

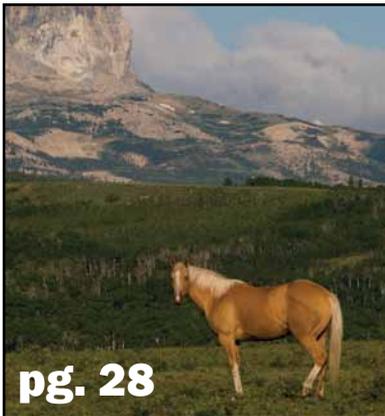
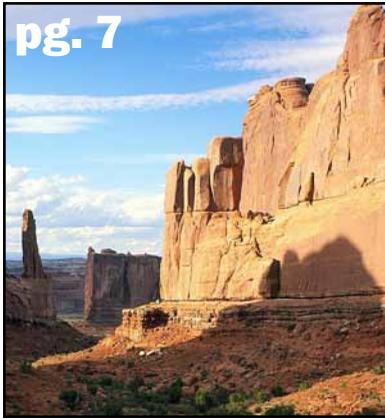
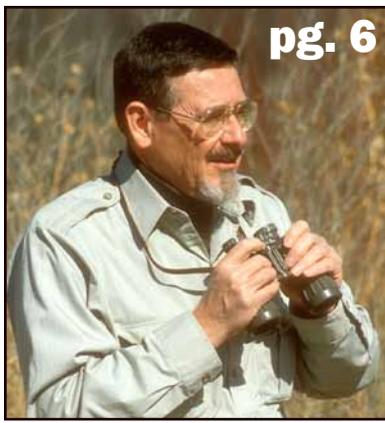


Outdoor Writers Association of America

# OUTDOORS UNLIMITED

The Voice of the Outdoors

Winter 2010



# OUTDOORS UNLIMITED

Winter 2010, Vol. 71, No. 4

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## ON THE COVER

By Michael Francis

*Pictured is a bull elk in the midst of a winter storm in Yellowstone National Park. An OWAA member since 1989, Francis is a full-time photographer specializing in wildlife. For more of his photos, visit [www.michaelfrancisphoto.com](http://www.michaelfrancisphoto.com).*

## OUTDOOR WRITERS ASSOCIATION OF AMERICA

Our mission: improve the professional skills of our members, set the highest ethical and communications standards, encourage public enjoyment and conservation of natural resources and mentor the next generation of professional outdoor communicators.

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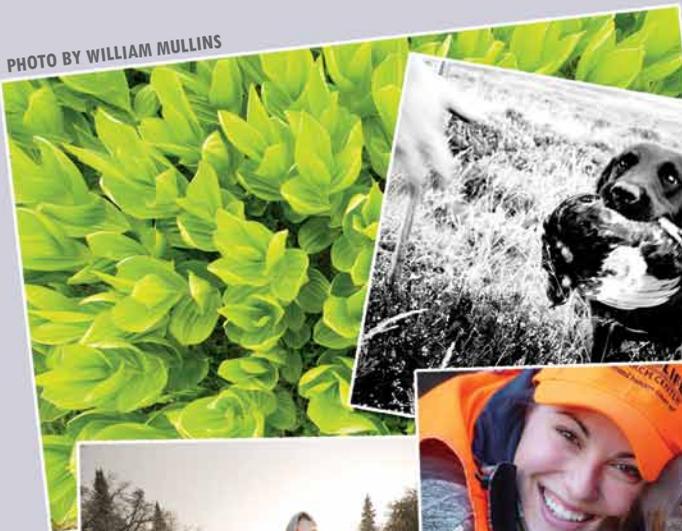


PHOTO BY JON BLUMB



PHOTO BY JACOB VANHOUTEN



PHOTO BY BILL LINDNER



PHOTO BY ART WEBER

## Bringing the outdoors indoors

This month's Portfolio on pages 28-29 features award-winning photographs from the 2010 Excellence in Craft contests. These pictures are also part of the OWAA Traveling Photo Exhibit.

To view the rest of the photos, including the once pictured here, visit [www.owaa.org/ou/category/portfolio](http://www.owaa.org/ou/category/portfolio).

To enter your images in this year's contest, check out [www.owaa.org/contests](http://www.owaa.org/contests).

Welcome to OU's Online Exclusives! A new part of the redesigned OU, this page will feature a sneak peek of all the extras we just couldn't fit into the monthly publication. To check out these bonus features, refer the website links mentioned below.

—ASHLEY SCHROEDER, OU EDITOR

## How-to for "Take your radio show to the world"

A visual tutorial that supplements Ty Stockton's article is posted in the Editor's Blog at [www.wp.me/psLIg-1DA](http://www.wp.me/psLIg-1DA).

## Discussion board

Loved it? Hated it? What do you think of the articles in this issue of Outdoors Unlimited? Share you two cents at [www.facebook.com/OWAAonline](http://www.facebook.com/OWAAonline) (click on the Discussions tab). And don't forget to follow us on Twitter at [www.twitter.com/OWAAonline](http://www.twitter.com/OWAAonline).

## History of EIC contests

OWAA HQs staff dug through Outdoors Unlimited archives to compile all information published leading up to the announcement of the new EIC contests and rules. For details, visit [www.wp.me/psLIg-1DE](http://www.wp.me/psLIg-1DE).

## Hot topics

Submit letters to the editor for publication in OU by e-mailing [aschroeder@owaa.org](mailto:aschroeder@owaa.org). Please include "Letter to the editor" in the subject line. Check out past letter by visiting the OU archives at [www.owaa.org/ou/category/departments/table-of-contents](http://www.owaa.org/ou/category/departments/table-of-contents).

*Update:*

## Sponsors confirmed for 2011 EIC contests

As of Nov. 18, sponsors for the 2011 EIC contests include **Outdoor Channel**, **Coleman**, **Ducks Unlimited** and **RealTree**. Additional sponsors will be announced once details are confirmed.

The latest version of the EIC rules can be downloaded as a PDF or viewed online at [www.owaa.org/contests](http://www.owaa.org/contests).

Ducks Unlimited will sponsor the new media-based Magazine/E-zine Contest.

The new EIC rules state that the old content-based contests will continue as long as there is sponsorship available. Outdoor Channel will sponsor the Big Game Hunting contest and Coleman will sponsor the Camping/Backpacking/Outdoor Recreation/Climbing/Biking/Travel contest. RealTree will co-sponsor the Family Participation/Youth Outdoor Education contest from the old EIC rules.

## Many people, many thanks

“Gratitude changes the pangs of memory into a tranquil joy,” Dietrich Bonhoeffer said.

It's that time of year when we pause to acknowledge the things for which we are thankful. The good times we've had. The lessons we've learned. This year, I am grateful for so much.

First, of course, I'm personally grateful for our members and supporters. You were the first to peak my interest in fly-fishing and the first to put a firearm in my hands – both at the 2007 conference in Roanoke, Va. I now count myself among the hunters and anglers of the world – catching trout and bass in Montana's Clark Fork and Blackfoot rivers, and putting my first wild turkey on the table last fall. My tag has yet to be filled, but I have until the first of the year to make that happen. I'll let you know how it turns out.

I'm also grateful to you for the warm reception I've received since being named OWAA's new Executive Director. The encouragement and support that has come my way in these first few months is truly heart-warming. I'm doing my best to earn your respect and hope to make you proud. I would be remiss to not say my thanks, once again, to the Board and selection committee for providing me the opportunity.

Eternal gratitude is something I also have for our small but extremely prolific staff. **Ashley Schroeder** and Jessica Pollett are two women with drive and determination. The skills, ideas and enthusiasm they bring to the office each day are truly inspiring. I hope you're enjoying Schroeder's efforts to redesign the layout of OU. Taking into consideration feedback about the first incarnation of OU Online, she came up with the new digital flipbook layout to satisfy members' needs and suggestions.

Pollett came to our team just before the 2010 conference in Rochester, and is helping breathe new life into not only our annual conferences, but our marketing program as well. We're working to get the word out about OWAA and all our programs, publications and membership offerings.

The constant improvement to the OWAA website is a combined effort of Schroeder and Pollett. Please visit often to see the steady stream of new information about our 2011 conference in Salt Lake City, Utah. And don't forget to submit your Excellence in Craft contest online entry forms via the new section of OWAA's website that is dedicated to the revamped contests.

The Board of Directors, Executive Committee, Endowment Trustees and numerous chairs and members of OWAA's committees work long and hard to steer OWAA's ship. These folks are probably not thanked nearly enough for their efforts, yet theirs is the tireless work that drives OWAA forward year after year.

A word of thanks and gratitude would not be complete without a list of those supporters and individuals who have sponsored programs, meals and events throughout the year, or made contributions to OWAA's operating or investment funds in 2010. It's your kindness and generosity that adds much-needed resources to our programming and development and helps keep the home fires burning here at headquarters.

A hearty thanks goes out to:

**Altus/ProEars, Buck Knives, Clam Corporation, Ducks Unlimited, Hunt's Photo & Video, National Shooting Sports**

**Foundation, Natural Resources Conservation Service, Outdoor News, Rochester Convention & Visitors Bureau and Toyota Motor Sales USA** for their sponsorships of our 2010 Annual Conference in Rochester, Minn.

The numerous companies and individuals who donated items for our annual Silent Auction in Rochester.

**Safari Club International** for their sponsorship of the Norm Strung Youth Writing Award.

**Coleman, Ducks Unlimited, Outdoor Channel, RealTree and Sierra Club** for sponsoring the 2010 Excellence in Craft Contests.

**Alpen Optics, Altus/ProEars, L.L.Bean, Pure Fishing and Smith & Wesson** for their sponsoring the 2011 Membership Drive.

**David Bowman, Tim Burres, Patrick Carroll, Lisa Densmore, Thomas Dillon, Mike Donahue, Roger Eckstine, Martin Garrell, Dick Hess, John Kronfeld, Rich Landers, George Laycock, Robert Lindholm, Jim Low, Dennis Lubin, Marty Malin, Brian McGrath, King Montgomery, James Robey, Albert Rostello, Thayne Smith, Robin Tawney-Nichols, Michael Terry, Stu Tinney, Mike Walker, Luann Sewell Waters, Roy Welch, Tom Wharton and Henry Zeman** for their generous donations to OWAA's McDowell Scholarship, Restricted Endowment and Operating Funds (as of Nov. 5, 2010).

Thanks to all of you for your support of OWAA.

Taking the time to say thanks and show gratitude to those people who make our lives just that much more enjoyable is a small token that's worth its weight in gold. Who are you thankful for this year? Make sure you let them know how much they add to your life.

On behalf of the OWAA staff, I wish you the happiest of holidays, from Thanksgiving straight through the New Year. May the season be filled with celebration and your 2011 offer much to be grateful for. ■

— Robin Giner, OWAA Executive Director  
[rginer@owaa.org](mailto:rginer@owaa.org)



When contacting OWAA HQs, it's either Schroeder, Pollett or Giner that picks up the phone or answers your e-mail. Here they are pictured at Snowbird Ski & Summer Resort during their visit to the site of the July 2011 OWAA Annual Conference.

# The future of OWAA

*Embracing diversity and accepting change vital to OWAA's longevity*

**This issue features condensed versions of President Tony Dolle's column from the past few months. Visit OU Online ([www.owaa.org/ou](http://www.owaa.org/ou)) every month so you don't miss out on important association news, craft improvement articles and more.**

I recently became reacquainted with my nearly 20-year-old compound bow. During the first afternoon's practice session, I concentrated on holding the arrow at full draw for several seconds longer than needed for simple target shooting, to simulate what I considered hunting conditions I had experienced in the past. Somewhere around practice arrow nine or 10, a butterfly landed just behind the tip of my arrow as I was putting the 25-yard pin on a lethal area of the target. I counted to 10 before the butterfly took flight.

The vivid black, yellow and orange of this particular butterfly was not lost on me and I released the arrow. Where it went, I couldn't tell you. I had concentrated too much on the butterfly and not enough on the flight of the arrow.

I had missed the mark.

During our last conference, my good friend **Jim Foster** agreed to chair an ad hoc committee to call former OWAA members who had not renewed their memberships in the past couple of years, find out why and invite them back. Current board members volunteered to split up the non-renewals and personally contact those on the list.

The phone calls have resulted, not surprisingly, in several renewals. The personal contact seems to have worked where a series of written notices failed. That's the good news. The bad news is that many of the former members who were contacted said they didn't intend to renew or had let their membership lapse because they felt OWAA had softened and become an organization of butterfly lovers, not an organization of hunters and anglers.

We are, indeed, an organization of butterfly lovers. I proudly count myself among them. But we are also an organization of very hardcore hunters and anglers — and I

just as proudly count myself among them!

But, let's make no mistake about it. This ain't your daddy's OWAA anymore. Changes in technology, changes in our media workforce numbers, changes in how we communicate to the public about the outdoors we all love (yep, even about the butterflies) and the demands of a very weak economy have changed the face(s) of OWAA.

Outdoor newspaper columnists tell me they can no longer simply write about hunting and fishing and still keep their jobs. They have had to broaden the scope of their coverage to satisfy the demands of readers and editors. It's the same with other forms of print and digital media. Why should OWAA be any different? As our audiences change, our tactics to reach them must change, too.

Those former members who feel OWAA isn't a professional organization for communicators who are hunters and anglers are just like my arrow. They missed the mark.

I've got to hand it to OWAA staff, officers and the board of directors — we have made it almost a mandate to listen to the membership.

The current board works very hard to listen to what you, as OWAA members, have to say. Not surprisingly, you as members come up with some great ideas. If there is a negative side to your suggestions, it's that you give us more good suggestions and ideas than we can act upon. Really.

When you told us the EIC contests needed an overhaul to make them fairer, more professional and more appealing to more of our membership, we listened and then we acted. Committee co-chairs **Mary Nickum** and **Lisa Densmore** and the rest of the committee came up with some excellent changes in the contest structure that the hard-working committee, the board and the staff feel are overdue.

But we didn't stop there. Really.

A group of our annual contest participants have said they feel additional changes are in order to make the contests even more appealing, fair and professional. While the board, staff and I may have differing opinions about those assessments, we do agree that the board should listen to the desires of membership. To that end, I've asked **Bruce**

**Cochran** to chair an ad hoc committee that will take another look at EIC contests and report any suggested enhancements to the board at its winter meeting in January.

I've served as an OWAA board member for several years and I have to say the current board listens to the membership better than any with which I've served. The many conversations I've had with current board members indicate a willingness to serve the membership any way they can. Being a listening post is one of the most important ways they serve you.

But as important as it is for the board and officers to listen to your suggestions and ideas, it is just as important for you to continue presenting us with your ideas to make OWAA a more professional organization.

We need your input. Without it, we cannot achieve the many tasks before us in the short time we have to make them happen.

I had planned to discuss OWAA's budget, discussing how we make sure we can meet our fiscal obligations — payroll, utilities, insurance, mortgage and other necessities. But the fall weather is too nice, hunting seasons are open across the nation and debits and credits are the farthest things from my mind right now.

Instead of thinking about the upcoming OWAA Board meeting, I'm thinking about other meetings — hunting trips with friends.

I should be trying to find new ways to help balance OWAA's budget, but instead I'm thinking about finding ways to balance the trips I want to take with the remaining few vacation days I have left.

Unfortunately, the business of OWAA never stops ... and that's a good thing. OWAA doesn't stop just because hunting seasons are in full swing or the fish are biting. So, it's back to the OWAA budget — which, I'm happy to report, looks like it is going to be OK for another year.

