

Outdoor Writers Association of America

OUTDOORS UNLIMITED

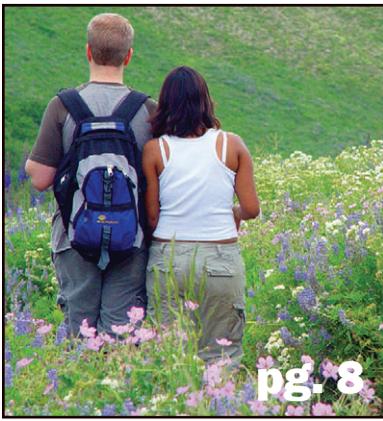
The Voice of the Outdoors

May 2011

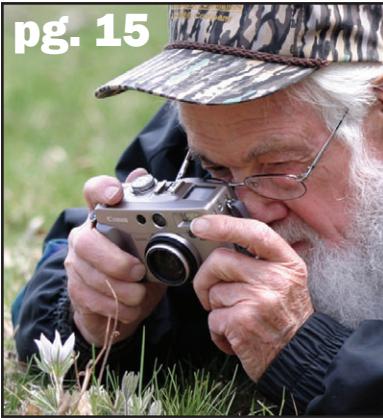


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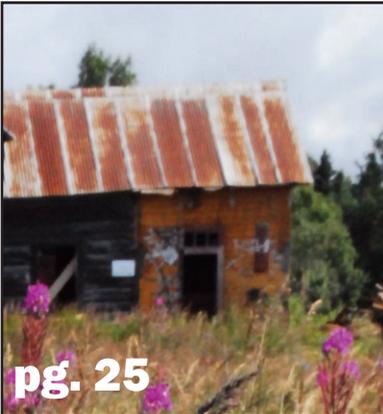
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ON THE COVER

By Paul Sharman

"Busy Bee" was photographed by Paul Sharman of West Sussex, UK. An active member since 2005, he is a freelance fly-fishing, conventional tackle, and adventure travel writer and photographer. View more of his work at www.paulsharmanoutdoors.com. Contact Sharman at psoutdoors@gmail.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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Welcome to OU's Online Exclusives! A part of the redesigned OU, this page features 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



New and improved conference website: www.owaa.org/2011conference

- Up-to-date news on conference sessions, deadlines, speakers, etc.
- Online registration.
- Downloadable forms, including agenda and registration materials.
- Photos and descriptions for all pre- and post-conference trips.
- Local committee recommendations for FAM trips.
- Local Utah travel information.

Online sales

Be sure to follow OWAA on Facebook (www.facebook.com/OWAAonline) and Twitter (www.twitter.com/OWAAonline) for alerts about limited-time sales.

Sales will include free shipping specials and discounts on store merchandise.

Promotions will be valid for online purchases only.

Outdoor Market

Some recent Outdoor Market listings include editorial guidelines for Oregon Outdoors, Persimmon Hill, The Old Dominion Outdoor Guide and Breathe magazine, among others. To check out these money-making opportunities, visit www.owaa.org/ou/category/market.

OWAA press releases

Did you accidentally delete that last news bulletin e-mail from OWAA head-



quarters? Don't fret, you can catch up on all OWAA news by visiting the press releases section of the OWAA website at www.owaa.org/blog/category/press-releases. Bonus points if you share info from these press releases via your newspaper or magazine column, blog or e-mail list.

New OWAA website login process

The password "freelancer" has expired. To access members-only content, you will need to create your own unique login.

The username and password system is new with our new website. You are able to create your own username and password that you can remember. If you haven't created one since the new website was available, you don't have one yet.

Previously, OWAA changed the password every year. But since we were redesigning the website, it gave us an opportunity to set up a system where members could choose their own login instead of trying to remember a generic password. It also makes the content more secure.

Headquarters has a new home

A moving company recently dropped off a large stack of boxes and they are sitting in the reception area of OWAA's headquarters. Pretty soon we'll begin sifting through eleven years' worth of the organization's files and paraphernalia, filling those boxes as we prepare to move our headquarters to a new location here in Missoula. The Hickory Trail office is the only OWAA home I've known, from when **Steve Wagner** originally hired me back in 2000, shortly after the building was completed, to when I returned to the organization four years ago. While selling the condo — no small feat in Missoula's current commercial real estate market — was a solid and beneficial choice, I can't pretend I won't be sad on May 12 when I lock those front doors for the last time.



ROBIN GINER

We're turning over ownership of the condo to a group of psychologists. A fit, I think, that compliments the professional nature of the other residents of the Hickory Trail property. Though our move may be bittersweet, it appears to be fate. The doctor purchasing our share of the building watched as the structure took shape more than a decade ago. She lived in the office's neighborhood while finishing her degree at the University of Montana, and told herself that one day her practice would be in "that

building." Luckily for both of us, as she was looking to purchase a location for her growing practice, we were looking to sell our share of her dream location: a prairie-style building on a quiet residential street, just outside of Missoula's busy downtown district.

Sale of our headquarters won't leave us homeless. By the time this issue of *Outdoors Unlimited* is published, we will have signed a lease on a new headquarters. After looking at a number of possibilities in town, we've narrowed it down to two potential rental office spaces. The first is on a quiet residential street just a few blocks away from Hickory Trail, in a building housing a number of smaller businesses and artists. The other, on a decidedly busier thoroughfare, is farther outside the historic downtown area. Both will suit our needs and our budget, and in the coming days we'll make our final decision and notify the moving company of where they'll be hauling those boxes.

In the coming weeks, watch your mailbox and your inbox for change-of-address notifications from OWAA headquarters. We'll miss no opportunity to let you know where you can find us next time you come rambling through Missoula or when you simply need to send something our way. Our door is always open and we look forward to your visit! ■

— Robin Giner, OWAA Executive Director
rginer@owaa.org

Congratulations!

2011 John Madson Fellowship recipients:

WILLIAM FUNK and JULIE ANN MORLEY

OWAA announces the selection of **William Funk** and **Julie Ann Morley** as co-recipients of the 2011 John Madson Fellowship. The fellowship is an annual grant program that funds continuing education opportunities for OWAA members. This year's recipients will share the total award of \$2,600 for reimbursable expenses related to attending OWAA's Goldenrod Writing Workshop.

Funk began freelancing in 2005 in the areas of conservation, wildlife and the environment. He is also a licensed attorney and deals with conservation easements. Funk is a sincere and lifelong hunter and fisherman, as well as a dedicated environmentalist looking to expand his conservation message into major print markets as well as through documentary filmmaking. He is an enthusiastic hiker, paddler and birder. Funk has spent years working for

nonprofits and state and federal governments to preserve the dwindling wildlife habitat and native ecosystems in the face of ongoing land conversion. He was published by *Virginia Wildlife* magazine for his article on the conservation status and natural history of black bears in the state. He is also published in numerous regional and national magazines.

