOME RESOURCES FOR YOU!



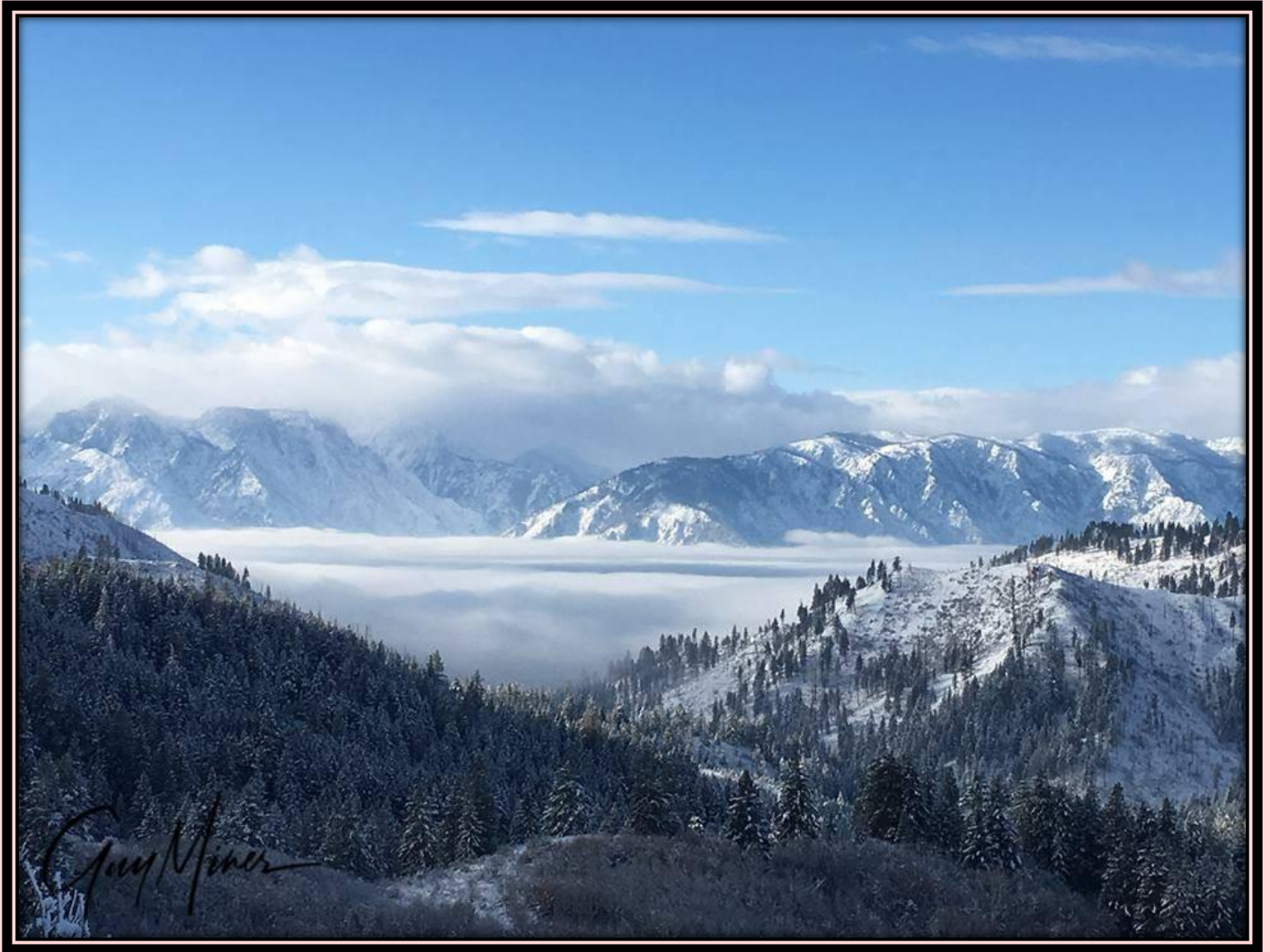
The job market in the outdoors industry has been hot in 2021 and will likely remain that way in 2022! One place to look for work is Facebook and when you get there, check out our Northwest Outdoor Writers Association Page. In October alone we posted five different jobs, gigs or contests to participate in. Like and follow our page at <https://www.facebook.com/NorthwestOutdoorWritersAssociation/>

Certain Facebook Groups are worth joining too. One of the Best is Basecamp, which has all sorts of outdoor industry jobs posted on its page. This is a private group but it's nearly 29,000 strong and you will be welcomed to join as a NOWA member. Here's the Facebook Page to go to <https://www.facebook.com/groups/1937933436435351>

One more place to check out is the Outdoor Industry Jobs website. Sign up for their newsletter and get job info from the outdoors industry, primarily non-consumptive opportunities, on a routine basis. <https://outdoorindustryjobs.com/>

Finally, don't forget our Supporting Member, the National Shooting Sports Foundation. Not only do they put on SHOT Show in Las Vegas every year (the place for networking in the shooting and hunting industry) but they also publish job openings from their members on a weekly basis. You can check that out at <https://jobs.nssf.org/>

FINAL SHOT



Guy Miner took this beautiful winter landscape photo of the Upper Wenatchee Valley in the hills above Peshastin, Washington. Guy is a talented photographer who just had two wildlife photos chosen for the 2022 Cascadia Conservation District calendar. You can check out more of his work at <https://guyminer.smugmug.com/>