However, I'm not sure Gus, my German import, is going to understand why he has to ride in his crate in the pickup truck bed with no other cover while I'm toasty in my new waterfowl parka. ■

— Tony Dolle, OWAA President  
[tdolle@ducks.org](mailto:tdolle@ducks.org)

# Adaptation, sacrifice key to success for nature journalist

BY JESSECA WHALEN

Before he was walking, **George Harrison's** parents moved his crib next to the window so he could watch the birds. Seventy-four years later, he's still doing what he loves.

"Birds are unique in the animal world, because they are so dynamic. The fact that they can fly so effortlessly, alone, is a good enough reason to enjoy watching them," Harrison says. "But there is more to it. Their entire behavior is fascinating ... color, movement, feeding, song, sleep, migration, bathing, breeding, nesting, eggs, etc. No other life form can match it. I never get tired watching birds."

Raised in Pennsylvania, Harrison has made a living sharing his passion with others. Now a resident of Wisconsin, he has written 13 books, worked for National Wildlife Magazine for 42 years, and was a founding editor of *Birds and Blooms*, the largest birding magazine in the world with a circulation of 2 million. He's also amassed a personal photo portfolio of more than 80,000 images.

"Photography has undergone many changes, just like print," he said. "Film is a four-letter word, and it's extinct for the most part. Photographers have had to work on compensating for that by exploring new genres of images."

It's interesting and frustrating, he added. Being a writer means being a jack of all trades, something that excites Harrison unless he's stuck behind a desk.

"Writing is something I've had to force myself to do," he said. "It's not necessarily hard for me; I'd just rather be outside."

An OWAA member since 1963 and Board president from 1985-86, Harrison said the organization was a vehicle that allowed his passion for the outdoors to be conveyed to more people by increasing his contacts within the outdoor journalism field.

Among Harrison's many awards in writing, broadcast and photography are those he received as an OWAA member. He received the Jade of Chiefs Award in 1981 and the Ham Brown Distinguished Service award in 2006.

He has also met many friends during his years in OWAA, including 96-year-old **Homer Circle**, an OWAA legend who was president from 1967-68.

Circle said that he and Harrison have known each other at least 25 years.

"I liked him from the start," Circle said. "He had a ready smile, and I liked the way he responded to questions."

They still correspond at least once a year, and Circle always receives a letter or card on his birthday. He said Harrison excels at what he does because "He is George Harrison. He has a great honesty. When he says something you know it's the bottom line."

"I gave him lots of assignments," Circle continued, matter-of-factly. "He did them very fine."

Harrison and Circle even took a trip to South America together.

Now retired and living in his Florida home, Circle worked for a time as the angling editor for *Sports Afield* magazine, while Harrison was the nature editor for 25 years. Although Harrison has visited more than 50 countries on six continents, he recalled the South America adventure for one reason: the unparalleled birding.

"We went to Cotemaco, [Mexico], where the previous year, *Sports Illustrated* reported



An avid birder, George Harrison started out as a writer. He soon expanded his repertoire to include photography because he couldn't afford to hire someone else to take support photos for his articles.

that the largest bird count in the world had taken place," Harrison said. "There were 325 species in a 24-hour period."

The Christmas Bird Count, as it's officially called, happens all over the world every year on a selected day between Christmas and New Year's. People count from midnight to midnight, getting little to no sleep in the process. Harrison said that anyone can partake, from any locale.

"You can even sit in your own living room!" Harrison said with a chuckle.

He's not joking. As the former host of

CONTINUED ON PAGE 7

# Proximity of national parks 'exquisite torture' for 2011 conference-goers

**BY PATRICK O'DRISCOLL**

National Park Service public affairs specialist

If you like national parks, the July 9-11, 2011, meeting of the Outdoor Writers Association of America will be exquisite torture.

For three days in early July, you will be mostly cooped up indoors, within easy driving distance of more than 20 national parks and monuments.

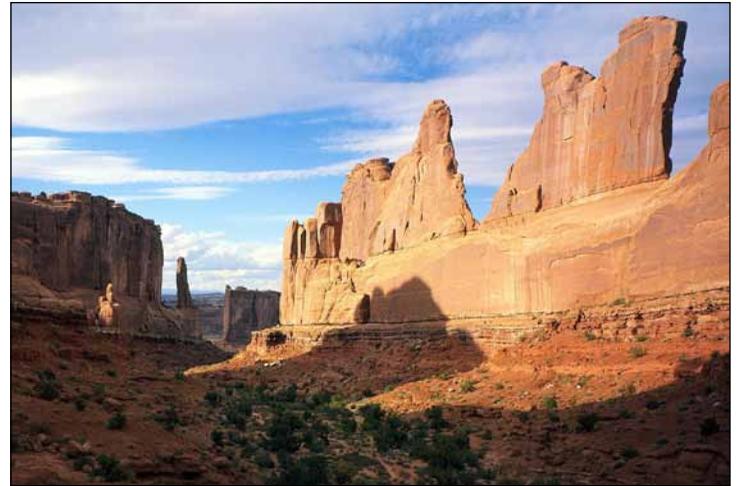
Fortunately, you can spend the weeks before or after the conference reveling in them. You can hike, camp, explore and — yes, OK, if you insist — report, write and photograph in some of the National Park Service's most iconic — or unexpected — locales.

Where to go first? To the west lies the desert mystery of the 200,000-square-mile Great Basin. To the south are Utah's fabled red-rock canyons and all those iconic parks. To the north, Yellowstone and Grand Teton national parks beckon, a manageable 4-1/2- to 6-hour drive away.

Since you will fly or drive to the conference via Salt Lake City, any national park itinerary begins in the Utah state capital. The state's 13 national park units all are within a day's drive or less. Before you make a Beehive State beeline for the really famous ones, consider three closer by.

Just north of the Great Salt Lake, Golden Spike National Historic Site is a landmark in the settlement of the West. The wide-open emptiness of Promontory Summit awaits, as do exact replicas of the steam locomotives Jupiter and No. 119.

As the raven flies, Timpanogos Cave National Monument is barely seven miles from Snowbird. Lacking your own wings or a



Arches National Park. Photo courtesy National Park Service.

helicopter, it is still a quick 25-mile drive down Little Cottonwood Canyon. The cave tour's cool temperature, a mere 45 degrees inside, is a welcome relief when it's hot outside.

The third is Dinosaur National Monument, about three hours east by car. The Quarry Visitor Center of this original "Jurassic park," with its wall of 1,500 exposed fossils, is closed for a \$7.9 million reconstruction, reopening in autumn 2011. But the rest of Dinosaur is still a scenic wonder. Its Green River canyons figured in a key 20th-century environmental battle: The decision to dam

CONTINUED ON PAGE 30

## GEORGE HARRISON

CONTINUED FROM PAGE 6

numerous PBS specials such as "The Backyard Bird Watcher" and "Garden Birds of America," Harrison believes in rediscovering places you've looked at — but maybe haven't really seen — until you pick up a pair of binoculars and do some backyard exploring. He and his wife, Kit, who was the conservation editor of Sports Afield, try to get outside as much as their schedules allow. According to Harrison, Kit also dislikes being behind a desk.

"Kit is a very good writer, but enjoys writing less than I do," Harrison said. "It's like having PMS twice a month; that's her quote, not mine."

He laughed warmly before digging into the issues modern journalists face, aside from "the age-old" writer's block.

"Journalism has become an insecure vocation," Harrison said. "It's important of course — I mean, it's in the Constitution, but employers don't value it as much as they used to."

He added that in general, print media has been replaced by electronic media.

"I'm listening to a book a week on my iPod," he said. "I don't read anymore. Even my newspaper is electronic."

But Harrison was quick to say that print media will still matter in years to come.

"There's always going to be a market out there," he said. "I've gotta say, my income is less than it used to be, but I get by just fine."

Because of the cost, he and Kit recently had to give up a cottage they owned in Gloucestershire, England, where they lived two months out of every year for 30 years. Sacrifices are sometimes necessary, he said. His voice is light, his tone optimistic.

"You have to be adaptable," he finished. Some things never change. ■



Jesseca Whalen is an intern at OWAA HQs. Born and raised in Idaho, she's been in Montana for five years while completing a B.A. in journalism and B.S. in marketing. Her intern duties include crafting Character Sketch articles and compiling department items for OU. Contact her at [intern@owaa.org](mailto:intern@owaa.org).



## BY TY STOCKTON

Trying to increase the coverage of your radio show? Don't settle for the limitations of the terrestrial station that broadcasts it. Jump into the 21st century and post that sucker online.

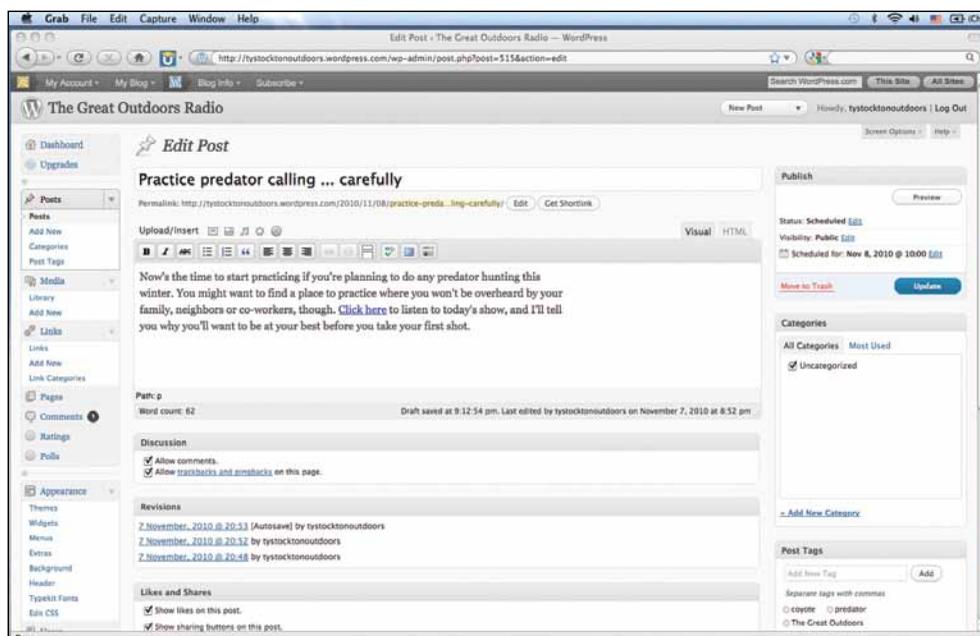
There are a number of ways you can do that, and they range from relatively simple to incredibly complex. That's one of the wonders of the Internet – you are limited only by your imagination and the amount of time you want to devote to posting your radio show online. Granted, if you don't have the know-how to do it yourself, you might elect to pay someone to build you a website. In that case, you're also limited by how much you want to spend.

For a quick and easy way to put your radio show online, take a look at WordPress.com. It's a nearly-free blog-building site with hundreds of templates you can use if you're not comfortable building your own page. I say nearly-free because if you want to post audio or video files to your WordPress site and don't have a separate server where you can host the audio or video files, you have to pay a hosting charge. It's not much, though — I think I pay less than \$40 a year for mine.

If you already own a website, you can place your media files on that site and skip the WordPress hosting charge, but that's a slightly more advanced option that requires downloading WordPress software onto your website.

All WordPress users receive a domain with the format: www.yoursite.wordpress.com. You'll need to find a unique domain name that defines your site, and that's probably the hardest part. That's one of the drawbacks to WordPress. For instance, my site currently lives at www.tystocktonoutdoors.wordpress.com. It's quite a mouthful.

But there's another option. If you own a website domain, you can have www.your-site.com redirect to your WordPress site,

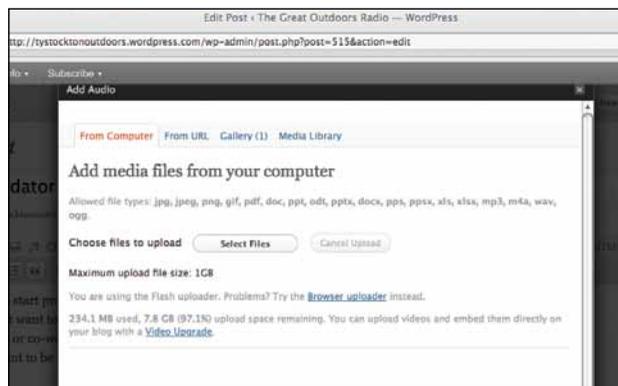


WordPress websites are managed through an administrative panel called the Dashboard. With this fill-in-the-blank editor, you don't need to know code to post your radio show online.

and then you won't have to worry about your WordPress domain.

You can also spend more if you want more storage space. However, I've been running mine for four or five months, and I'm nowhere near the storage limit. My show's only two minutes long, but it runs five days a week. Those 40 minutes of content each month will put me at the storage limit after about a year. Then I'll have to start taking the earlier shows offline, or I could pay for more storage at that time.

There's another, slightly more advanced, option for hosting, too. If you switch to a non-WordPress hosting service, such as GoDaddy.com, the cost starts at about \$60-70 per year. And at that time, you would also switch to your own domain, no longer



You're just a few clicks away from uploading your radio show to the Web. Go to [www.wp.me/psLlg-1DA](http://www.wp.me/psLlg-1DA) to view a series of screenshots depicting the process of posting an audio clip to a WordPress website.

constrained to the lengthy www.yoursite.wordpress.com. Buying www.yoursite.com would cost an additional \$10-15 per year. Some people go this route from the get-go to avoid dealing with switching hosting services down the road. That's a bridge I haven't crossed yet. (And another article for if and when I do.)

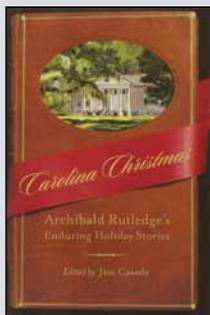
Anyway, back to WordPress. It's a fairly

CONTINUED ON PAGE 9

## Carolina Christmas: Archibald Rutledge's Enduring Holiday Stories

By Archibald Rutledge, edited by **Jim Casada**, The University of South Carolina Press, Columbia, S.C., 803-777-2021, hardcover, 248 pp., 8 photos, \$29.95.

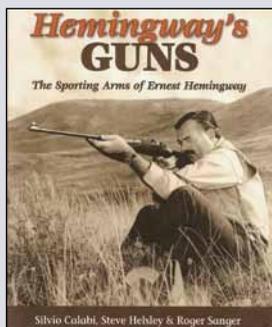
Prolific outdoor writer Archibald Rutledge (1883-1973) compiles his vivid memories of hunt, hearth and holidays in this book, a celebration of coastal South Carolina and lost traditions. These memories are celebrated in this keepsake collection of enduring stories and poems, augmented with traditional recipes and food lore associated with the season.



## Hemingway's Guns: The Sporting Arms of Ernest Hemingway

By Silvio Calabi, Steve Helsley and Roger Sanger, Shooting Sportsman Books, Camden, Maine, 207-594-9544, hardcover, 156 pp., \$40.

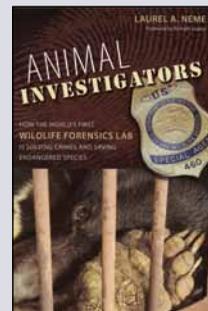
Outdoor writer, editor and publisher Silvio Calabi, firearms historian and photographer Steve Helsley, and fine gun aficionado Roger Sanger collaborate to define the sporting arms of mythic writer and hunter Ernest Hemingway. Hemingway's Guns details Hemingway's wide variety of firearms, from a .22-caliber Colt Woodsman pistol to a .477 Nitro Express big-game rifle, and the worldwide adventures he had afield.