Morley is an outdoor enthusiast and professional writer from the great state of California. Her first novel, "Cole Creek," is being released in May 2011, marking her transition to writing as a full-time profession. Morley has been developing the platform "personal evolution through outdoor experience" to describe the premise of her current novel in progress, "Pacheco Falls." Her goal is to expand into writing backcountry related freelance pieces and to continue speaking about the value of

experiencing the outside environment.

Both Madson Fellowship recipients have elected to attend OWAA's Goldenrod Writing Workshop, a weeklong writing colloquium July 31-Aug. 6, 2011, at the University of Montana-Missoula. The curriculum includes assignments, discussions, readings and shared critiques along with time for writing and socializing with others who share a passion for communicating about the outdoors.

OWAA's John Madson 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 OWAA members. The fellowship program is designed to honor the legacy of John Madson, one of OWAA's most talented, respected and honored legends.

Building our 'store' of membership, membership, membership

Businesses that depend on a high volume of foot traffic build their stores based on the old adage of "location, location, location." The more people that see your store, the more people who might come in your store and the more people who might make purchases at your store.

Simple. Solid. Effective. It's their key to success.

But location isn't the answer for OWAA. It really doesn't matter where we house headquarters, our "store." To that end, Missoula, Mont., works just fine.

But what's not working so fine is OWAA's own key to success: membership. It's stagnant or falling or both, depending on your perspective.

A shrinking membership is the result of many things. Today, OWAA's attrition rate is higher than normal, but then, we as a country are facing some tough economic times that aren't normal, which are putting a strain on our traditional membership avenues. Our membership numbers are shrinking faster than we seem to be able to replace them. We have a problem building on the horizon.

We aren't in this alone. Presidents of other media organizations – outdoor and traditional media – tell me they face the exact same thing, citing the same reason for shrinking membership as just I did.

While the new digital media market is wreaking havoc with the traditional print side of things, it is also opening up new venues for thousands of potential new members to media groups. OWAA cannot ignore these new venues, nor can we ignore these hundreds of potential new members who are utilizing digital media, many who are making a handsome living from it.



TONY DOLLE

A committee headed by OWAA board member Matt Miller is putting together membership criteria for those whose work appears in digital form. Once the board and membership approve (and I'm pretty sure they will), we'll begin focusing on this new category.

Remember, membership is the key to OWAA's continued success.

During an April evening conference call with OWAA's executive committee, membership was a major part of the discussion. Your officers have some pretty good ideas on halting the falling member numbers and building them back to a level that insures sustainability for OWAA.

One of those ideas is to bring back Outdoors Unlimited in a printed form and mail it to all members each month. The quarterly print version may not be enough. Even some of the staunchest supporters of a digital OU agree that having OU in their hands is a connection OWAA needs to make to keep members coming back, and as a resource for attracting new members.

Granted, there is a cost, but the executive committee feels it is worth investigating the feasibility of fitting the monthly print version of OU back into OWAA's budget.

I promised the board I would concentrate on building OWAA's membership base during the second half of my term and that's what's taking place. We are making membership a major focus of the executive committee, the board of directors and the staff.

The missing element is you. We need your help doing this. In fact, we can't do it without you.

We're counting on you to help us build our "store" of membership, membership, membership. ■

— Tony Dolle, OWAA President
tdolle@ducks.org

*Dear OU Editor,
Where have all the letters gone?*

*Signed,
Wondering Writer*

Dear Wondering Writer,

Like you, I'm puzzled. I wish more members would share their thoughts; I'd publish letters if members would send them to me. OU was created as a way for OWAAers to stay in touch with their organization. We encourage lively debate and discourse. If you or anyone else you know wants to write a letter, please do so. Just send to aschroeder@owaa.org, with "Letter to the Editor" in the subject line.

Signed, OU Editor

Slow-motion disaster

The Deepwater Horizon oil spill distracts us from other, even greater ecological issues in the Gulf of Mexico

BY CHRIS MADSON

Members are encouraged to write about issues and topics. Views expressed do not represent the opinion or endorsement of OWAA, its staff, officers, directors or members. Opposing views are encouraged, as OWAA desires to create a forum for the exchange of ideas. Send commentary to editor@owaa.org.

For about three months last year, the explosion on the Deepwater Horizon drilling rig and the subsequent oil leak at the bottom of the Gulf of Mexico were the biggest news stories in the United States, claiming more ink than the troop surge in Afghanistan, the earthquake in China, or the eruption of the Eyjafjallajökull volcano in Iceland. Journalists constantly pressed scientists, engineers, and bureaucrats for data they didn't have and predictions they couldn't, in good conscience, make, but the lack of dependable information didn't keep the media from reporting the story over and over again.

Then, on July 20, 2010, BP operatives managed to put a cap on the wellhead that stayed in place and, on Sept. 19, punched into the well casing from the side and plugged it permanently with concrete. Somewhere in the Gulf, 205 million gallons of crude oil and 50,000 tons of gaseous hydrocarbons were still drifting toward a final resting place, but with a cork in the well, the news machine moved on to other, more saleable stories.

As the news coverage of the Deepwater Horizon incident faded, the first extensive information on the effects of the spill began to emerge. Dr. Samantha Joye, a marine biologist at the University of Georgia, and her colleagues reported deposits of thick sludge on the ocean floor as well as concentrations

of dissolved hydrocarbon gases suspended at depths of 3,300 to 4,300 feet. The sludge has killed most of the bottom-dwellers it settled on, and Joye and her partners expect that the dissolved gas will lead to persistent depletion of oxygen as bacteria use oxygen to consume the gas.

At about the same time, a team working for Dr. John Kessler at Texas A&M University reported that their samples show a drastic decline in methane concentrations in the Gulf since last summer, the result of accelerated bacterial action, according to the researchers.

By the end of December, the U.S. Fish and Wildlife Service was reporting that workers in and around the Gulf had picked up more than 8,000 birds that had been disabled in one way or another. About half of these birds had oil on their feathers; the other half showed no outward signs of oil but may have been poisoned by swallowing it. More than 5,000 of them were dead when found. The most frequent victims were brown pelicans.

The Gulf's a big place, and there's little doubt that the birds that were recovered are only a tiny fraction of the number that died as a result of the oil spill. Still, the numbers fall far short of the catastrophic losses many biologists feared as ducks, geese, and other water birds came south for the winter. Likewise, losses among sea-going turtles seem to be smaller than many observers had expected. Between January and March 2011, more than 80 bottlenose dolphins were found dead along 200 miles of the northern Gulf coast, possible victims of the remaining oil, but some marine biologists suspect that unusually cold water may have been the actual cause of death.