## Animal Investigators: How the World's First Wildlife Forensics Lab is Solving Crimes and Saving Endangered Species

By Laurel Neme, University Press of Florida, 352-392-1351, hardcover, 256 pp., 24 black and white photos, \$19.95.

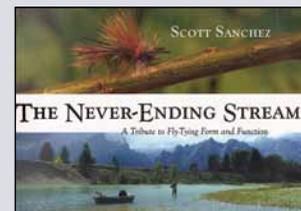
In this book, environmental journalist Laurel Neme goes behind the scenes at the only wildlife forensics crime lab in the world to reveal how scientists and agents of the U.S. Fish and Wildlife service are working to investigate wildlife crimes, protect endangered species, and stem illegal wildlife tracking.



## The Never Ending Stream

By Scott Sanchez, Pruett Publishing, Boulder, Colo., 800-247-8224, hardcover, 154 pp., \$34.95.

Written by professional fly-tier and celebrity fly-fishing guide Scott Sanchez, the book is a tribute to the fly-tying influences in his life. Sanchez highlights the original sources behind a myriad of well-known flies, many of whom he has personally tied and fished with. Most importantly, says Sanchez, the book is "giving credit where credit is due" to those who inspired his own fly-fishing adventures.



## RADIO SHOW

CONTINUED FROM PAGE 8

simple process to build a page and get it posted.

Once you have your domain set up, you can pick one of the prefabricated templates, or if you're really adventurous, you can build your own. I picked one from the gallery. I did add my own banner photo for the top of the page, but that's about all the customization I did. If you decide you don't like the template for your site, you can change it without having to redo all of your site's content.

After that, all you have to do is add the content. WordPress makes that pretty easy, too. Once I got it figured out, it only took me about five minutes to make a new post from scratch.

From the Dashboard, where you edit website pages, simply fill in the spaces for the title, text content and anything else you

want to appear on the page. To publish your show, highlight and copy a couple words in the body of the text to make that phrase a hyperlink that will open an audio player. To create the hyperlink and upload an audio clip, click the little note symbol above the text box. That'll bring up the audio file attachment dialog box. Click on "Select Files." Then just paste the text you copied into the "Title" text box. Click "Insert into post" at the bottom of the screen, and then all you need to do is publish it.

You can publish immediately or set it to go live at a later date. Use the "Publish" toolbox. That's really all there is to it.

You can fiddle with hundreds of other functions on your page, like adding a blog-roll, creating links, changing the appearance, and even allowing or barring advertising. Again, you're only limited by your imagination and time.

If your business grows and the success of

your WordPress site along with it, you can adapt accordingly. For example, eventually my WordPress site will be a link off an "On the Air" button on my main website, [www.tystockton.com](http://www.tystockton.com).

WordPress is just one service that will allow you to post your show as a blog. It's well worth \$40 per year. Take a look, and check out some other options, too. You might also explore podcasting or just posting your show on your own site, too, but those discussions are way above my pay grade – at least they are for now. ■



*Ty Stockton, of Cheyenne, Wyo., has been a member since 2001. Stockton is a freelance writer, photographer and radio host. Contact him at [stockty@gmail.com](mailto:stockty@gmail.com).*

## Pheasants Forever

Students from Pine Bluffs, Wyo., formed the state's first-ever high school chapter of **Pheasants Forever**. Known as the Texas Trail Ringnecks, the students join two such Iowa groups as leaders in a new student-based wildlife conservation movement. For more information on the Texas Trail Ringnecks or the High Plains chapter events and meetings, contact Bob Hix, 303-743-8957.

## Hobie Cat Company

Morgan Promnitz joins **Hobie's** management team as the new fishing product manager. He will oversee the development and launch of the company's expanding line of fishing products, and act as the fishing liaison between the design, engineering, sales and marketing departments. For more information, contact Ingrid Niehaus, [ingridn2@mindspring.com](mailto:ingridn2@mindspring.com).

## Mercury Marine

**Mercury Marine's** newest addition to their performance outboards is the Verado 250 Pro FourStroke, a quiet engine with premium acceleration and programmable technology. The FourStroke features digital throttle and shift and electro-hydraulic power steering. Available in 20- or 25-inch shafts. For more information, contact Steve Fleming, [steve.fleming@mercmarine.com](mailto:steve.fleming@mercmarine.com), 920-929-5340.

## Ranger Boats

**Ranger Boats** pro fisherman Brent Ehrler recently won the 2010 FLW Series Western Division Angler of the Year award with his third-place finish at Lake Roosevelt. Ehrler is now automatically qualified for the 2011 Forrest Wood Cup, scheduled for next summer on Lake Ouachita, Ark. For more information, contact Josh Ward, [josh@blueheroncomm.com](mailto:josh@blueheroncomm.com).

## Ruffed Grouse Society

The **Ruffed Grouse Society** named Larry Clark as vice chairman of its board of directors. An avid conservationist, fisherman and upland bird hunter, Clark, a New York City resident, is a life sponsor of the organization and was recently recognized as a Gullion Circle Member. For more information, contact Tracy Greene, 412-262-4044, [tracyg@ruffedgrousesociety.org](mailto:tracyg@ruffedgrousesociety.org).

## Bowhunter Magazine

Longtime **Bowhunter Magazine** editor Dwight Schuh announced his retirement at the end of May 2011. However, he will continue to maintain close contact with the magazine by acting as hunting editor. Equipment editor and Bowhunter TV co-host Curt Wells takes Schuh's place, immediately assuming the role of editor-at-large. For more information, contact Bowhunter Magazine, 717-695-8085.

## World Fishing Network

**World Fishing Network's** new original fishing series, Reel Fishy Jobs, stars pro angler Mark Melnyk as he sets out to tackle the toughest, messiest and most outrageous jobs in the fishing business. Reel Fishy Jobs is the 24-hour fishing lifestyle network's newest original production. Catch a new episode every Thursday night at 7:30 p.m. EST. For more information, visit <http://www.theoutdoorwire.com/story/1288246340eet5tw71n1>.

## Ducks Unlimited

**Ducks Unlimited** completed a \$4.48 million coastal restoration project in southwest Louisiana. With the support of state, federal, corporate, nonprofit and other private partners, DU's Black Lake terracing project built more than 50 miles of marsh terraces to restore 2,500 acres of habitat to four separate sites, including areas west of Hackberry, La., near Black Lake and on the Cameron Prairie National Wildlife Refuge. For more information, contact Andi Cooper, [acooper@ducks.org](mailto:acooper@ducks.org), 601-206-5463.

## Versus and Pure Fishing, Inc.

Boy Scout Jonathan Dawes caught his first bass while fishing with Berkley pro angler Hank Parker, whose show appears on **Versus**. The episode with Dawes airs this spring. The 13-year-old Washington state native got the opportunity to fish on the Hank Parker Show after catching a 5-pound catfish during the 2010 National Scout Jamboree, sponsored by **Pure Fishing**. For more information, visit <http://www.theoutdoorwire.com/story/12882456319n2b057mm8q>.

## Shooter's Choice

**Shooter's Choice** introduces the Barrel Wizard, a multi-function shotgun cleaning device you can store in your gun barrel for easy traveling. Made of aircraft grade aluminum, Delrin and nickel-plated brass with an anodized finish, the Barrel Wizard is threaded to accommodate standard 5/16 x 27 cleaning accessories. Telescoping rod adjusts from 27- to 40-inches. For more information, call 440-834-8888 or visit [www.shooters-choice.com](http://www.shooters-choice.com).

## Pope and Young Club

North American conservation and bowhunting organization **Pope and Young** announced its conservation program grants for the 2010-2011 fiscal year. From its \$117,000 budget, the nonprofit awarded grants to the **United States Sportsmen's Alliance**, the **Congressional Sportsmen's Foundation**, the **National Shooting Sports Foundation** and other groups. For more information, visit [www.pope-young.org](http://www.pope-young.org) or contact Kevin Hisey, 507-867-4144.

*For more Department features,  
check out the OU Online archive at [www.owaa.org/ou](http://www.owaa.org/ou).*

*Submit information for publication to [aschroeder@owaa.org](mailto:aschroeder@owaa.org).*

## Female-friendly hunting products unveiled at expos

A new Garb & Gear section of women's hunting apparel will be the focus of an exhibit floor highlight at the 2011 deer and turkey hunting expos produced by Target Communications in Ohio, Illinois and Wisconsin. Target Communications president **Glenn Helgeland** said that because nearly 25 percent of their expo attendees are female, TC aims to expand their market by providing hunting and thermal clothing, firearms, bows, gloves, boots and accessories designed to appeal specifically to women. For expo dates and further information, visit [www.deerinfo.com](http://www.deerinfo.com) or contact Helgeland at [glenn@deerinfo.com](mailto:glenn@deerinfo.com).

## Miller is new editor of Backcountry Journal editor

Matt Miller recently signed on as editor of Backcountry Journal, the quarterly magazine of the Backcountry Hunters and Anglers Association. BHA is an all-volunteer organization working to ensure America's outdoor heritage in a natural setting, through education and work on behalf of clean water and wilderness. Current editor and OWAA member **Ben Long** is assisting Miller with the transition and will remain involved with the journal. Miller works as director of communications for The Nature Conservancy in Idaho. Reach him at [m\\_miller@tnc.org](mailto:m_miller@tnc.org).

## OWAA member named keynoter for national convention

**Scott Linden**, host and creator of the TV series Wingshooting USA, will be the 2011 keynote speaker at the North American Gamebird Association's national convention. The Jan. 17-19 event will be held in Charleston, S.C. Recently voted "favorite upland TV host" in a national survey, Linden also hosts and produces daily and weekly radio shows with a combined distribution of over 560 stations. His keynote topic will be: "Follow the hunter with the longest nose ... to more customers."

## Pero receives Wild Trout Medal

**Thomas R. Pero**, Wild River Press publisher and longtime member of OWAA, was awarded the Aldo Starker Leopold Wild Trout Medal at the 2010 Wild Trout Symposium. The medal was presented to Pero as "a non-fisheries professional who, in the eyes of his peers, has made long-time and significant contributions to the enhancement,

protection and preservation of wild trout." The companion professional Leopold Wild Trout Medal went to biologist Stephen E. Moore for decades of commitment to restoring native brook trout to Great Smoky Mountains National Park.

## Rhoades, Schneider join forces

**Kevin Rhoades** and **Bill Schneider** are pairing up to offer their expertise to outdoor communicators who want to publish books. Rhoades specializes in outdoor book layout and cover design and assists authors all the way through delivery of books to the doorstep. Schneider helps authors decide whether to submit to a trade or specialty publisher, whether to self-publish, or in some cases, whether to abandon the project. Schneider is all about finding a way for authors to make money – or at least not lose money. Contact Rhoades at [www.kevinrhoades.com](http://www.kevinrhoades.com), 406-274-0881. Contact Schneider at [wasnneider@qwest.net](mailto:wasnneider@qwest.net), 406-431-4594.

## Sportsman's radio show has innovative take on hunting

Author, humorist and playwright **Wm. Hovey Smith** hosts the The Backyard Sportsman on VoiceAmerica Sports Internet, a radio show featuring segments on hunting, hunting tools and savory meals, with an innovative conclusion on outdoor business-related opportunities. The Backyard Sportsman can be heard on Fridays at 7 a.m. EST. For more information, contact Senior Executive Producer Jon Missall, 480-294-6419, [jon.missall@voiceamerica.com](mailto:jon.missall@voiceamerica.com); or the producer at [hoveysmith@bellsouth.net](mailto:hoveysmith@bellsouth.net).

## Graham hired by Missouri Dept. of Conservation

**Bill Graham** began new duties Aug. 16 as media specialist in the Kansas City region for the Missouri Department of Conservation. Graham will be writing stories, issuing press releases, assisting staff members with media items and working with all professional media including radio, television, print and online websites. His news territory includes northwest and west central Missouri as well as the KC metro area. Graham is currently third vice president for the OWAA Board of Directors. Most OWAA business should still go to his home e-mail, [plattefalls@centurylink.net](mailto:plattefalls@centurylink.net), as listed in the current directory. His new work contact info is [bill.graham@mdc.mo.gov](mailto:bill.graham@mdc.mo.gov) and 816-759-7305, ext. 1131.

## BRIEFLY...

### Sponsor members, win prizes in OWAA's 2011 membership drive

Do you have friends, colleagues or co-workers who should be OWAA members?

Invite them to join OWAA and win prizes for yourself!

Sponsor the most new members and win registration and lodging for the 2011 OWAA conference in Salt Lake City, Utah.

All sponsors will be entered in raffles to win prizes from Alpen Optics, Pro-Ears, Pure Fishing, L.L. Bean, Smith & Wesson and others.

Earn raffle entries by sponsoring new Active and Associate Members.

The more members you sponsor, the more raffle tickets you receive:

- 1 new member: 2 tickets
- 2 new members: 5 tickets
- 3 new members: 9 tickets
- 4 new members: 15 tickets
- Sponsor 5+ members: 10 more raffle tickets for each additional new member sponsored. (For example, sponsoring five members will get you 25 tickets. Sponsor six members, earn 35 tickets. Sponsor seven members, earn 45 tickets.)

To print membership application, visit OWAA's website, [www.owaa.org](http://www.owaa.org).

New member applications are due to OWAA HQs no later than Feb. 1, 2011.

The current member's name must be listed as the new member's sponsor at time of application.

To qualify for the raffle, sponsors must be Active, Senior Active, Associate, Senior Associate or Life members.

## DONORS

November brought monetary gifts from generous donors.

These tax-deductible donations are dedicated to funds designed to boost OWAA efforts ranging from education programs to reducing the loan on our headquarters building. For details about OWAA funds, contact OWAA headquarters at 406-728-7434.

## OPERATING FUND

**David Bowman**  
**Patrick Carroll**  
**Roger Eckstine**  
**John Kronfeld**  
**Philip Larson**  
**Michael Levy**  
**Dennis Lubin**  
**Marty Malin**  
**Brian McGrath**  
**James Robey**  
**Mike Walker**  
**Luann Sewell Waters**  
**Roy Welch**  
**Henry Zeman**

## SCHOLARSHIP FUND

**Tim Burres**  
**James Robey**  
**Luann Sewell Waters**

## RESTRICTED ENDOWMENT

**Spencer Turner**  
**Luann Sewell Waters**

## PROPOSED NEW MEMBERS

**James Card**, Ducks Unlimited, 7025 Scepter Drive, Bartlett, TN 38135. (H) 901-604-9027, (W) 901-758-3775, (F) 901-758-3909, jamescard@gmail.com. Associate editor, Ducks Unlimited magazine. Also a freelance writer, Card has written outdoor- or environment-related stories for the New York Times, the Wall Street Journal, National Geographic News, the Christian Science Monitor, ESPN Outdoors, Field & Stream and other publications. Applying for Active Membership; sponsored by **Tony Dolle**.

**Walter Hodges**, Ten and Two Magazine, 5734 37th Ave NE, Seattle, WA 98105. (H) 206-795-1894, (W) 206-795-1894, walter@jettaproductions.com. Commercial photographer for 30 years. Co-owner, photographer, writer, creative director at TenandTwoMagazine.com, a fly-fishing, travel and culture online magazine. Applying for Active Membership; sponsored by **Thomas Pero**.

**Dr. Brian Irwin**, 25 Burgdorf Dr., Madison, NH 03849. (H) 603-986-5282, irwin08.bi@gmail.com. Freelancer writer and photographer for ten years, working for a range of publications from newspapers to wilderness medicine journals. Recently employed as a travel correspondent for the Boston Globe and published a book, "Recompense: Streams, Summits and Reflections." Applying for Active Membership; sponsored by **Lisa Densmore**.

## REINSTATED MEMBERS

**Rusty Chinnis**, Outdoor Travel Productions, Inc., (Active Member) 7091 Longboat Drive East, P.O. Box 33, Longboat Key, FL 34228. (H) 941-383-3880, (W) 941-383-3880, (F) 941-383-7599, rustychinnis@comcast.net, www.outdoor-travel.com. President, FOWA, 1997. Outdoor editor, Anna Maria Island Sun. Travel editor, Longboat Key News. Contributing editor, Fly Fishing In Saltwaters Magazine. President, Outdoor Travel Productions Inc. Contributing writer, Saltwater Fly Fishing, American Angler, The Redbone Journal.

**Kent Dickens**, (Student Member) 3781 Midway Loop W., Livingston, TX 77351. (H) 936-563-4627, kdickens\_23@yahoo.com. Interested in sharing appreciation of hunting, fishing and the outdoors through writing.

**T. J. Greaney**, (Active Member) 9508 Chisholm Trail, Austin, TX 78748. (H) 512-280-6967, (W) 512-292-1113, (F) 512-292-1112, TJ@countrylinemagazine.com, www.countrylinemagazine.com, www.texasoutdoorzone.com. Publisher of Country Line magazine for 13 years. Host, Texas Outdoor Zone radio show for six years. Freelancer for national publications, including Outdoor Travel Lifestyle.

**Joe Spoo**, (Active Member) P.O. Box 489, Harrisburg, SD 57032. (H) 605-767-0020, (W) 605-368-2088, gundogdoc@gundogdoc.com, www.gundogdoc.com. Own and manage a website devoted to gun dog health, training and owner education. Website features audio and video podcasts, articles, blog, Ask-the-Vet section and a variety of dog health resources. Freelance writer/photographer for gun dog related articles.

## CREDENTIALS REVIEWS

The following members have successfully passed the review of their member credentials:

**Donald Bready**  
**Linda Burch**  
**William Clark**  
**Matthew Dunlap**  
**Ed Hall**  
**Bill Parker**  
**Shawn Perich**  
**Mark Sampson**  
**James Sharpe**  
**Paul Smith**  
**Linda Steiner**  
**Dan Thomas**  
**Peter Wood**  
**Michael Zlotnicki**

## DECEASED MEMBERS

**Bob Neil Dennie**  
**Edwin W. Hanson**

## CONTACT UPDATE

**Doug Jowett**, dougjowett@comcast.net.

## REINSTATED SUPPORTING GROUPS, AGENCIES AND BUSINESSES

**Crosman Corporation**, Rts. 5 & 20, Bloomfield, NY 14469. Contact: Laura Evans, marketing coordinator. (W) 585-657-3032, (toll free) 800-724-7486, ext. 3032, (F) 585-657-5405, levans@crosman.com, www.crosman.com. Crosman Corporation is an international designer, manufacturer and marketer of Crosman and Benjamin airguns, Crosman archery products, CenterPoint Hunting and Outdoors precision optics and archery products, and Game Face airsoft products. Crosman is the exclusive worldwide licensee for Remington, Bushmaster and Marlin airguns and airsoft products. The company is privately held.

**Greater Birmingham Convention & Visitors Bureau**, 2200 9th Ave. N., Birmingham, AL 35203. Contact: Barry Hoehn, director of sales. (W) 205-214-9208, (toll free) 800-458-8085, (F) 205-458-8086, bhoehn@birminghamal.org, www.birminghamal.org. CVB offering "The Diverse City" of Birmingham, Ala., with its classic southern charm and hospitality nestled in the rolling foothills of the Appalachian Mountains.

**IN-FISHERMAN**, 7819 Highland Scenic Rd., Baxter, MN 56425. Contact: Mindy Elliot. (W) 218-829-1648, (F) 218-829-3091, mindy.elliott@imoutdoors.com, www.infisherman.com. Celebrating its 35th year in 2010, In-Fisherman is the world's most authoritative multispecies fishing communications network through the integration of publications, television, radio, books, DVDs, fishing tournaments and the Internet.

## EIC contests ad hoc committee seeks members' input

Do you have suggestions for improving the revamped Excellence in Craft contests?

If so, EIC contests ad hoc committee chair **Bruce Cochran** wants to hear from you. Contact him at [bcochran@kc.rr.com](mailto:bcochran@kc.rr.com) or 913-381-2510.

The committee was formed by President **Tony Dolle** in response to members' concerns about the new rules that were an-

nounced in September 2010. The committee will revisit the recent restructuring of the EIC contests and suggest possible refinements, which will be presented in writing at the Jan. 9-10 OWAA Board meeting.

Committee members are **Brent Frazee**, [bfrazee@kcstar.com](mailto:bfrazee@kcstar.com); **Sue Hansen**, [hesja@juno.com](mailto:hesja@juno.com); **Mike Levy**, [fotoyvel@mac.com](mailto:fotoyvel@mac.com); **Mark Taylor**, [mark.taylor@roanoke.com](mailto:mark.taylor@roanoke.com);

**Joel Vance**, [jvance@socket.net](mailto:jvance@socket.net); **Ashley Schroeder**, [aschroeder@owaa.org](mailto:aschroeder@owaa.org) (ex officio); and Robin Giner, [rginer@owaa.org](mailto:rginer@owaa.org) (ex officio).

OWAA HQs staff dug through Outdoors Unlimited archives to compile all information published leading up to the announcement of the new rules. For details, visit [www.owaa.org/ou/online-exclusives](http://www.owaa.org/ou/online-exclusives).

### Supporter Spotlight: National Shooting Sports Foundation

## How NSSF can make you money

BY GLENN SAPIR

The National Shooting Sports Foundation is the trade association for the firearms, hunting and shooting sports industry. While its membership is primarily industry professionals, its mission—to promote, protect and preserve hunting and the shooting sports—benefits not only people with a business interest in our activities but also the consumer whose lifestyle incorporates the products and services provided by the industry.

Your role in helping us fulfill our mission is not only important to us but can be profitable for you.

Perhaps the most obvious way NSSF can make you money is by paying for your contributions to The Range Report, the quarterly magazine for club officers and managers of recreational shooting facilities. Those opportunities are detailed in an Outdoor Market listing for The Range Report, found at [www.owaa.org/ou/category/market](http://www.owaa.org/ou/category/market).

NSSF can help you make money in other ways, most notably by supplying you with viable story ideas. Those ideas might come from press releases, the NSSF blog or our weekly electronic newsletter that offers synopses of items of interest and links to more complete coverage. You can subscribe for free to all of these by <http://www.nssf.org/eNewsletters>.

NSSF's websites always offer a plethora of story ideas. In fact, every two weeks, five freelancers, some of whom are OWAA members, contribute Tracking Opportunity items about state-specific shooting and hunting opportunities that collectively cover all 50 states. You are sure to find story ideas there. At [www.nssf.org](http://www.nssf.org), visit the Newsroom section to find a wide variety of valuable information, including fact sheets on important, often misunderstood issues.

Another way NSSF helps outdoor communicators make

money is by owning and sponsoring the annual SHOT Show. It provides an awesome crossroads for the shooting and hunting world and an incredible opportunity for outdoor communicators. We have been told that our press room and services offered to the media to maximize the SHOT Show experience are excellent, and we pride ourselves on helping you do your job at the

show. Editors and publishers find writers. Writers find story topics. Photographers find important people and innovative products for their lenses. We offer free admission to credentialed press, and the preregistration system allows you to skip all the waiting in lines and go straight to making the most of your time working at the show. The SHOT Show, by the way, is the largest gathering of outdoor media in the world. In 2010, more than 1,800 members of the media covered the show.

If you need additional details for a project you are working on, feel free to touch base with the NSSF communications team. As an industry trade association, we can provide you with quotes. Through our research department we can provide data on a wide range of topics—participation,

economic impact and more—adding credibility to your project and enhancing its presentation. We are in the process of implementing a Media Photo Library that will provide images to round out your assignments.

The communications team, led by Mark Thomas, managing director of marketing communications, is eager to help you make more money. Bill Brassard, director of communications, is the go-to guy for outdoor writers. But any of the team, including Teddy Novin, director of public affairs, Bill Dunn, manager of emerging media, and myself, **Glenn Sapir**, director of editorial services, will accommodate you.

NSSF sincerely hopes you consider them an important resource in your outdoor communications, for they consider outdoor communicators to be a crucial part of fulfilling their mission. ■

### Who's who at NSSF:

*Bill Brassard,*  
director of communications  
[bbrassard@nssf.org](mailto:bbrassard@nssf.org)

*Teddy Novin,*  
director of public affairs  
[tnovin@nssf.org](mailto:tnovin@nssf.org)

*Bill Dunn,*  
manager of emerging media  
[bdunn@nssf.org](mailto:bdunn@nssf.org)

*Glenn Sapir,*  
director of editorial services  
[gsapir@nssf.org](mailto:gsapir@nssf.org)

# Member discounts and deals

*Check out the 2011 courtesy discounts offered by OWAA Supporting Groups, Agencies and Businesses*

Supporting group access to OWAA is open to groups, agencies and businesses with an interest in the outdoor field and a desire to support OWAA programs— for expanded public information on outdoor recreation and conservation, professional craft improvement and recognition of outdoor writing as a specialized field.

Traditionally, many OWAA supporters have extended courtesy discounts to OWAA members to help build relationships with individual members, allowing for increased access to products and services. This fall, OWAA headquarters staff contacted supporters, and as a service to supporters and individual members alike, compiled a list of courtesy discounts. This list is posted in the members-only section of [www.owaa.org](http://www.owaa.org).

If you offer a benefit or discount to members that is not included on this list, please contact OWAA headquarters at [membership@owaa.org](mailto:membership@owaa.org) or 406-728-7434.



**Barefoot Contessa Photo Adventures** offer discounts to certain associations, including ASMP and NANPA. They offer the same 10 percent discount to OWAA members. Workshops are listed at [www.BCphotoadventures.com](http://www.BCphotoadventures.com). When you fill out an application and go to the PayPal/ payment schedule page, you'll see OWAA listed among those qualified for a discount.

**Carl Zeiss Sports Optics** offers an outdoor writer purchase program, through which OWAA members can purchase premium binoculars, riflescopes, laser rangefinders and spotting scopes at a substantial discount. They do not publish an outdoor writers' price list; if members would like to obtain price quotes or place an order, contact Rich Moncrief, [rmoncrief@zeiss.com](mailto:rmoncrief@zeiss.com), 804-425-8455.

**Coleman Company** offers discount prices on most of its catalog items to members of OWAA. For more information, please visit the member discounts page at [www.owaa.org](http://www.owaa.org), or contact Josh Ward at Blue Heron Communications, 800-654-3766, [Josh@blueheroncomm.com](mailto:Josh@blueheroncomm.com).

**CTI Industries**, maker of the ZipVac portable food storage system, offers OWAA members a 35 percent discount on all products offered in the ZipVac product line. Use coupon code "OWAA" when placing your order to receive 35 percent off your total purchase. For more information or to place an order, visit [www.zipvac.net](http://www.zipvac.net).

**Environ-Metal**, makers of non-toxic shot developed to replace steel in waterfowl hunting, offers a discount on its Hevi-Shot line of hunting ammo. They ship in full cases only and will pick up the freight for you. They accept all major credit cards. For more information, please visit the member discounts page at [www.owaa.org](http://www.owaa.org) to download the discounts flyer, or contact [sales@hevishot.com](mailto:sales@hevishot.com).

**Grabber Inc.** offers OWAA members 50 percent off all regular prices on Warmers.com, including Grabber Warmers, Grabber Outdoors and Grabber Cooling products. Simply visit [www.Warmers.com](http://www.Warmers.com) and use coupon code OWAA2011 during checkout. Want to learn more about Grabber? Visit [www.GrabberWorld.com](http://www.GrabberWorld.com) for product information, story ideas and marketing materials. Contact [marketing@grabberworld.com](mailto:marketing@grabberworld.com) with any questions or to submit your published article. (Discount code valid Nov. 1, 2010-Dec. 31, 2011; may not be used in conjunction with any other discount codes or sale prices.)

**Hardy and Greys**, [www.hardyna.com](http://www.hardyna.com), offers a 50 percent discount to all OWAA members. Please visit the member discounts page at [www.owaa.org](http://www.owaa.org) to download the application. For more information, contact Jim Murphy, [jmurphy@hardygreys.com](mailto:jmurphy@hardygreys.com).

For **Hunt's Photo & Video** discounts, contact Jon Lawton, 781-462-2305, [jlawton@wbhunt.com](mailto:jlawton@wbhunt.com). Watch for their direct mail and e-mail specials throughout the year, along with Lawton's monthly product reviews in *Outdoors Unlimited*.

**Johnson Outdoors Paddlesports** is pleased to offer pro deal pricing on all products. For price inquiries and orders, please contact Dave Sanford, 207-817-5062, [Dave.Sanford@johnsonoutdoors.com](mailto:Dave.Sanford@johnsonoutdoors.com).

**L.L.Bean** is pleased to offer OWAA members a discount of up to 20 percent on all sporting goods, apparel and footwear (not included are items from the Home, Travel or Kids catalogs). To receive the discount, members can call 800-458-3058, ext. 38136 (M-F only) and identify themselves as OWAA members. The discount is not available online or at L.L.Bean retail or factory stores and is intended for the individual OWAA member's use only.

**Martin Flory Group's** public relations services include a variety of manufacturers in the outdoors market. Many of these companies work with writers on discounts and product review projects. For a complete list of clients, go to [www.martinflory.com](http://www.martinflory.com), then contact Martin Flory Group about your specific projects at [info@martinflory.com](mailto:info@martinflory.com) or 847-662-9070.

**Mepps and Mister Twister** (Sheldon's Inc.) offers a 50 percent writer's discount on all lures and lure kits. For more information, contact Jim Martinsen, 800-237-9877.

**MyTopo.com** is pleased to provide OWAA members with software at wholesale price, or free for product review evaluations. They also provide one free custom large-format map each year to every OWAA member. Use the code "OWAA11" at [www.mytopo.com](http://www.mytopo.com) to order your free map, or contact Paige Darden, [paige@mytopo.com](mailto:paige@mytopo.com), to take advantage of this offer.

**Porta-Bote Folding Boats** offers OWAA writers a 50 percent discount and free delivery to the lower 48 states for their unique line of folding boats. Available in 8-, 10-, 12- and 14-foot lengths. All fold to 4-feet in length, when flat. Colors include olive drab, aluminum and pacific pearl. For more information, call 800-227-8882 or e-mail [info@portaboat.com](mailto:info@portaboat.com). Porta-Bote folding boats has also been awarded a sales franchise by Suzuki Outboard Engines. This means they can offer very low OWAA prices to writers for these outboards up to 25 hp.

**Rocky Boots** offers their employee online discount for Rocky boots and apparel to all OWAA members and Supporting Groups. Use promo code OWAA25 and save 25 percent off your total purchase at [RockyBoots.com](http://RockyBoots.com). Use the same promo code at [LehighOutfitters.com](http://LehighOutfitters.com) and save 25 percent on many other brands including Georgia boots, Durango western boots, Carhartt and more. Contact [joe.hanning@rockybrands.com](mailto:joe.hanning@rockybrands.com).

**The Ruffed Grouse Society** celebrates their 50th anniversary in 2011 and they'd like to extend a special offer to OWAA members. Immerse yourself in the world of ruffed grouse and American woodcock by purchasing a unique, limited-edition 50th anniversary publication. The cost of the book is \$14.95, and when you tell them you're an OWAA member, you'll get free shipping and handling on the publication. To learn more, visit [www.ruffedgrousesociety.org](http://www.ruffedgrousesociety.org).