So the good news is that the death of the Gulf as a result of the Deepwater Horizon spill has been greatly exaggerated. There is much research yet to be done, and long-term impacts on elusive species like whales and the large pelagic fishes may not surface for years, but it seems that the Deepwater

blowout, like the Ixtoc I blowout off the east coast of Mexico in 1979, hasn't had the dire ecological effects that spills in places like Alaska's Prince Williams Sound caused.

I guess that means we can go back to business as usual. The temporary suspension of offshore drilling has long been rescinded; the Department of the Interior has published a new set of guidelines for drillers, and as the price of crude rises with another round of unrest in the Middle East, BP and the other offshore operators can get back to the perennial search for record profits.

Business as usual is the real problem on the Gulf. Between the blue water of the open ocean and the dry land of Louisiana and eastern Texas, there is a belt of coastal wetlands that may be the most productive in North America. They are the nursery that supports one of the continent's greatest fisheries — the commercial catch in Louisiana alone generates \$2.3 billion a year; the recreational fishery is worth more than three times that. Something like 13 million ducks and geese winter on these marshes, and the marshes help protect cities like New Orleans and Biloxi from hurricanes. Ironically enough, they also shield infrastructure like the storage facilities and refineries that are crucial to the offshore oil industry.

The deepwater channel that runs up the Mississippi from the Gulf to New Orleans has stopped the river's wandering ways. Once upon a time, the mouth meandered back and forth along the coast, dropping sediment for a few centuries in one place, then moving to another. Deprived of this periodic recharge of silt, the marshes have settled, allowing saltwater to invade. When the saltwater touches a freshwater plant — from cypress to maidencane — the plant dies.

At the same time, the fabric of the marsh has been tattered by canals from the ocean to the mainland, some of them for

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How to define ‘citizen journalist’

Two-part series explores the future of OWAA membership

BY PETER SCHROEDER

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Blogs, tweets, podcasts, YouTube videos — today, many “citizen journalists” use online social media to comment about the outdoors. The impact and credibility of these individuals can be significant — many are followed by thousands of people with whom they share their interests. Outdoor enthusiasts no longer depend exclusively on newspaper colum-

nists, magazine writers or TV anchor people. The advice of the expert authority has been replaced by the collective wisdom of the crowd.

OWAA faces a challenge: how do we integrate citizen journalists into our organization? At the moment we do not have a membership category that fits these people working in the new media.

Here are some ideas that have been adopted by other writers groups facing this same issue. OWAA could establish a citizen journalist membership category that requires applicants to meet any four of the following five benchmarks:

- 1) Minimum one year of blogging, posting videos (on YouTube, Vimeo or a similar platform) online reporting, etc. on a social media website that allows response and feedback;
- 2) Income from a source other than PR firms, advertising agencies or commercial organizations.

3) Minimum two online written, audio, or visual updates per month (in season) that are editorial, not advertorial; redistribution of press releases does not qualify.

4) Minimum 500 page-views/hits per month, and must allow response feedback on the site.

5) Applicant must be responsible only for editorial content of a website and may not be involved in the selling of advertising.

Are these criteria broad enough, too restrictive, or incomplete? ■



Peter Schroeder is a freelance writer and photographer. He specializes in recreational boating, cruising under sail, scuba diving, snow skiing, and worldwide adventure travel. Contact him at ptrschrdr@aol.com.

SLOW-MOTION DISASTER

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navigation, many more for oil and gas pipelines. These conduits allow seawater to penetrate far into the freshwater vegetation, where it opens brackish bays and lets the ocean in.

It’s been estimated that 1,900 square miles of coastal wetland along the Gulf have been lost in the last century, and at current rates, another 700 square miles could

disappear by 2050. That’s what business as usual costs.

Some disasters are impossible to ignore. They come at us with a roar and a ball of fire and insist on action. Over the thousands of years of human history, they’ve often ambushed us, but after we recover from the shock, we nearly always rise to the occasion.

Others come at us in slow motion. They lull us into a false sense of security, disappearing into the background of daily life. We get used to them and sometimes even

convince ourselves we can live with them. They’re the ones we have to watch out for. ■



Chris Madson is editor of Wyoming Wildlife. He is also a freelance writer and photographer. Contact him at chris.madson@wgf.state.wy.us.

*What do you think?
Send letters to editor@owaa.org*

THE SECRET'S OUT

Secret Lake a great hiking destination

BY BRIAN BRINKERHOFF

Early July often means fireworks throughout the country, but Utah's spectacular high elevation fireworks should just be beginning as you attend the 2011 OWAA Annual Conference at Snowbird Resort in Little Cottonwood Canyon. Colors blanket the mountainsides from late June through August and are something to savor as you hike the lush green meadows. Vista views overlooking the landscape are unforgettable and serene hidden lakes will reward you if you schedule time along these alpine trails.

Little Cottonwood Canyon offers a variety of great hiking opportunities for conference visitors. Attending the OWAA Conference without sampling a few of these nearby wonders is like visiting a fine restaurant without tasting anything on the menu. Set aside at least a half day to breathe deep the cool morning air and fill your memories with all the brilliant colors your eyes can drink in.

Albion Basin hikes are in the neighborhood of 9,000-11,000 feet and catch many visitors by surprise. It is often more rewarding to seek shorter and easier hikes unless you are sure you can handle the bigger challenges. Two of my favorite easy routes in the area include the Albion Basin Trail and Secret Lake.

ALBION BASIN WILDFLOWERS

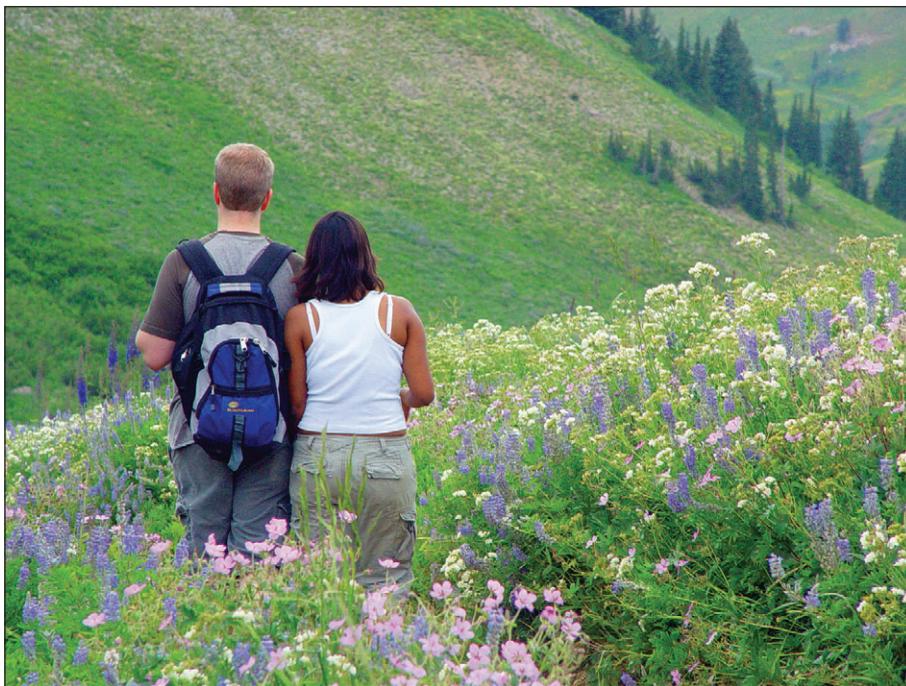
Early miners originally came searching for silver and gold, but today's most striking colors fill the hillsides as summer visitors seek the vivid array of colors filling the hillsides. Above average snowpack in 2011 should result in vibrant early July viewing, unless cool weather delays snowmelt significantly.