**Seaguar** has extended their VIP program to OWAA members. Seaguar's VIP program entitles you to purchase Seaguar products directly at a discounted price. Of course, these products must be for your own personal use. Register online now and apply to receive your own VIP code. Once you receive a code, you can logon to Seaguar's VIP direct site and begin purchasing

Seaguar products and dream of the big ones that won't get away. Whether you are battling a blue fin tuna or a perch, Seaguar has the best lines and leaders to fit your needs. Register at [www.seaguar.com/shop-direct/vip-direct/register.php](http://www.seaguar.com/shop-direct/vip-direct/register.php).

**SportDOG Brand** offers an outdoor writers purchase program, through which OWAA members can purchase any desired SportDOG Brand dog training products at a substantial discount. They do not publish an outdoor writers' price list; however, if a member would like to obtain price quotes or place an order, contact Terry Mathews, [tmathews@sportdog.net](mailto:tmathews@sportdog.net), 865-218-1572.

**Tri-Tronics Inc.** offers a 30 percent discount off manufacturers' suggested retail prices on all of their products. OWAA members are also eligible to participate in their 60-day loaner program. Contact Warner Smith, 520-290-6000, ext. 7403, [wsmith@tritronics.com](mailto:wsmith@tritronics.com).

**Vanguard USA** offers a writers and friends pricing program. For industry journalists, personalities, analysts and other professionals interested in evaluating Vanguard products, they are pleased to offer a special discount pricing program. You pay what Vanguard employees pay: 25 percent off their lowest to-dealer pricing on all Vanguard products. You are responsible for shipping charges, calculated at the time of order. Please visit the member discounts page at [www.owaa.org](http://www.owaa.org) to download the discounts flyer. Please complete the credit card authorization form (available with the flyer) and return to Jody Lamb, [jlamb@vanguardusa.com](mailto:jlamb@vanguardusa.com), or via fax at 888-426-7008.

**Wrangler Rugged Wear** and Wrangler ProGear offer a half-off discount for apparel to OWAA active members, to support their work in the great outdoors. For test-and-review and other gear-oriented articles, there is generally no charge. Request the written policy from Joanna Bragdon, 336-332-397, [Joanna\\_bragdon@vfc.com](mailto:Joanna_bragdon@vfc.com).



Additional discounts are being added all the time! Be sure to check out the members-only section of OWAA website at [www.owaa.org](http://www.owaa.org) for member discounts including car rentals, hotel accommodations and health insurance.

*[www.owaa.org/members](http://www.owaa.org/members)*

# 2010 Norm Strung Youth Writing Awards

*Senior prose, First place*

## Answering the Call

**BY CHRISTINE KONEAZNY**  
Spokane, Wa.

I glare down at my walkie talkie. Not working. Again.

I groan quietly, and move the compound bow in my hands as I shove the radio back into my pocket.

I lean against the large pine behind me, gently placing my bow on the ground. The thick layer of snow beneath me crunches as I shift my feet, trying to keep my toes from freezing in my hunting boots.

I hold my gloved hands up to my face, breathing out a gust of warm air. My eyes scour the area for deer as I try to put some warmth back into my fingers. I shiver as a small chunk of snow falls from the tree above and slips down my jacket. I gaze at the thickness of the surrounding trees. Bare, pale branches, covered with a thin veil of snow, reach toward the sky, some brushing against the heavy-laden boughs of the pines.

The rising sun is causing crazy rainbows of color to be thrown off the ice-covered trees. I take a deep breath filled with tastes

of pine and snow, bringing a clear freshness to my head.

I close my eyes as I lean my head back against the tree. Nothing is stirring, not even the birds are awake yet. For that matter, neither am I usually at this time. I glance at my watch. 6:30.

I close my eyes again and picture myself in the warm kitchen up at our hunting cabin, a cup of hot coffee in my hands. I see in my mind our little cabin, nestled sweetly in the mountains, a thin trail of smoke curling into the still dark air as my dad and I headed off this morning.

A loud crunch surprises me, and my eyes fly open. My body is instantly frozen as I behold a massive and unbelievable buck only a few yards away. My breath catches in my throat as I watch it calmly picking its way in my direction.

I stare, awestruck, at the incredible rack crowning its head. Two...four...six...twelve...fourteen points!

I feel myself getting dizzy from excitement, and my hands go up, but they're not holding my bow! My gaze slowly slides down to the bow on the ground, leaning on the tree, right where I left it.

I slowly inch my hand down toward it, freezing every time the buck stops of glances my way. Inch...freeze...inch. My cold fingers finally wrap around it, grasp it harder, and slowly pull it back to me.

I slide an arrow from my quiver, stopping dead as they knock together. The buck glances up sharply. I stop breathing. We stand there for what seems like forever, me barely breathing and not moving, him tilting

his head and taking deep breaths in the air. He finally looks down, spotting something worth munching.

I breathe out in sections while slowly lifting my bow and arrow into position. The buck starts moving again, getting closer with every heart-stopping second. I draw back, ready to release at any second. My breathing speeds up, my arms trembling. As I'm about to release – my walkie talkies gives a shrill blast.

The deer and I both jump, my arrow glancing off a nearby tree, the deer bounding off through the snow.

With shaking hands I draw out the walkie talkie. "Yes?"

"Hey Hon, I think you can start making your way down towards the river, then up to the cabin," my dad's voice crackles out from the speaker.

"Kay, sure," I mumble, still staring toward where the buck had been.

If only I'd been faster, if only I'd been holding my bow in the first place, if only the dead walkie talkie...

I shake my head. No point now.

A single bird breaks into song as I pass under its tree, and I smile. I can see the deer's trail leading off in the other direction as I pass the place where he'd been standing. I tilt my head back and stare at the gradually brightening sky.

Then I smile as I pick up my arrow from the ground and tuck it back into its container. I can't wait to tell Dad about this as I set off plodding in the snow, leaving behind a trail of footprints and tracks proving a truly magical moment. ■

### ABOUT THE CONTEST...

Part of OWAA's mission is to foster the next generation of outdoors communicators, and the 2010 Norm Strung Youth Writing Awards Committee recently awarded prizes totaling \$1,700, sponsored by Safari Club International and Safari Club International Foundation. The annual contest has categories for poetry and prose in two divisions: junior (grades 6-8) and senior (grades 9-12). Entries must be outdoors-oriented and previously published in a newsletter, newspaper, magazine, literary collection or other publication. First-place winners received \$200; second-place winners received \$125; and third-place winners received \$100. A list of this year's winners is published at [www.owaa.org/contests](http://www.owaa.org/contests). Congratulations to the contest winners, and thank you to contest sponsors! OWAA is now accepting entries for the 2011 contest. Deadline is March 15, 2011. Visit the above website for details.

*Senior prose, Second place*

# Another pheasant tale

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**BY KIMBERLY MOY**

Cokato, Minn.

*“As told by Chessy, my Chesapeake Lab...”*

I wobbled on my paws as I paced to and fro in the back end of the old, grey pickup while it bounced down the uneven dirt road. I was shaking with excitement when it wheezed to a stop. We were going hunting, had to be, that was the only time I ever got to ride in the truck.

I peered out the grimy window as the man and the girl climbed out of the cab. My mouth watered as I caught a whiff of bacon and something dead and, ohhhhh, beef! I licked my chops then stopped suddenly as my hair stood on end. There was another dog here. I stared out the window, squinting as he came into view.

No, I whined as I jumped around in the back, Don't leave me and take him. Please, I promise I'll be good.

After what felt like eons, the topper flipped open and the girl looked at me. “Chessy” she scolded when she saw my puddle of excitement soaking the carpet. She dropped the tailgate, I leapt out and was right up in that other dog's face in a split second. He was not coming with if I had anything to do with it! We exchanged fightin' words, but as he attempted to attack he was dragged off by a strange man and locked in a truck.

Satisfied, I followed the man and girl down a field driveway, rushing here and dashing there to roll on a dead sparrow, pee on a dirt clod, and rub my face in the snow. Eventually we reached a line of trees. I could smell squirrels and rabbits and... pheasants! I raced towards the brush ready to get them.

“Chessy!” the man called. I turned and glanced back at him. Couldn't he see that I was getting the birds? I bolted into the trees immediately busting up a roost. Three birds burst out and soared into the sky. One bird cackled mid-flight, and I knew it was a boy. Shoot! Shoot! I thought as I chased after them waiting to hear a deadly bang,

but there was only the flapping of wings. I looked at the man and girl; they looked disgusted.

“Chessy, come here!” the man demanded, but I could smell another bird, so I dashed into the trees. Hey! I yelped as I was zapped with a string of electricity. I raced to them and sat down pouting.

“Do you have a gun? Huh? Did you shoot the bird?” the man asked me. I just stared back. “I didn't think so! Stay by us!” the man warned.

We slowly made our way back through the trees. The last bird I detected was a girl. After the trees we went down by the swamp. The cattails were thick and snow-coated. I couldn't smell anything, and decided rather than break my own path I would just follow the man. We trudged on, my feet growing cold as ice froze between my toes. I was getting thirsty and hungry. Where were the birds?

As if it were answering my questions, a whiff of pheasant filled my nose. I broke off the path darting through the cattails. It was growing stronger. Here, no, there! I leapt into the heart of the smell, a clump of weeds expecting a bird, but it was empty.

Suddenly, I heard a rustle in the underbrush. The bird! I bulldozed that direction, and the bird burst through into the sky. My heart flipped from my mouth to my stomach as I chased it up.

“Rooster!” the man hollered. I heard one explosion, then another.

“I got him!” the girl yelled. I had heard him hit the ground and was already trucking in that direction. I circled once, twice, three times. Where was he? Concentrate, Chessy, I told myself. Oh, there he is! I pounced on him, already stone dead and carried him to the girl.

“Give,” she coaxed, pulling at the bird, “Give!” I held firm. “Chessy give!” she demanded pulling my lower jaw and yanking out the bird. “Got him!” she yelled. “Good boy Chessy,” she praised as she scratched my ears. I stood there for a moment, enjoying my moment in the sun, then darted off to find another bird. ■

*Senior poetry,  
Second place*

## First Hunting Adventures

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**BY KAITLYN RABAEY**

Marshall, Minn.

Nature surrounds us,  
Me, Dad, and Nug,  
Dad and I walking,  
Nugget chasing a bug.

Guns by our sides,  
Wearing oranges vests,  
All I can feel is my  
Heart in my chest.

Farther we walk,  
Down the trail ahead,  
“I'm going to flush the birds,  
out of the forest,” Dad said.

Alone there I stood,  
Scanning nature for grouse.  
I suddenly saw one  
And became quiet as a mouse.

“Dad, I see one,  
a male, in a tree!”  
“Then shoot it,” he said.  
“You can do it, Katy!”

So up went my gun,  
My left eye shut tight.  
I focused on that bird,  
With all of my might.

Off went my gun,  
The shot ringing loud.  
I knew that my dad,  
Would be ever so proud.

Needless to say,  
Later that night,  
We enjoyed grouse by the fire,  
A special delight.

*Senior poetry,  
First place*

## The Naturalists

**BY ERICA BERRY**

Portland, Ore.

### Day I

We swam in the lake today.  
Molted out sticky tee-shirts  
And slithered, shrieking.

I tried to open my eyes  
Underwater; it stung,  
Filled my eyelids with ice,  
Pushed heavy against pupils.

Later, we peeled on boulders,  
Flicked ants with our fingernails,  
Loving August wrapped around our  
necks.

### Day II

Today I discovered a new kind of fish.  
It stared me down, silver scales winking.  
I lost the game, looked away my eyes  
cloaked in  
The mountain-melt of last year's snow-  
men.

I choked on sunlight through the water —  
Came up sputtering like a common trout.

You left me to hike around the lake while  
I piled sticks for the fire. Last night  
We didn't plan, were forced to burn our  
shoes —  
Rubber's twisted grimace in the ashes  
today.

### Day III

You got lost yesterday, courting the  
mountains.  
The fire licked the tips of pines,  
Of whispering birds, of the stars them-  
selves.

Moon swollen, I waited for you on the  
rock,  
The ants were asleep. I couldn't feel my  
toes,  
Dipped them in the lake, the fish kissed  
them goodnight.

You stumbled home this morning —  
We ate oysters from a tin.  
Tomorrow, we find the trail.  
You say we can crawl on our stomachs,  
You say we can sing songs from summer  
camp.

*Senior prose, Third place*

## John Muir:

# America's Most Famous Environmentalist

**BY STEPHANIE ERIN SYKES**

Madison, Wisc.

We live in a fast-paced world of technology and high-stress jobs. In a society where every minute is planned out, it is a relief to know that there are still pockets of wilderness. We can escape to wild places when we need a break.

These gems of rough landscape in North America offer refuge to those who still wish to connect with their planet and appreciate the raw beauty of nature. In today's modern world many people still rely on the plants, animals, and peace these landscapes offer. They bring a kind of refuge from the chaos.

This really isn't very surprising. Natural areas take people's breath away. It has always been that way.

John Muir was one of these people.



John Muir is most famous for drawing up the boundaries for Yosemite National Park. He advocated the creation of the park, writing articles and co-founding the Sierra Club.

The adventures of Muir's youth lead many people today to think

of him as a successor to famous environmental pioneers like Henry David Thoreau and Ralph Waldo Emerson.

Many of the ideas Muir eventually shared with the world were developed during the time he spent wandering about Yosemite.

Born in Dunbar, Scotland, in 1838, Muir grew up the son of a Calvinist shopkeeper. At age eleven, he immigrated to the United States with his family and settled near Portage, Wisconsin. He spent the remainder of his youth working on his family farm. As a youngster Muir read everything he could get his hands on and immersed himself in learning. He originally planned to become an inventor, and many gadgets were attributed to him. Muir chose to devote his life to the study of nature.

Muir decided he wanted to see the great Amazon River. With almost no money he walked from Kentucky to Florida, intending to journey all the way to South America. He contracted malaria in Florida's Cedar Key, and the illness derailed his adventure. He chose instead to sail to California via the Panama Canal. When he arrived he asked a merchant to direct him towards "anywhere that is wild."

He was sent to Yosemite. The year was 1868.

John Muir's first visit to the Yosemite area lasted only ten days. Yet later entries in his meticulously kept journal make it apparent he

CONTINUED ON PAGE 22

*Junior prose, First place*

# My First Bird (and a decoy!)

**BY COLE MEADE**

Seaman, Ohio

The first time I ever went hunting with my dad, we were chasing turkeys during the fall in Adams County, Ohio. I was 8 years old, and the season was about to end.

My twin brother, Trey, and I went with our dad, Rob, to our hunting spot. We were going to hunt from a blind. Not long after we got in the blind, both my brother and I were sleeping as the sun warmed us. When we woke up, we got the giggles and even though we heard a bird yelping, Dad ended the hunt because we couldn't stop laughing and it was getting dark.

The spring after we turned 9 years old, we took our hunter safety course so we could hunt turkeys. We went several times but did not have any luck. We heard a lot of birds but were not able to get a shot.

In the spring of 2008, we got to hunt turkeys again. On the second day of the season, Trey was lucky enough to get a shot on a turkey. He was rewarded with a longbeard that had a \$100 band on its leg. He was excited and I was happy for him but wanted a bird, too. I had a couple of close calls that season but was not able to close the deal on a bird.

I was anxious for the 2009 spring season to start. I hoped that I would be able to put a tag on my first bird.

Youth season came and went without a chance for a shot. I was disappointed but still hoping that things would come together for me.

It was May 3. We woke up at 4:45 a.m. to get ready for the hunt. It was raining outside, but not very hard. We arrived at our hunting spot at 5:30 a.m. My dad left me in the truck while he went to set up the blind. We were going to hunt from a field where my dad had seen a bird strutting on two other hunts.

After Dad got the blind set up, he came back to the truck to get me. He sent me to the blind with the chairs so he could move

the truck. When he got back to the blind he put out the decoys, two hens and a jake. We got a little more organized and I was getting comfortable. It was probably 5:45 and I was pretty tired. It wasn't long before I dozed off. I probably slept for 45 minutes. When I woke up there was a hen working its way toward the blind. The next thing I knew two more birds were flying at us. I thought they were turkeys because it was just starting to lighten up and it was cloudy. I jumped a little bit and the next thing I heard was "Honk, honk!" The birds were geese! They landed right in the middle of the decoys!

We sat there, watching the hen and geese, for probably five minutes. Next, my dad saw a tom step out of the woods, although Dad didn't tell me right away because he wanted to make sure it was going to come our way.

When Dad finally told me, he said, "There's a gobbler out there. You need to get your gun up and get ready in case he comes in." Right after he told me to get ready, five deer came running across the field. They knew something was wrong and began stomping their feet and snorting at us. They ran across the field, then turned around and ran across again. I was sure they were going to mess things up. One more time they ran across in front of us. They finally left the field and the whole time the gobbler was standing statue just out of range.

Finally, the gobbler broke and wasn't long coming in once he spotted the jake decoy. The final 20 yard were gone in a flash and just before he jumped to thump the decoy, Bang! He didn't even flop! I had killed my first turkey. My dad and I hugged and celebrated! We were so excited!

A couple of days later, I learned that I had actually got two birds with one shot! The longbeard was 21 ½ lbs., with 1 ¼ -inch spurs and a 10 ½-inch beard. The other bird weighed 0.5 lbs., with no spurs and a 4 ½-inch plastic beard. It was my dad's inflatable jake decoy!

It was a great day getting to spend time with my dad in the outdoors and tagging my first turkey! ■

*Junior Poetry,  
First Place*

# Wild Turkey Surprise

**BY CAROLINE PRIORE**

Kenyon, Minn.

Upon a morning long ago,  
A man set out a-hunting,  
With gun in hand  
To hunting stand  
He went his way a-grunting.

He set his blow-up decoy out,  
(A model of a turkey),  
And settled down  
To hear the sound  
Of other fowl a-lurking.

The hunter hunkered  
Down to wait  
And, feeling rather dozy,  
He counted sheep

And fell asleep,  
Within the stand so cozy.

Then all at once he heard a noise  
That roused him from his sleeping;  
He took quick aim,  
For toward him came  
A coyote softly creeping.

It scuttled in without a sound,  
Approached the rubber hen,  
It tore the chick  
Straight off the stick  
And bolted for its den.

But as the coyote ran away,  
It took a hungry nibble —  
The decoy popped  
And soon was dropped,  
The coyote ceased to quibble.

So, on that day of fate and fame,  
The coyote got no dinner,  
The hunter missed,  
The decoy hissed,  
And no one was the winner.

*This poem is based on a true story  
that occurred in the Sogn Valley.*

*Junior Poetry,  
Third Place*

## Hardly Seeing, but Always KNOWING

**BY KELLY PARKER**

Jefferson, N.Y.

The crumbled leaf and twigs lying  
beneath me.

Always scared of losing the sounds  
coming from behind my back.

The noises of rustling are barely heard,  
but I can feel two eyes burning  
through my skin.

Instantly I knew it.

I was hardly seeing, but always  
knowing.

The greatness of the silence sent an  
awful agonizing chill down my  
aching spine.

With my pupil stretching as far as it  
can go, saw his blue and red head  
bobbing suspiciously.

I knew he was always seeing, but  
never knowing.

He stepped gingerly onto the old  
brown and yellow fall grass from  
two seasons ago.

The rough blades who never thought  
about pricking his scaly feet were  
crushed unwillingly beneath.

I knew that he was thinking about  
strutting, but eyeing me and my  
three other hunters and witnesses, he  
didn't dare.

But he never lived to see another day  
because he was always seeing, but  
never knowing.

And me, with the excitement  
exploding inside me, I was hardly  
seeing, but always knowing.

*Senior poetry,  
Third place*

## Gone Huntin'

**BY NATHAN KENNEDY**

Rensselaer Falls, N.Y.

Gun in hand gear on back  
I took the icy steps.  
Before the sun a frost had come  
The moon showed every breath.

To my delight the sun did light  
Each branch and leaf there was.  
Painted tree with snow I see as  
November often does.

And I come as did the sun  
On yonder ridge I'll sit.  
With gust or blows of  
Sleet or snow  
I'll be content with it.

From here this day I'll sit and say  
There's nowhere else so fine.  
So here I'll wait this frosty morn  
And let the hunt be mine.

*Junior poetry, Second place*

## Times are Changing

**BY STEPHANIE McMILLAN**

Independence, Iowa

I am a conservation officer; things are grim.

I am a child; I like to swim.  
I go to the watershed often to play.

I work in the watershed almost everyday.

Watersheds are getting polluted by fields,  
Factories and cars.

Exhaust comes back as acid rain.

On clear summer nights, I gaze at the stars.

I work in the watershed almost everyday.  
Erosion washes the soil downstream.

My friend and I make a flower chain.  
I go to the watershed often to play.

I work in the watershed almost everyday.  
Invasive canary grass spreads and grows

I lie by the bank and lazily dream.  
I go to the watershed often to play.

I'm deeply concerned about our  
Emerald Ash trees.

Mud trickles between my toes.  
I watch the robin fly with ease.

I work in the watershed almost everyday.  
Some things help, like the Clean Air Act.

I go to the watershed often to play.

Getting people involved, that's the key.

Something's changing, I know for a fact.  
The water's not as clear as it used to be.

I am a conservation officer.

I don't want to lose the habitat I see.

Things are changing.

I am a child.  
Things are changing.

*Junior prose, Second place*

# My hunting trip

**BY CODY KENNEDY**

Prairie du Rocher, Ill.

The mercury dropped so fast, it bent the nail the thermometer was hanging on. It was cold!

“Let’s go, we’re burning daylight!” my dad hollered.

It was a brutal cold evening in December 2006. It was the second half of the Illinois firearms deer season. Our luck was running low and our time running out.

My dad and I were heading for our deer stand. It was probably the coldest day of the year, in the worst ice storm that southern Illinois had had in years. It was as if we were walking on broken glass; ice was everywhere and there was no quiet way to get there.

We climbed into our deer stand that my dad, grandpa and I had built to overlook a pasture in my grandpa’s woods. We sat for what seemed like forever and saw nothing. But thanks to the 8-by-8 platform on our stand we were able to set up our blind with a Buddy heater in it. We were 16 feet up. We were trying to stay warm although the mercury hung in the low teens. The surrounding view was awesome, it was like Christmas lights everywhere as the sun cast its rays through all the ice. Every limb, twig, and strand of

barbwire was coated with ice.

Soon, the sun began to set and the shooting time was running out. My dad said, “Get your stuff, let’s take a walk back to the house.” I got my stuff and we headed for the house. We took the long way along the fencerow with the wind in our favor. We approached a patch of brush and cover where deer always like to bed. There was a fallen tree lying in our path, when all of a sudden dad said, “Cody, you hear that?” and out of the brush came three does.

One stopped in front of my dad at about 30 yards. He raised his .50-caliber muzzleloader, picked her out in the scope and the shot thundered!

The woods opened up, she jumps the fence and down she goes in the field. The other two go busting across the path and this monster buck comes hauling across the pasture like he was headed for the next county.

We crossed the fence to make sure we got the does and went back to my grandpa and grandma’s house to get their tractor. I was so cold I had to stay in the house to warm up. Meanwhile, dad and grandpa went to the woods to get the does in the field.

When I saw them coming out of the woods into the yard, I went back out with a knife and gut hook so we could field-dress the doe.

Dad let my help but I was sure glad to get my gloves back on. We weighed her on our deer scale; she weighed in at 105 pounds – not bad!

We loaded her in the back of our trusty ol’ Chevy and headed to Prairie du Rocher to check it in for the deer contest.

This way one of my “out of the world” hunting experiences with my dad, but trust me...there are many more to come. ■

*Junior prose, Third place*

# Journey to Carmen Lake, Alaska

**BY TIANCHENG SUN**

Potomac, Md.

Carmen Lake is located in the very center of Alaska. You begin your journey jet boating down a small river lined with houses and roads. As you venture deeper, you leave civilization farther and farther behind. Then you are surrounded by a forest. A crisp fresh smell immerses your senses, and you take a deep breath. You listen to the calming sounds of nature, a cool breeze blowing through the trees, the sound of birds chirping, and the lullaby of the clear turquoise water, as it slithers across the smooth rock bed, as if trying to sing you to sleep. As you go on, the forest gets deeper and the river narrows. Unexpectedly, the water starts to flow faster and faster, bringing you out of your peaceful state, and soon you hit the cataracts. The driver of the boat would be careful to avoid the sharp sticks and floating logs sticking menacingly out of the water.

You speed through the surging waters and mist sprays into your eyes, making you blink as you fight to see ahead. Then, just as you think it is all over, you catch sight of a black shape looming right ahead. As you get nearer, you see that it is a huge boulder jutting out of the water and you are heading straight for it! But the driver has experience, and sees it too. He swerves just in time, as the boat leans dangerously to one side, creaking and groaning. You hear the roar of the powerful engine, as the boat fights for control over the raging waters.

But then, it ends just as suddenly as it began. The mist clears, and you see right ahead that the rapids begin to slow down, feeding into something massive, hidden by some low hanging branches directly in front of you. The branches form a sort of bridge, and you watch as two playful squirrels chase each other across it. The driver will then tell you to duck under the formation, so that the branches will not hit your

head. But nothing will prepare you for the wondrous beauties that lie beyond those branches. As you pass underneath them, you enter another world. From then on, you realized that all the obstacles that you had to conquer getting to this mystical place were worth it. Suddenly, the forest on both sides of you clear out, and there lying before you is a vast, glimmering body of water, with a glacier of pure white ice on your right side. You witness the breathtaking sight of being surrounded by huge mountains of lush green and brown, towering up high beyond the clouds, as if reaching for something unseen, above the sky. The air is crisp, and the sky is mostly clear. There are a few pure white clouds dotted here and there, as if guarding the gateway to Heaven. You obtain a feeling of calmness, as if you could just lie there and gaze at the gorgeous, stunning view forever. At last, you have arrived at Carmen Lake. ■

### JOHN MUIR

CONTINUED FROM PAGE 16

was smitten with its unique natural beauty, and intended to return as soon as possible.

Muir was not the only nineteenth century traveler who was fascinated by the beauty of this part of California. By the time Muir arrived in Yosemite, people had already been journeying there for years to “celebrate God in Nature.”

The first American visitors to the region were the Mariposa Battalion, who rode into Yosemite in 1851, chasing the Ahwahneechee Indians. They drove the tribe out of the area, and returned to their homes victorious. They also brought home tales of breathtaking meadows and waterfalls, bordered by deep gorges and steep cliffs.

A few years later tourists began to arrive in the area, and by the 1860s a steady flow of visitors was traveling from San Francisco to spend their summers among the towering sequoias in “Mariposa Grove.” More adventurous visitors would descend into the valley to stay in the few rustic cabins that existed there at the time.

After Niagara Falls was established as a public park, a group of Californians asked President Abraham Lincoln to sign into law an act that set aside Mariposa Grove “for public use, resort and recreation.” These people loved Yosemite Valley and the surrounding area, just as Muir soon would.

Parts of what would one day become one of America’s most cherished places were set aside as a protected natural area under the jurisdiction of the state of California. It remains one of our nation’s most famous and most coveted places.

Arriving to the area in 1868, John Muir would play a leading role in protecting

Yosemite and creating Planet Earth’s most extensive and impressive national park system.



After a year’s separation from his beloved Yosemite, Muir returned to the area in 1869 with the intention of residing in the valley permanently. Muir worked as a shepherd in the Tuolumne Meadows of the High Sierra, where he spent his first long period of time immersing himself in the beauty of the area. Exploring this rugged terrain soon became the main focus of Muir’s life. He was the first person to climb to the top of the 10,911-foot tall Cathedral Peak. He then ran a sawmill for James Hutchings who owned the Hutchings House hotel, which took in visitors to the valley. Muir guided guests on hikes.

In November of 1869 he enlisted the help of his friend Harry Randall to build a cabin. The one-room structure was just as saturated with nature as the valley outside its door. Muir allowed ferns and vines to grow through the floor, and diverted Yosemite Creek so that it would run beneath his floor. He fell asleep every night to the sound of frogs chirping.

This close interaction with and heartfelt enthusiasm for nature are important reasons why people still love John Muir today. He did not just offer detached ideas about our natural world. He incorporated his personal experiences into the beliefs he held.

We can learn more about John Muir from the famous British writer Theresa Yelverton, who came to Yosemite as a tourist in 1870. Yelverton described him as sloppy in appearance. She also noted that he was interesting, intellectual, enthusiastic, and fully engaged in what he did. Shortly after meeting Lady Yelverton, Muir left Yosemite again.

Upon his return in January 1871, Muir re-dedicated himself to learning about the natural world. He spent his Sundays studying the area’s geology, plants, and animals. He lived in the park for the next 22 months. He spent many weeks visiting the park’s most remote areas. Muir spent hours here filling journals with observations and ideas about the park.

Joseph LaConte, a noted scientist, was impressed by Muir’s work. Le Conte convinced Muir to publish his theory that Yosemite Valley was not formed by a prehistoric cataclysm, but rather by glacial activity. The article appeared in the New York Tribune in 1871.

Muir also spent time with Ralph Waldo Emerson. They traveled together to Muir’s beloved Mariposa Valley. Muir was becoming a well-known figure.

By the end of 1872 Muir was making appearances in cities throughout California and writing frequently for nature magazines. Nonetheless, part of him simply wanted to stay in the park. He was torn between fighting for the park he loved, and simply loving the park in solitude. He decided that it was his responsibility to go out and protect the wilderness he loved so much. As he grew older, Muir became a respected elder statesman of American Conservation.

In 1889 he camped with Robert Underwood Johnson, the editor of Century Magazine, in the area of Tuolumne Meadows. During their adventure they drew up boundaries for a 1,200-square-mile Yosemite National Park. The plan was passed by Congress the following year.

In 1903 he camped with the President of the United States, Theodore Roosevelt. The two men evaded the Secret Service and escaped into Yosemite’s wilderness for three days. Many historians believe it was during this time that Muir persuaded the President to expand America’s national park system. Muir also persuaded Roosevelt to combine Mariposa Valley and Mariposa Grove, making Yosemite even bigger.

In 1906 Muir fought hard against the proposal to build a dam in Yosemite. His efforts failed, and Congress allowed the dam to be built in Hetch Hetchy Valley in 1913. A year later John Muir died of pneumonia at the age of 76.

The creation of this dam led to a push for the creation of the National Park Service and increased protection for all of the country’s national parks. These goals were achieved in 1916. ■

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# PRINT ON DEMAND

## Your book, your way

BY KEVIN RHOADES

If you are thinking about publishing an outdoors book but feeling disenchanted with the old-style, traditional book-publishing paradigm, check out print-on-demand services.

A Google search of the topic resulted in 13 million hits with thousands of articles and scores of books written on self-publishing and POD services. What follows is a summary of my notes from outdoor-writer conferences and online research.

As a book author you must first decide whether self-publishing is for you. Outdoor writer-book author **Michael Furtman** said in more than one conference session that self-publishing might be the better venue if your creation is more of a niche nonfiction book that appeals to a regional audience, particularly if you have a means to promote your work.