Albion Meadows Trail is a gentle climb through some of the most vibrant colors and fragrances of the area. The trail begins at the large lot near the Albion Day Lodge and Ski Shop. Follow the trail southeast through the pines and open meadows until you have had your fill of colors. Many families bring a picnic lunch to enjoy somewhere along the route. It is also a popular romantic stroll for couples.

SECRET LAKE TO HIDDEN PEAK

"Secret Lake," as originally spelled by resident miners, is also spelled "Secret Lake" on some maps and is approximately 450 feet higher than the trailhead in Albion Basin. The Sunnyside Chairlift Trailhead parking area is approximately 2 miles past the town of Alta on a gravel road, suitable for two-wheel-drive vehicles.

Secret Lake is a sparkling hidden treasure, tucked away until the



Their secret is out. You too can enjoy hiking through wildflowers in Little Cottonwood Canyon. Photo by **Brian Brinkerhoff**.

end of your easy journey. Interpretive signs placed along the route help with wildflower identification. Bring insect repellent to combat mosquitoes that linger around the shoreline — especially during the morning and evening hours. Fish are not currently found in this water, although stocking is being considered. Look for salamanders in the area.

For a more aggressive adventure, experts may want to consider Secret Lake as the first leg to the summit of Hidden Peak, by heading to Sugarloaf Pass, between Mount Baldy and Sugarloaf Peaks, and following the east ridge route to Baldy. The climb along this trail is approximately 1,600 vertical feet. The Mt. Baldy Trail then traverses to Hidden Peak at 11,000 feet. You can then catch a free tram ride down to Snowbird Resort (during operating hours).

ALPINE FISHING

Anglers willing to hike a few miles and climb several hundred feet can find a number of high elevation waters with fine fishing for small trout. You will want to be on the waters very early for best success. Flies and lures can be effective, although fish can be extremely wary and challenge your catching abilities.

Lakes just east of Albion Basin through Catherine Pass include Lake Mary (lake trout and brook trout), Lake Catherine (brook) and Twin Lakes (Bonneville cutthroat). Fishing pressure is relatively

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THE SECRET IS OUT

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limited with general limits and regulations.

In Big Cottonwood Canyon, Lakes Blanche, Florence and Lillian all have brook trout. Silver Lake at the top of the Big Cottonwood Canyon highway offers some easy brook and rainbow trout fishing. A level boardwalk stroll is popular here.

Below Snowbird in Little Cottonwood Canyon at the White Pine Trailhead, a hike to Red Pine Lake and White Pine Lake can also be worth a visit for those wanting to wet a line. Each hike will require some effort and most anglers plan an overnight camp to ensure prime fishing opportunities. Anglers can also be found in Little Cottonwood Creek throughout the canyon bottom after spring runoff subsides.

WILDLIFE

Mule deer frequent the entire area, but common wildlife also includes moose in the wetlands and mountain goats in the rocky crags. Other wildlife viewing opportunities include a myriad of insects, squirrels, salamanders, porcupines, songbirds, hummingbirds and raptors.

TIPS AND REMINDERS

Start early. You will want to be on the trail before sunrise or in the early evening to beat the heat. Plan enough time to adjust to the altitude as you hike. Return before dark.

Stay hydrated. Summer months can be hot and dry. Many folks underestimate the amount of water they need. Bring extra.

Be Prepared. Be ready for brilliant sunshine and adverse weather conditions. Sunblock is a must to prevent a burn at this elevation. Pay attention to rapidly

changing weather in the high country. Let others know where you are going and when you plan on returning. Consider technology that will allow you to connect with others in case of emergencies, such as the Spot Satellite Messenger.

Maps: USGS Brighton.

Jurisdiction: Wasatch National Forest. ■



Brian Brinkerhoff is host of "Backcountry Utah," Utah's outdoor radio magazine on the Backcountry Radio Network. He co-authored "Best Easy Day Hikes Salt Lake City," second edition. He is also host of Utah Outdoor Adventure Expo. Contact him at radio@backcountrynetwork.com.

Out and about in Utah

Here are a few events going on in Utah before and after the OWAA conference

■ **June 29-July 2**

BRYCE CANYON ASTRONOMY FESTIVAL ■ Bryce Canyon National Park ■ www.nps.gov/brca/planyourvisit/astrofest.htm

The 10th annual festival includes model rocket building and launching, constellation tours, more than 50 telescopes for stargazing and keynote by Ian Cheney.

■ **July 1-17**

CEDAR BREAKS NATIONAL MONUMENT WILDFLOWER FESTIVAL ■ Cedar City ■ www.nps.gov/cebr/wildflower-festival.htm

Highlights of the 6th annual festival include guided walks, photography workshops, and Zion Canyon Field Institute classes.

■ **July 2**

24TH ANNUAL MOUNTAIN BOUT ■ Snowbird Ski and Summer Resort ■ www.intermountaincup.com/2011Race/SnowbirdText.pdf

Sponsored by Bigham Cyclery and Snowbird, the race starts and finishes below the world-famous aerial tram at Snowbird Resort.

■ **July 8**

DAYS OF '47 FAMILY FUN DAY ■ Salt Lake City ■ www.daysof47.com/events/219

An excellent opportunity to bring families together to celebrate Utah's great heritage at This Is The Place Heritage Park. Pack a picnic and join activities celebrating the pioneer heritage.

■ **July 8-10**

EYES TO THE SKY BALLOON FESTIVAL ■ Salina ■ www.eyestotheskyballoon.com

Each day hot air balloons will launch one mile west of Salina in a grassy field and float over Sevier Valley.

BOWCAST AT THE BIRD ■ Snowbird Resort ■ www.bowcastatthebird.com

Bowhunting competition that will test your skills with realistic shots that you can expect on your hunt.

■ **July 13-16**

SASS UTAH STATE COWBOY ACTION CHAMPIONSHIP ■ Price (North Springs Shooting Range) ■ www.thecastlegateposse.net

The Single Action Shoot Society event includes classes, side matches and the 12-stage main match event.