Furtman also said if the author enjoys the creative aspect of the process, such as page layout, creating artwork and working with printers, then self-publishing can be more profitable over traditional publishing.

Another aspect is the outlook for sales of your book. It's assumed upfront that a niche book will have less sales potential compared to a book geared to a national audience.

Co-founder of Falcon Publishing and longtime book-acquisitions editor Bill Schneider says authors can be successful selling books in quantities that typically won't interest traditional trade or specialty publishers.

"You can make money selling 500 books a year with print on demand," he said.

Benefits of POD:

- You don't have to break your bank account publishing your book; after your manuscript is perfect, the print set-up fee can range from zero to a few hundred dollars.

- Since you have the ability to print your book on demand, there is no need to store books in your garage.

- Authors can retain all rights to their

### RECOMMENDED PRINT-ON-DEMAND SERVICES

**Lightning Source** ([www.lightningsource.com](http://www.lightningsource.com)) is a leading POD service that prints self-published books in quantities of one to 10,000.

**BookSurge** ([www.booksurge.com](http://www.booksurge.com)) is a top POD service that is a subsidiary of Amazon.com.

**Lulu** ([www.lulu.com](http://www.lulu.com)) authors publish 20,000 titles per month through its POD service that offers books, e-books, CDs and DVDs.

work instead of giving up many rights to the trade publisher.

- The POD service initiates printing, packaging and mailing so you won't waste time operating as a UPS store.

- Lightning-fast turnaround time: Place your order for any number of books and your orders are shipped the same week. Authors can order book quantities as small as one.

- Authors have total control over their work, from start to finish.

Bottom line: It's possible for authors to make more money, even 50 percent or more per book sold by POD publishing, compared to the small advance plus miniscule royalty via traditional, old-line publishing.

One downside to print-on-demand publishing is that the unit price per book will exceed that of printing a thousand or more books through a traditional offset printer.

Other shortcomings:

- It may be difficult to get mainstream, national brick-and-mortar booksellers to work with POD services because of non-standard purchase requirements and book return policies. But you did your homework upfront and determined your book is best aimed at a local or regional audience, right? Knock on the doors of local bookstores. Also send review copies to colleagues who have outdoors columns in magazines and newspapers.

- You won't receive much help with marketing. But you knew that from the out-

set, correct? If you do a lecture circuit, sell books to your audiences. Outdoor photographer **Tom Ulrich** experiences enormous success with this.

- Your book may receive wholesale distribution only from your POD service. But you plan to set up a website dedicated to retailing your book, right? You've also established social networking venues and multiplied marketing efforts there, yes?

Bottom line: If you decide self-publishing by way of print-on-demand services is for you, turn shortcomings of self-publishing into opportunities. Bestsellers have been born out of self-published authors including "What Color is Your Parachute," "In Search of Excellence" and "Chicken Soup for the Soul."

It is essential your book's content is first-rate, professionally edited and devoid of errors. Make sure your page design is simple, text easy to read, and that your book cover and title will catch the eye of potential buyers. If you are uncomfortable doing one or more aspects of the post-production, remember you can tap into the vast network of expertise within OWAA's membership – there are plenty of outdoor communicators with skills and know-how to lend a hand.

If your POD book is more successful than you thought, you can still print a couple thousand copies through a traditional offset printer. This will lower the unit price after you test your masterpiece with print on demand. With robust sales, you might attract a traditional, old-line publisher. But if your book is as successful as "Chicken Soup for the Soul," you won't need one. ■



Kevin Rhoades specializes in outdoor book layout, newsletter design and websites for outdoor communicators. His first book, "Stalker of the Wild – Days in the Life of Wildlife Filmmaker Bob Landis," will be published early in 2011. He lives in Missoula, Mont. with his wife, Andrea, and two sons. [www.kevinrhoades.com](http://www.kevinrhoades.com).

# Complementing freelancing with teaching

BY DAMIAN FAGAN

Many freelance writers have a second or third source of income. Without a steady byline or writing gig, there can be gaps in the income stream that need to be supplemented by a variety of other part-time work. Carpentry, landscaping, food service, events and warehouse work are just a few of my recent part-time employment opportunities. However, I look at these jobs as temporary endeavors, stop-gap measures, at best.

Fortunately for me, the winds of luck shifted and I landed a different type of part-time work: teaching. No, not the public school substitute, but a job that ties together my outdoor-oriented interests and freelance focus – teaching non-credited outdoor recreation classes through a local community college’s community learning program.

## THE FREELANCER TEACHING TRAIL

Many outdoor writers have a plethora of skills or interests that would make great teaching subjects: birding, target shooting, fly-fishing, hiking and hunting, to name a few. Just like putting together an article for submission, preparing to teach these classes require research, organization and of course, completion. And what if those same subjects form the foundation of an article or book or blog? Maybe this trail is worth exploring.

Having taught classes or given presentations, I realize that there is a level of time commitment that needs to be, at times, in favor of the freelancer. Volunteering or giving back to the at-large conservation audience are worthy reasons for providing free programs and are an integral part of my world. That said, there are always bills and expenses. Somewhere a happy medium exists.

## SIX REASONS FOR TEACHING

First, of course, is gainful employment. Just like receiving payment for a writing assignment, it’s always nice to get a check.

If someone is interested in taking a class, might they be interested in reading an article on the same subject?

—DAMIAN FAGAN

However, when I do offer classes, I keep my class schedule manageable. Some courses are one-day events, while others meet once a week for several weeks. Like juggling multiple article submissions, I balance my schedule for writing time around teaching days.

Secondly, the preparation for a course often sparks an article idea. If someone is interested in taking a class, might they be interested in reading an article on the same subject? There’s no better way to conduct research than to canvas a group engaged in an activity that I’m writing about.

Thirdly, during class, participants often ask good questions. Some I can answer, others encourage me to do more research. Plus, there are times when the participant’s contribution to either these unanswered questions or other discussions spark my idea generator. Their input has spun-off into material for blogs or articles. Although a book has never materialized from these discussions, the concept of one often arises.

Fourthly, there is the idea of staying fresh or updated on subjects. Teaching a class encourages me to review material, to seek out the “what’s new” and to make sure that a presentation is suitable to the participants. I teach course subjects that I know well, though, at times, I may not be up-to-date with the latest equipment and gear. Sometimes a pack from several years back or snowshoes from a different generation work just fine, but there have been advances in the industry that I need to know about so I

can be properly prepared for instructing a class. Furthermore, if students do not understand me, I need to edit my presentation, just as I would edit an article.

Reason number five has to do with branding and platforms and marketing. Especially for freelancers, this visibility can communicate a level of expertise to or create a relationship with participants and ultimately, readers. I always thought branding and platforms referred to cattle operations and deer blinds, so I am trying to catch up in this category.

Number six is the real reason behind teaching a subject or leading a class: fun. Enjoyment and enthusiasm for a subject that one can share with others is truly a great thing. There is a lot of truth in the bumper sticker, “A bad day fishing is better than a good day in the office.”

## STRUCTURE

Offering courses through an organization offers benefits such as advertising, registration, permits, class location, and payroll. That is a huge undertaking that I don’t have to take, especially when I am already concentrating on submitting queries and researching markets. The balance of time spent between organizing and presenting has to be reasonable, otherwise, for me, it takes way too much focus.

Though teaching subjects is not a new concept, I find that these endeavors are a nice complement to my freelancing. Scheduling courses fits within my time structure and creates outlets for my interests, and, at times, a little extra income. ■



Freelancer Damian Fagan lives in the Pacific Northwest. He teaches hiking, snowshoeing and bird watching classes for the Central Oregon Community College’s Community Learning program, as well as other organizations. Author of several field guides for The Globe Pequot Press, he is a first-year OWAA member.



**BY TIM MEAD**

**P**ublic speaking is a crucial skill for any type of outdoor communicator. Often we get requests from bass clubs, environmental groups, Trout Unlimited chapters or other folks in need of a program.

Here are a half-dozen rules for making the best of an invitation to speak in public.

**NEVER SPEAK IMPROMPTU**

Wait a minute, you say, most of the time I get asked to speak (or want to do so during a meeting), it's at the last minute. Well, then you have to speak impromptu then.

More than 50 years ago, I was entered in a collegiate impromptu speaking contest. One of the debate coaches told me not to speak impromptu. And he gave me a list of organizing principles to avoid doing so. Organize chronologically – what happened first, next, and down the line. Or go from the most important factor, to the second most, to the least important. Whatever organizational principle you can come up with, take it. Once on that principle, don't switch to another. Doing so makes the principle you have chosen seem not so important.

**DON'T TRY TO BE FUNNY UNLESS YOU REALLY ARE**

A string of jokes will rarely make the point you should be making. Jeff Foxworthy is funny. Most of us aren't.

**DON'T TRY TO DAZZLE 'EM WITH FOOTWORK**

We see this often with PowerPoint presentations. Though you may have learned all the PowerPoint tricks, you don't need all of them at once. Be internally consistent. If the first slide moves onto the screen from the left, then all should come in from the left. The idea is to get key points across to the audience, not to amaze them with cleverness.

**PREPARE CAREFULLY**

Organize your thoughts before you get

up to speak. Anticipate counter-arguments and address them before they can be made. If speaking about the joys of fishing to a non-fishing group, include your answers to possible objections in your remarks. Then in the closing question-and-answer period, you can respond, "As I said ..."

**A string of jokes will rarely make the point you should be making. Jeff Foxworthy is funny. Most of us aren't.**

-TIM MEAD

**BUILD AUDIENCE INVOLVEMENT**

Professor Henigan, in a course about advanced forms of public address, taught me a trick. To a class of about a dozen undergraduates, he said that we should build involvement through participation. When one of the students said it was hard, Henigan said, "Move into the center so you can see better and I'll show you how." Students at the edges of the classroom moved; only as they stood did they realize they had been had.

Often I start a speech with a question, "How many here ever..." It's a question I know many can answer with a "yes."

**RESPOND TO YOUR AUDIENCE**

Make them participants. Recently, Sarah Palin spoke at an event in California. Someone in the audience yelled. Looking at the person who yelled, she responded, "I'll write that on the palm of my hand," referring not only to the suggestion but to earlier commentary about how she wrote ideas on her hand, lest she forget them. Eye contact

is a great way to respond to your audience. You can't be responsive if you cannot see them.

**DON'T PLAY WITH YOUR NOTES**

Shuffling papers is a certain way for speakers to lose an audience. Before you get up to speak, make sure any notes you have are in order. A decade ago, when I turned over the gavel as president of the Southeastern Outdoor Press Association, I spent several weeks writing out my remarks. That was an important opportunity for me to tell my peers what I thought and I didn't want to mess it up. I spread my notes out on the lectern where no one could see them, all in order. When I finished, a couple folks asked me how long it had taken to memorize what I said.

**LOOK LIKE YOU KNOW WHAT YOU ARE TALKING ABOUT**

A key way to do that is by dressing appropriately. That's why the tournament bass anglers wear the patch-covered shirts; the patches attest to their credentials. Each person who has done much speaking remembers moments when the next idea, the next word, simply would not come – their mind a complete blank. Never let 'em know. Henigan used to tell us that this is the time to look profound. Rather than appear as though you did not have a clue, adopt a facial expression and a posture that suggests, "This next point or word is important; I want to make absolutely certain it is the right one." And go on from there.

Follow these tips and you'll be able to put your fear of public speaking at ease. ■



*Tim Mead is from Charlotte, N.C. A member since 1987, he is a freelance journalist. Contact him at [tdmead@aol.com](mailto:tdmead@aol.com).*

# Eliminate distractions

## TIPS FOR TV TALENT

**BY KRIS MILLGATE**

It's easy to mistake professionalism for vanity when you look at TV talent. For years, my banker thought I was totally put together with the perfect high-maintenance helmet hair, which I hoisted around any time I made a deposit after a live shot. Now she really knows me and realizes that's far from true. I shoot stories in muddy boots and a ponytail, but things need to be more in place when I'm actually on camera. Not because I'm vain, but because I want to eliminate distractions.

Distractions make viewers miss the message. A crooked collar here. Fly-away hair up there. A sloppy microphone cord everywhere. Who cares what you're saying when they have disorderly distractions to laugh at?

Keep viewers from missing the message by eliminating distractions.

### FACE

Spit out gum and chewing tobacco. Yes, I've really seen this on air.

Check nose for mucus activity:  
Frozen snot in the cold,  
runny snot when you have a cold.

Check teeth for leftovers.  
No reason to look like you're missing  
a few due to a chunk of basil.

Minimize bushy brows;  
The same applies to unibrow.

Shave the 5 o'clock shadow  
Unless you're after an intentionally  
rugged outdoor look.

Moisturize before applying makeup  
Reduces flakey foundation and flakey skin.

Don't shoot footage in full makeup,  
It makes some interviewees uncomfortable.

Apply powder over foundation if you sweat;  
Minimizes the shine and the drip.

Apply makeup at the last minute when possible,  
Especially in hot and humid markets  
where makeup melts off your face.

### HAIR

Plenty of product keeps hair in check:  
Gel, foam, pomade, wax, spritz, finishing  
spray. Try it all.

Tame fly-aways with extra spray --  
The bottle stays in your bag,  
not in your bathroom.

In windy markets, ladies do well when  
keeping long hair shorter in the back with  
an A-line haircut --  
Keeps the back of your hair from flipping to  
the front over your face.

Buy market-specific products  
What I use in dry Idaho is not the same  
as what I use in humid Illinois.

Keep eyes clear of hair,  
Hidden eyes are as uncomfortable  
as shifty eyes to a viewer.

Avoid hats;  
They shade the face in an awkward way  
on sunny days.

### CLOTHING

Straighten your collar --  
And tie or necklace, if it's a fancy affair.

Dust off or lint-roll shoulders,  
Scotch tape works in a pinch.

Avoid solid white, small stripes and busy  
patterns,  
Unless a jacket or vest is over them,  
they are hard on the lens and the eyes.

A nice round collar shirt is acceptable;  
A dirty old t-shirt or a t-shirt  
with a message on it doesn't qualify.

Limit sparkly jewelry;  
Viewers are drawn to it like a feline chasing  
catnip.

### MICROPHONES

Keeps mic mess away from the neck area.  
Clip lavalier mic mid-torso, out of frame,  
on a round-collar shirt.

Never give away your stick mic  
during an interview,  
You lose control of time and content.

Cut down on audio interference:  
Use windscreens on exposed mics.

Try layered clothing,  
It hides mic cords well.

Eliminate some wires:  
Try wireless mics; just remember  
to hide the mic transmitter on the waist.

Put wireless mic transmitter in zippered  
chest pocket of waders  
when standing in water  
As high out of the water as possible  
without going around the neck.

### PROPS

Use props with purpose;  
They're more than a display in your hands.

Move with props.  
Cast with a rod rather than just hold it.

Have a reason for props.  
Hold a frozen fish head when explaining  
reasons for a tag in its snout. ■



*Kris Millgate is a freelance multimedia journalist based in southeast Idaho. She has been a member of OWAA since 2009. Contact her at [kris@tightlinemedia.com](mailto:kris@tightlinemedia.com).*

# Making the best of bad light

**BY JACK BALLARD**

Outdoor photographers are trained to use light to its greatest advantage to create stunning photos. The warm, golden rays of early morning and late evening, sun peeking through a sliver in the clouds after a thunderstorm, and the even light of a bright overcast sky are touted as the best times for creating memorable images. Folks trafficking in stock photography have the luxury of chasing perfect light. Shooting on assignment yields different realities.

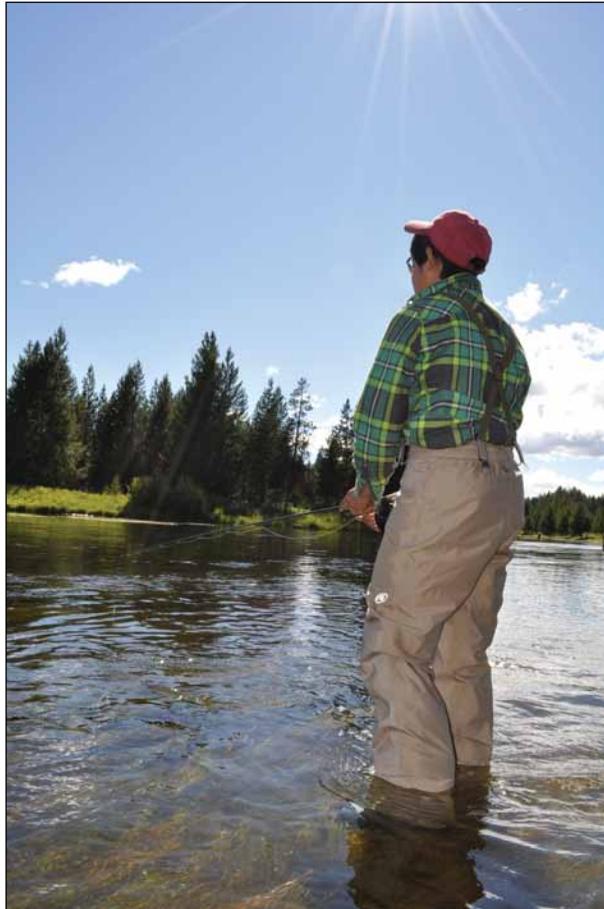
With a circumscribed period of time to produce photos, assignment photography often demands shooting in poor light. Last month, I completed a two-day photo project for a conservation organization in the Henry's Fork of the Snake River in Idaho. The assignment called for numerous photos of people engaged in various outdoor activities, requiring a number of them to be shot in harsh midday light. Not an ideal time for photography, it's nonetheless possible to create quality images in such poor conditions. When faced with a similar situation, here are some tricks you can utilize to beat bad light.

## SHOOT THE BACKSIDE

Elementary treatments of photography teach camera-operators to shoot with the light at their back, illuminating the front side of their subject. In poor, midday light, such photos look awful. However, by shooting the shadowed side of the subject with a bit of fill-flash to brighten the dark shadow, it's often possible to create pleasing images when traditional composition fails.

## MAKE YOUR OWN SHADE

Close-ups of small subjects such as wildflowers, mushrooms, insects or toads suffer terribly in bright, midday light. Shot completely in the shade, they're much improved. Confronted with this situation, use an opaque umbrella to create a light shadow. If that's not possible, have a partner block the sun with a garment to shoot the subject in heavy shadow. A little flash will give an added sparkle



In this photo by **Jack Ballard**, shooting from a low angle accentuates the subject against a beautiful sky.

to images shot in deep shade.

## SIDE LIGHT AND SKY

At midday, the sky often creates a more pleasing background than the starkly lit landscape. The northern sky is deep blue and many days bring puffy clouds into the azure canopy overhead. By shooting at a low angle to the side of your subject, it's often possible to accentuate the subject against a beautiful sky instead of a landscape in boring, flat light.

## BETTER BACKGROUNDS

During a photography assignment you may not be able to choose when to shoot, but you'll generally have some flexibility about where you shoot. Look for interesting backgrounds such as the reflection of dark pines upon water, patterns of multiple tree trunks or dappled shadows created by sunlight through leaves. Sometimes just changing the location of a model's activity by 20 feet makes the difference between an amateurish snapshot and a professional-looking image.

## PRACTICE MAKES PERFECT

Like many photographers, I used to park my camera in its bag when the light was poor. But I was forced to adapt when under pressure to produce.

With a high degree of stress and frustration, I learned to create useable images in poor light. Now I shoot whenever I see an interesting subject, even in poor light.

The lessons learned in low-pressure situations can become life-savers when losing to bad light isn't an option. ■



*Jack Ballard, of Billings, Mont., is a freelance writer and photographer with credits in more than 25 regional and national magazines, and is the author of two books. He joined OWAA in 1998. Contact him at [jackballard62@msn.com](mailto:jackballard62@msn.com).*

# Portfolio

Featuring recipients of 2010 EIC awards



**PHOTO BY MICHAEL FURTMAN:** "My favorite Marten" won first place in the fauna category of the 2010 Excellence in Craft color photo contest.



**PHOTO BY MARK J. HARLOW:** "Side winder" took second place in the action category of the color photo contest, and won the people's choice award.



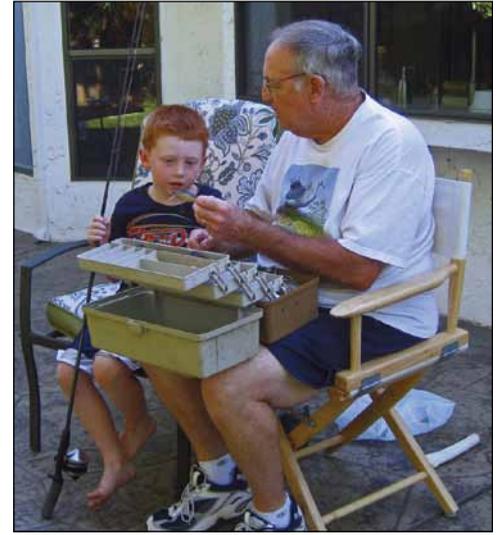
**PHOTO BY ERIC HANSEN:** "Fighting elk" placed first in the action category of the 2010 Excellence in Craft color photo contest.



**PHOTO BY MICHAEL FURTMAN:** "Mallard duck flying in snow" won first place in the black-and-white photography contest, action category.



**PHOTO BY JAMES SMEDLEY:** "Ice berg and mountain" won first place in the scenic category of the 2010 Excellence in Craft black-and-white photography contest.



**PHOTO BY Gary Zahm:** "Passing down tradition" won first place in the people category of the color photo contest.



**PHOTO BY TOM ULRICH:** "Horses and Rocky Butte" placed first in the 2010 Excellence in Craft color photo contest, scenic category.

# OWAA offers financial assistance

## ■ BODIE MCDOWELL SCHOLARSHIP FOR STUDENTS ■ MADSON FELLOWSHIP OPEN TO OWAA MEMBERS

OWAA will be accepting applications for its Bodie McDowell scholarship program. Scholarships are for the 2011-12 academic year.

Established in 1966, more than \$100,000 in scholarships have been awarded since 2002. Approximately \$20,000 in scholarships will be awarded in 2011. Each scholarship includes a one-year student membership with OWAA.

The Bodie McDowell scholarship program is open to undergraduate and graduate-level college students pursuing a degree in an outdoor communications field. Undergraduate applicants must be entering their junior or senior years of study; graduate student applicants must have at least one remaining year of study.

Applications for the 2011 award will be available in December 2010. For deadlines and more info about the McDowell scholarship and other awards, visit [www.owaa.org](http://www.owaa.org). To request information for a student you know, call 406-728-7434 or e-mail [info@owaa.org](mailto:info@owaa.org).

Active or Associate OWAA members are invited to apply for the 2011 John Madson Fellowship.

Applications must be sent to the OWAA headquarters, post-marked no later than Feb. 1, 2011.

Since its inception in 1994, the John Madson Fellowship has provided OWAA members with more than \$10,000 in funding to continue their education in the outdoors communication field. It can provide funding for individuals to participate OWAA programs, such as the annual conference or the Goldenrod Writing Workshop, as well as outside continuing education opportunities.

The Fellowship is funded through the John Madson Fellowship Fund, an endowment that thrives primarily through OWAA member contributions and fundraising efforts. Its goal is to enhance professional communication skills for all of OWAA's members.

For more application details and more information regarding the John Madson Fellowship, visit [www.owaa.org](http://www.owaa.org).

## NATIONAL PARKS

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the Colorado River at Glen Canyon instead of the Green River at Dinosaur's Echo Park. Heat alert: July high temperatures average 91 degrees but can reach 100.

While we're on fossils, two other ancient bone yards are close.

Fossil Butte National Monument in southwest Wyoming is about the same distance as Dinosaur — and also is on the way to Grand Teton and Yellowstone.

In southern Idaho, Hagerman Fossil Beds National Monument is less than four hours northwest of Salt Lake City. The park visitor center in town also has a historical display for another nearby NPS park, Minidoka Internment National Historic Site.

Meanwhile, if you have never visited the southern Utah canyon parks, the temptation to do so next summer will be overwhelming. One warning: In the height of summer, the heat is, well, high.

Daily peak temperatures in July average 100 degrees at Arches, Canyonlands and Zion national parks. The highs in Capitol Reef National Park are in the 90s and occasionally reach triple digits. The vast Glen Canyon National Recreation Area averages 97 degrees away from Lake Powell, where the surface temperature on the water is 78 degrees. Rainbow Bridge National Monument inside the recreation area, and Natural Bridges National Monument near

Canyonlands, also average near 100. So does Hovenweep National Monument, an ancestral Pueblo archaeology site on the Utah-Colorado border.

However, you can scramble to higher, cooler ground in two Utah parks which have the same astonishing variety of bent, folded and eroded landscape. Bryce Canyon National Park visitor center sits at 8,000 feet, with an average temperature of 83 degrees in July. Cedar Breaks National Monument, at more than 10,000 feet, averages the 60s and 70s.

If heat is no object, you know what to do: Enjoy the solitude of some of the most sublime, twisted and colorful terrain on the planet. Hike, pedal, or dip a toe (or more) in the Colorado River, the Virgin River or Lake Powell. Ponder the wonders of the Colorado Plateau from the shade of a gnarled juniper, pinyon pine or cottonwood. As Edward Abbey wrote from Arches, "There are no vacant lots in nature."

Five hours east of Salt Lake City is Colorado National Monument, which marks its 100th anniversary in 2011. Its 32 square miles of sandstone are a monument to the artistic force of erosion. The park also is a laboratory for the effects that a booming metro area, Grand Junction, can have on its own "backyard" playground.

If you head north to Yellowstone and Grand Teton, consider side trips, coming or going, to two more southern Idaho parks.

Craters of the Moon National Monument

and Preserve, about four hours north of Salt Lake City, has 60 lava fields, 25 volcanic cones and more than 300 caves. It also was a classroom for Apollo astronauts on the geology of what awaited them on the moon. City of Rocks National Reserve, near where Utah, Nevada and Idaho meet, is a magnet for rock climbers. For history buffs, there are the ruts of 19th century emigrant wagons and axel-grease graffiti on some rocks.

Lastly, consider a bury-the-lede plug for this author's favorite of all the 393 parks in the National Park System.

Great Basin National Park is just over Utah's western border with Nevada, about 4 1/2 hours away. Outside of Alaska, it is probably our nation's most remote park. The former Lehman Caves National Monument (1922) grew from one square mile to 120 when it became Great Basin National Park in 1986.

What the park has: World-class caverns, sagebrush and pinyon-juniper woods, aspen-lined creeks, some of the darkest night skies in America, ancient bristlecone pines, and the Great Basin's only glacier. That 3-acre rock glacier sits on 13,063-foot Wheeler Peak, Nevada's second-highest point. The whole park is above 4,000 feet, with warm but not blistering summers.

What the park does not have: Neon, slot machines, or people. It is our ninth least-visited national park site. ■

Perfection starts  
with a blank sheet.



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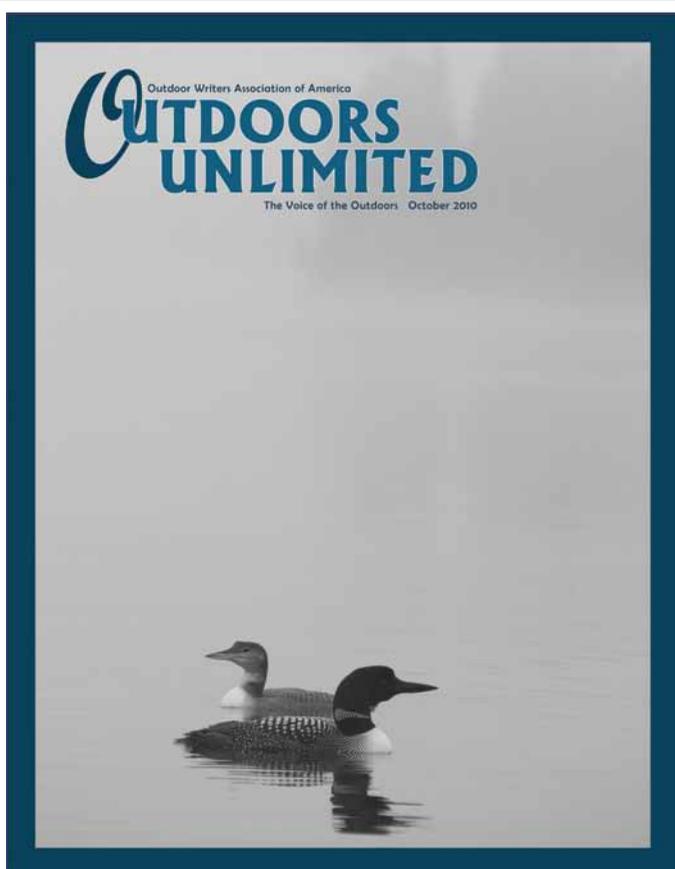


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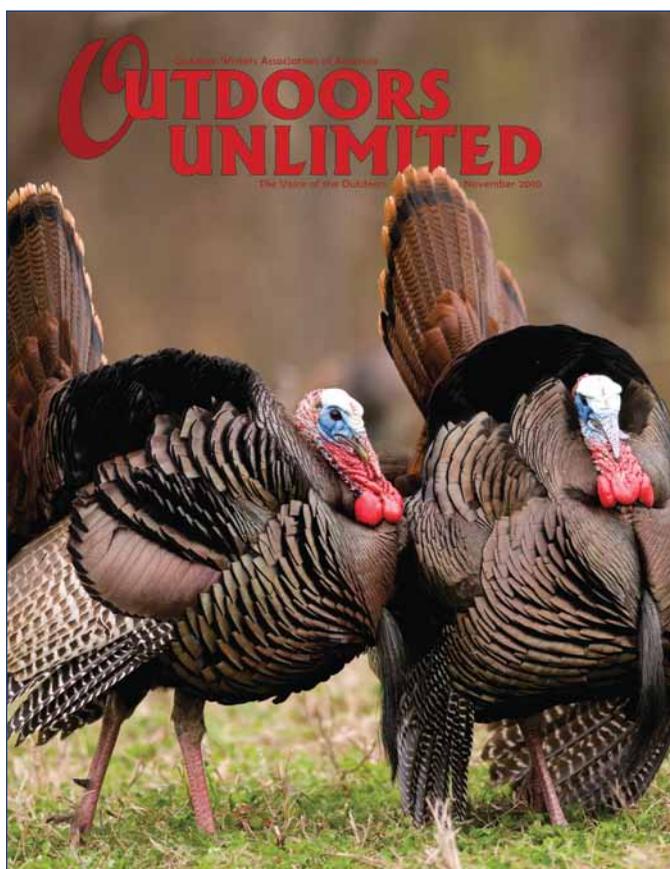
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Looking for more? Go online to read past issues of OU. PDFs are available for printing, too.  
Visit: [www.owaa.org/ou/category/departments/table-of-contents](http://www.owaa.org/ou/category/departments/table-of-contents).



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