■ **July 15-16**

ANTELOPE ISLAND MOONLIGHT BIKE RIDE ■ Antelope Island ■ www.davisareacvb.com/planning/calendar-antelope.htm

Ride from the marina to FG Ranch for treats, then back to the marina.

ULTRA4 AMERICAN ROCK SPORTS CHALLENGE ■ Tooele ■ www.millermotorsportspark.com

A new event for Miller Motorsports Park, King of the Hammers is an off-road event combining off-road racing with rock-crawling.

DUCK CREEK DAYS ■ Duck Creek Village ■ www.duckcreekvillage.com/chiliold.htm

Arts and crafts and food booths; games for children and adults; and the Great Chili Cook-Off. Live entertainment in the evenings.

2011 OWAA Conference Agenda

84th Annual OWAA Conference

Salt Lake City, Utah ■ July 9-11, 2011

All conference sessions, meals and hospitality suites take place at Snowbird Ski and Summer Resort unless otherwise noted.

Please check the OWAA website (www.owaa.org/2011conference) for updates and changes to the agenda.

REGISTRATION

Lobby/Atrium Overlook

- July 8: 1 to 9 p.m.
- July 9-10: 7 a.m. to 6 p.m.
- July 11: 7 a.m. to 3 p.m.

■ Friday, July 8

OWAA Board Meeting

8 a.m. – 5 p.m.

Members welcome to attend

Registration

1 – 9 p.m.

Becoming an Outdoors Communicator

3 – 6 p.m.

Speakers: TBA

Moderator: Pat Wray

■ This free workshop will feature some of OWAA's most prolific and best-known communicators giving presentations about their specialties from "Writing for Magazines" to "Outdoor Television" and everything in between. Please join Pat Wray and fellow OWAA members for this popular staple of the conference. An informal question-and-answer reception will follow the speaker presentations. Open to the public.

Welcome BBQ Dinner

6 – 9 p.m.

Amphitheater Lobby Patio

■ Join the OWAA Board of Directors in kicking off our 84th annual conference! Grab a burger and catch up with friends, old and new, against the beautiful backdrop of Snowbird Mountain. Also help us welcome first-time conference attendees.



The Welcome BBQ Dinner at the 2011 OWAA Conference will take place Friday, July 8, on an outdoor deck at Snowbird Resort. Admiring the view are Membership and Conference Services Coordinator Jessica Pollett and 2011 Conference Program Chair **Mark Taylor**. Photo by **Ashley Schroeder**.

■ Saturday, July 9

Breakfast

7:15 – 8 a.m.

Keynote

8:15 – 9 a.m.

Speaker: Hank Shaw

■ A journalist with 20 years in the business, Shaw launched the Hunter Angler Gardener Cook blog in 2007, and has quickly established himself as one of preeminent voices of the honest food movement. His book, "Hunt, Gather, Cook," will be released in

May 2011 by Rodale Press. While catching, killing and gathering his food, writing about it, and exchanging ideas with his thousands of readers, Shaw has developed important insight into how the local, sustainable food movement has the potential to deeply affect the larger hunting and fishing communities, as well as outdoors communicators.

Going Local: How and Why to Cover the Local Food Movement

9:15 – 10:15 a.m.

Speakers: Hank Shaw; Jackson Landers

■ The local, sustainable food movement has begun probing into the worlds of hunting, fishing and gardening. How and why should outdoor communicators be covering this trend? And are state fish and wildlife agencies, as well as members of the fishing and hunting industry, paying enough attention to the movement? Or is this just a passing phase that warrants little attention?

On the Prowl: Western Wolves

9:15 – 10:15 a.m.

Speakers: Anna Seidman, director of litigation, Safari Club International; representative, Rocky Mountain Elk Foundation; representative, U.S. Fish and Wildlife Service; others TBA

Past Presidents Meeting

9:15 – 10:15 a.m.

Moderator: John Beath

Your Name Here LLC: Treating Outdoors Communication Like a Business

10:30 – 11:30 a.m.

Speakers: Bill Powell, OWAA Legal Counsel; Wayne van Zwoll

■ Professional writers will discuss the importance to treating outdoors communication like a business, not simply a hobby. OWAA Legal Counsel Bill Powell will offer critical legal advice about avoiding challenges with taxes and other aspects of the profession.

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CONFERENCE AGENDA

CONTINUED FROM PAGE 10

Building Your Brand

10:30 – 11:30 a.m.

Speakers: Michelle Scheuermann, Sportsman Channel Inc.; Mark Taylor, The Roanoke Times

■ Successful outdoors communicators must not only be skilled at writing, photography and other elements of the job, they must be able to market themselves and be comfortable being in the spotlight. Well-known pros in the field will discuss techniques for increasing your profile and how that will increase your income.

Survival Myths and Misconceptions

10:30 – 11:30 a.m.

Speaker: Peter Kummerfeldt, Outdoorsafe Inc.

■ What's true and what's not? What works and what doesn't? The literature is full of misleading, erroneous, questionable advice, and recommendations that have little or no practical value to the typical person in trouble. The survival techniques shown on TV survival programs may work well for the tough young men who are featured, but could the more typical survivor employ them in a real world survival experience? This presentation separates fact from fiction.

Circle of Chiefs Meeting

10:30 – 11:30 a.m.

Moderator: Terry Brady

Spouse Welcome Party

10:30 – 11:30 a.m.

Eagle's Nest

Supporting Groups Business Meeting

10:30 – 11:30 a.m.

■ Employees of supporting groups, agencies and businesses are invited to a business meeting hosted by the supporting group liaison to the board, Bill Graham. An open forum for general discussion is welcome.

Roundtable Small Discussion Lunch

Noon – 2:00 p.m.

■ Sack lunches will be available to take to the small group discussion table of your choice. A list of business and news topics will be available in your registration packet and in the ballroom at lunch.

Macro Photography Workshop – Part 1

2:15 – 4:15 p.m.

Instructor: Sam Dean

■ Award-winning photographer Sam Dean of The Roanoke Times will discuss the taking of stronger macro photos. The session will start with 30 minutes of classroom instruction, followed by 90 minutes of field work. Bring your camera, a tripod and your best macro lens!

iMovie Video Editing Workshop

2:15 – 4:15 p.m.

Instructor: Paul Queneau

■ HD video is becoming a standard component of story packages. But just like photos, video needs editing. Bugle Magazine conservation and multimedia editor Paul Queneau will lead a workshop showing how to use Apple's iMovie to import video from cameras, edit it, watermark it and get it onto the Web in short order. Mac users can bring in their video camera and laptops to work along.

■ The **TV/Video Business Meeting** will be held at the conclusion of this session.

How to Talk to the Camera — Part II: Getting Interviewed

2:15 – 4:15 p.m.

Speaker: Lisa Densmore

■ Everyone ends up in front of a television camera at some point in their career. Building upon the "How to Talk to Camera" session at the 2010 Rochester conference, this session will teach you how to come across in an interview as a consummate professional, both in your field and on-camera. Emmy-winning television host Lisa Densmore will cover all aspects of appearing on-camera — whether giving an informative soundbite, announcing news, giving tips or co-hosting an entire show — in a studio or outdoors. You'll learn where to look, what to do with your hands, what to wear and other on-camera basics as well as how to be sure your message gets on the air.

The Bright Side of the "Dark Side"

4:30 – 5:30 p.m.

Speakers: Jodi Stemler, Jodi Stemler Consulting; Bill Graham, Missouri Department of Conservation

■ All kidding aside, public relations remains an important element in the outdoors

communication field. Longtime PR pro Jodi Stemler and newcomer Bill Graham, now working in public affairs after a long newspaper career, will discuss how to become established and thrive in the PR world.

How to Do More with Your Radio Show — Discussion

4:30 – 5:45 p.m.

Moderator: Ty Stockton

■ Join the discussion! Don't settle for a traditional, terrestrial radio station's listening audience. Add dynamic elements to your radio show with a home on the World Wide Web. Use photos, videos and other tools to keep your audience engaged. And with any luck, you'll be able to add income, as well as listeners.

■ The **Radio Business Meeting** will be held at the conclusion of this session.

Standing Out: Professionalism Makes a Difference

4:30 – 5:45 p.m.

Speakers: Wayne van Zwoil; Glenn Sapor, NSSF

■ In today's competitive world of magazine writing, communicators are competing for limited assignments. Top editors and communicators will discuss how writers can separate themselves from the masses and keep the assignments coming.

■ The **Magazine Business Meeting** will be held at the conclusion of this session.

Opening Night Dinner and Festivities

6 – 9 p.m.

Sponsored by Salt Lake Convention & Visitors Bureau, Snowbird Ski & Summer Resort and the Utah Office of Tourism
Conference Center Tent

GPS/Geocaching activity

7:15 – 9 p.m.

Fairbanks 2012 Conference Planning Meeting

7 – 10 p.m.

■ Members and Supporters welcome to attend.

Hospitality Suites

9:30 – 11:30 p.m.

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CONFERENCE AGENDA

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■ Sunday, July 10

Breakfast and Membership Meeting

7:30 – 9:45 a.m.

■ **Alaska conference presentation** begins at 8 a.m.

■ **Membership meeting** begins at 8:15 a.m.

Five-star Reviews: Writing Better Product Reviews – Part 1

10 – 11 a.m.

Instructor: Jill Adler

■ Readers want to know what gear works and what gear doesn't. Workshop participants will learn the keys to writing better product reviews, then get to put their new-found skills to work by reviewing a product at Demo Day.

Lead vs. Copper: Separating Fact From Fiction

10 a.m. – Noon

Speakers: Tom Franklin, past president of the Wildlife Society; Gordon Robertson, vice president, American Sportsfishing Association; Bill Brassard, National Shooting Sports Foundation; Bryan Bedrosian, avian project manager, Craighead Beringia South. Moderator: Paul Hansen, past executive director, Izaak Walton League of America.

■ Two decades after lead shot was banned for use in waterfowl hunting, some are calling for a more widespread shift to other materials, including copper, for other types of shooting and hunting, as well as for limiting the use of lead in fishing. Does science, research and the presence of alternatives support moving from lead to other materials?

Spider Bull Elk Panel

11:15 a.m. – 12:15 p.m.

Speakers: Doyle Moss, Mossback Guides & Outfitters, Wayne van Zwoll, Boone & Crockett Scorer; representative from Utah Division of Wildlife Resources

Shooting on the Go: Better Action Photos – Part 1

11:15 a.m. – 12:15 p.m.

Instructor: Sam Dean

■ Award-winning photographer Sam Dean of The Roanoke Times will cover aspects of getting better action photos, including the importance of building a narrative and storyline into a photo package. Bring your camera and wide and telephoto lenses to practice your new skills at Demo Day.

Lunch

12:30 – 1:30 p.m.

Sponsored by Toyota Motor Sales USA

Demo Day (formerly Breakout Day)

1:30 - 5:30 p.m.

Conference Center Tent & Terrace

Dinner

6 – 6:45 p.m.

Prep Session for Smith & Wesson Ladies Shoot

7 - 8 p.m.

■ Required for all Smith & Wesson Ladies Shoot participants. See "Smith & Wesson Ladies Shoot" on Monday, July 11 for more details.

Meet/Ask the Editors

7 – 8 p.m.

Speakers: Tom Bie, The Drake; Kirk Deeter, Field & Stream; Steve Kinsella, Trout; Paul Queneau, Bugle; others TBA

■ Hear book publishers and acquisitions editors of outdoors publications discuss their editorial needs and how to sell your work. Then we will open the floor to questions from you! This Q&A style session will be followed by a Meet & Greet to meet our panel of editors and publishers face-to-face.

Editors Meet & Greet

8 – 9 p.m.

■ After the editor and publisher panel introduces their publications and fields your questions, get some face time! This is a tremendous opportunity to talk in a less formal environment, build relationships and sell yourself to prospective buyers. Clip boxes will be available for you to leave samples for any of the editors or publishers.

Hospitality Suites

9:30 – 11:30 p.m.

■ Monday, July 11

First bus leaves for Lee Kay Shooting Range

7:15 a.m.

Smith & Wesson Ladies Shoot

7:30 – 9 a.m.

Lee Kay Shooting Range

■ Coffee and bagels provided by Smith & Wesson. Smith & Wesson welcomes some of the women attendees, including supporters, members and spouses of OWAA members, to a ladies-only shooting event before the range opens for Shooting Day. Open to first-time lady shooters only. Transportation will be provided. Limited to 12 participants. To sign up, contact jpollitt@owaa.org.

Breakfast

8:15 – 9 a.m.

Sponsored and prepared by Camp Chef

Lee Kay Shooting Range



Shooting Day, scheduled for Monday, July 11, will take place at Lee Kay Shooting Range. Photo by Ashley Schroeder.

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CONFERENCE AGENDA

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Shooting Day

9 a.m. – Noon

*Lee Kay Shooting Range***Lunch**

12:45 – 1:45 p.m.

Sponsored by National Shooting Sports Foundation

OWAA Board Meeting

2 – 5 p.m.

Members welcome to attend

Back to the Basics: Computer Skills for your OWAA Membership

2 – 3:15 p.m.

Speaker: Ashley Schroeder, OWAA Publications Editor

■ Did you struggle with the digital entry system for the EIC contests? Want to submit your photo portfolio for OU, but have trouble uploading your photos? Come get step-by-step instructions on a variety of computer tasks. All tasks will be demonstrated without using purchased software!

Utah's Conservation Permit Program

2 – 3:15 p.m.

Speakers: Don Peay, Sportsmen for Fish and Wildlife; Alan Clark, Assistant Director Utah Division of Wildlife Resources

■ Utah's conservation hunting permit program raises more than \$2 million annually by selling special opportunity tags to the highest bidder. The money has become a vital component of the state wildlife agency's efforts to acquire, preserve and restore habitat. While the money has become the envy of wildlife agencies across the country, it also has critics. Some feel the high-bid tags are elitist and fear the program ignores average hunters. Don Peay, founder of Sportsmen for Fish and Wildlife, was one of the program's leading proponents. His group auctions many of the tags. Alan Clark, assistant director for the Utah Division of Wildlife Resources, will talk about projects funded by the conservation permit program and why it is important at a time when state agencies are continually being cut.



Take a quick break or discuss the day's activities and sessions with fellow conference attendees while enjoying Snowbird's scenery. Photo by **Ashley Schroeder**.

Shooting on the Go: Better Action Photos – Part 2

2 – 3:15 p.m.

Instructor: Sam Dean

■ Participants will get an opportunity to discuss and critique the photos they produced after part one of the workshop.

■ The **Photography Business Meeting** will be held at the conclusion of this session.

Spouse Tea

3 – 4 p.m.

*Eagle's Nest***Writing Better Product Reviews – Part 2**

3:30 – 4:30 p.m.

Instructor: Jill Adler

■ Participants will discuss their reviews they generated from Demo Day.

■ The **Newspaper Business Meeting** will be held at the conclusion of this session.

How to Start your Own TV Show

3:30 – 4:30 p.m.

Speakers: Michelle Scheuermann, Sportsman Channel Inc., Max Rowe, "Just Killin' Time"

■ Many of the popular hunting and fishing television shows on the air today weren't started with the backing of deep-pocketed investors. Instead, the shows were built by hard work from the ground up by individuals and small teams. Industry veterans will offer a frank and realistic look at what it takes to build a television show from an idea into a finished product with a regular time slot on a national network.

Multimedia Maestros: Why it pays to be able to do it all

3:30 – 4:30 p.m.

Speaker: Kirk Deeter, Field and Stream, Fly Talk Blog, Angling Trade magazine; Others TBA

■ Today's most successful outdoor communicators need to be able to do it all, from writing for print and the Web, to shooting photos and videos. Successful pros such as Kirk Deeter, who is the editor of Angling Trade Magazine and also a blogger with Field and Stream's Fly Talk, will discuss the techniques for taking your communication to the next level.

Photo Scavenger Hunt Contest

4:45 – 5:45 p.m.

Moderators: Lisa Densmore, Colleen Miniuk-Sperry

■ At this entertaining event, the on-the-spot, creative interpretation of photography subject matter is presented, photos are critiqued and winners are announced.

Humor Writing for Boring Stiffs: Even You Can Be Funny

4:45 – 5:45 p.m.

Speaker: Bruce Cochran

■ Award-winning satirist Bruce Cochran will discuss elements and techniques of humor writing. Bring your notebook and a carefree attitude to this fun workshop.

EIC Reception and Winners Display

6 – 7 p.m.

*Ballroom Lobby***OWAA EIC and Honorary Awards Banquet**

7 – 9:30 p.m.

Ballroom

PRE- AND POST-CONFERENCE TRIPS

Fishing, rafting, mountain biking, canyoneering, historical tours and more!

84th Annual OWAA Conference ■ Salt Lake City, Utah ■ July 9-11, 2011

Descriptions, detailed itineraries, photos, recommendations from our local committee and instructions on how to sign up for a trip can be found at on the OWAA conference website at www.owaa.org/2011conference.

GUIDED TOURS

All guided trips are at least 3-day, 2-night trips and most include transportation to and from Snowbird or the Salt Lake City airport. Trip prices range from free to \$300, additional fees may apply for spouses/partners. Many options are offered both pre- and post-conference. For details and directions on how to register, visit www.owaa.org/2011conference.

■ Offered by Trout Unlimited

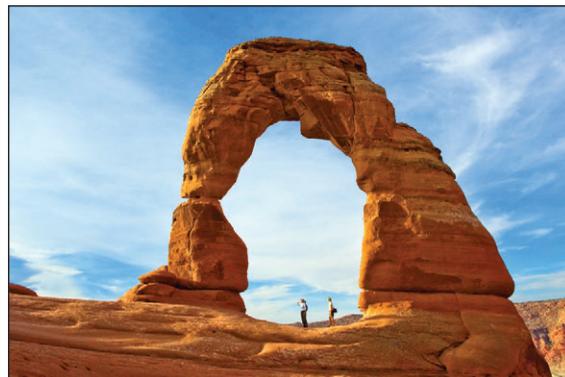
Little Mountain Fishing and Wildlife Watching Tour
Upper Dolores River Fishing

■ Offered through the Utah Office of Tourism

Fish and ATV in Sevier County
Tiger Muskie Fishing in Utah
Utah Valley Adventure
Fish Flaming Gorge
Outdoor Adventures in Park City
San Rafael County Castle Valley Ranch Tour
Capitol Reef County Tour
Moab Adventure Tour
Holiday River Expeditions: Green River through Lodore Canyon
San Rafael County Green River Tour
Holiday River Expeditions: Colorado River through West Water Canyon
Cedar City-Brian Head: The Adrenalin FAM
Bryce Canyon Country Adventure Tour
Castle Country Central Utah FAM
Sanpete County Tour



Backcountry fishing is one of many opportunities available for pre- and post-conference trips. Photo courtesy of Trout Unlimited.



Delicate Arch, near Moab, is a must-see for any outdoor adventurer traveling to Utah. Photo courtesy of Utah Office of Tourism.

SELF-GUIDED TOURS

Self-guided tour recommendations within several of Utah's State Parks have been provided. Media passes and State Park managers will be available any time before or after the conference to help you with your stories.

■ Offered by Utah State Parks

Dinosaur Destinations
Ancient Peoples the Scenic Southwest

POST-CONFERENCE HIKE

After a fun and busy conference, join the Pew Campaign for America's Wilderness on a day hike in the Little Cottonwood Canyon proposed wilderness area. It's a short walk from Snowbird Resort to the trailhead of this six mile round trip out and back route, so all ability levels are encouraged to participate.

■ Offered by Pew Campaign for America's Wilderness

Hike Little Cottonwood Canyon in the Wasatch Mountains



The Dinosaur Destinations trip is one of several self-guided tours. Photo courtesy of Utah Office of Tourism.

Wisdom through the years

BY HANNAH J. RYAN

A trail-builder for Roosevelt's Civilian Conservation Corps, an aviation gunnery instructor for the Navy, a ploughboy and a mailman. **Bill Horine** has tried his hand at an extensive array of careers and he will tell you something good about each of them.

In 1934, fresh out of high school, Horine joined the CCC. For \$30 a month, most of which went home to his family, Horine swung a shovel and hauled gravel to build trails, and established erosion prevention projects across his home state of Iowa.

Throughout his life Horine continued to try his hand at many trades. He worked in a restaurant, built roads in Alaska and was Master of a Masonic Lodge.

Yet it was in the 1950s that Horine's career as an outdoor journalist began. It started with a 15-minute spot on hunting and fishing for a local radio station and developed into weekly spots on KCCI TV-8, Iowa's largest TV station.

Once, TV-8 did a survey of its viewers, and Horine said the results "really floored" him.

"When I learned half of my viewers were female and wanted more on the other outdoor things people did, it really opened me up," Horine said.

At this point Horine said he expanded beyond hunting and fishing stories and reported on camping, cross-country skiing, national and state parks, outdoor cooking, trails, outdoor family vacations, canoeing and bird watching.

Mark Ackelson met Horine when working at the Story County Iowa Conservation Board, which Horine was active in establishing.

As an intern for the Board, Ackelson said Horine was his first boss out of college. Ackelson worked with Horine in the creation of the Skunk River Green Belt and Hickory Grove Park, among other projects.

"Bill has an especially keen sense of the outdoors," Ackelson said. "Outdoor education, water quality and recreation were all issues Bill was especially interested in."

Ackelson went on to become the president of the Iowa Natural Heritage Foundation, an organization for which Horine has contributed stories and photography.

Phil Larson has travelled with Horine on numerous fishing trips



Bill Horine focuses on a close-up shot of a pasque wildflower. Photo by Ed Rood.

and reporting projects. One memorable trip took them to Churchill, Manitoba, to see the beluga whales. Both were working on stories for different publications and went out onto the Churchill River to get their shots as the whales gave birth at the river's mouth.

Larson often attended OWAA Conferences with Horine and the 1992 conference in Bismark, N.D., stands out in Larson's mind. Larson said Horine always has a trick up his sleeve, or in one instance, a goldfish.

In Bismark, Horine stopped into a nearby dime store before a conference cocktail party. There he purchased a goldfish with the intent to place it in a friend's drink. But the target of his prank left the party early that evening and Horine was stuck walking around the party with a fish in his pocket.

"Someone was holding my drink for me," Larson said, "and when I walked back to retrieve it, Bill had gotten rid of his goldfish."

"This typifies his personality."

Beyond his fame as a prankster, Horine is often asked to speak about an animal whose golden-eyed stare first captured his attention when doing road construction in Alaska.

"I fell in love with bald eagles on my first time to Alaska," Horine said. "I have been there six times, as a writer and as a summer volunteer naturalist. Eagles are the greatest of all raptors as far as I am concerned."

Reaching his 96th year, Horine is still active outdoors and in his

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Pew Project for Excellence in Journalism

The State of the News Media: An Annual Report on American Journalism 2011

COMPILED BY HANNAH J. RYAN

In retrospect, 2010 was a good year for news media. The major cuts to the industry seen in 2008 and 2009 were less pronounced this go round, though most traditional media outlets continue to lose readers and viewers.

This is according to the Pew Research Center's Project for Excellence in Journalism. In Pew's "State of the Media 2010" report on American journalism, there were significant shifts in audiences of the various media sectors.

Audiences are moving, yet last year the only outlets to suffer actual losses in revenue were newspapers.

NEWSPAPERS

Today feels almost calm in the world of newspapers, after the 26 percent drops in advertising revenues seen in 2009. Yet, revenues still fell in 2010 by 6.3 percent and print circulation continued to drop by 5 percent in daily papers.

The State of the News Media report lists the trends of the 2010 newspaper industry that reflect the beginnings of progress, as well as some retreats and setbacks:

- Paid online content: After two years of a lot of talk and hardly any action, many newspapers are now poised for real-time experiments in charging for some Web content.

- Mobile and tablets: One of the major events in newspapers, as in other news sectors, was the move to mobile. The serial success of e-readers, Apple's iPhone (and Google's Android variation and others from other makers) and now, the iPad and competing devices to follow, has grabbed industry attention.

- Hyperlocal news: Five years ago, an industry mantra held that local news was the core competency of most newspapers and

their developing online editions. This theory has since been derailed. First off, merchants have been slow to embrace digital advertising, the majority sticking to more familiar formats like print and yellow pages. Also, many metro papers could not in fact be all that local. Lastly, in the cost-cutting frenzy of 2008 and 2009, reporting and editing positions for hyperlocal initiatives were consistently among the casualties.

- Expenses are back up, quality pinched: The past year saw a surge in expenses, which limits funding available for experiments (especially those with substantial startup costs) and for maintaining editorial quality in print and digital format. Falling newsprint prices had been a windfall saving during the tough years of 2008 and 2009. By the end of 2010 and early 2011, paper costs were back up by 20 to 30 percent.

- The new CEOs — No newspaper experience required: Look at Facebook, Craigslist, Google, Monster and Groupon, and the media giants they've created.

(<http://stateofthemedial.org/2011/newspapers-essay>)

MAGAZINES

Again, this year for magazines was not as bad as it could be. The decline of this business has slowed but circulation is still down and advertising revenue is stagnant.

Yet the end of the recession clarifies some stark realities. Most magazine professionals believe that the industry must finally get serious about changing a flawed economic model. It must find a way to charge readers more and rely less on advertisers for revenue. And readers, shifting to digital platforms, will be even less responsive to agreeing to subscribe to print magazines they only vaguely want.

Magazines with particularly affluent audiences such as The Economist, The Week, The New Yorker and The Atlantic continued to thrive as the advertising market improved.

(<http://stateofthemedial.org/2011/magazines-essay>)

ONLINE

The rise of the Internet continues.

The online audience and the amount of time spent with news on the Web is increasing. Indeed, the Internet is now ahead of newspapers and closing the gap with television, and among younger consumers, the Internet has already taken the lead. However, much of the traffic to the top news destinations on the Web goes to sites that are owned by traditional media companies.

One important question with online news explores the outlet's profitability. Online advertising revenue for all kinds of content surpassed spending on print newspapers advertising for the first time.

Audiences have shown a preference for mobile devices as a way to get digitalized news out. People can go to a single destination through an app or Internet-serviced device.

(<http://stateofthemedial.org/2011/online-essay>)

TELEVISION

- Network news — The audience for most network news programs has fallen again, though only by single digits. But on the same note, revenues at ABC, CBS News and NBC grew by an estimated 6 percent, thanks to an improving market for television advertising.

ABC instituted sharp personnel cuts. CBS News worked its way from financial losses back to break-even. NBC prepared for new owners, the third such transition since its founding in 1926.

(<http://stateofthemedial.org/2011/network-essay>)

- Cable News — All three major news channels were projected to have increases in operating profits — Fox News by 27 percent, CNN (and HLN) by 7 percent and MSNBC by 8 percent, according to the market research firm SNL Kagan.

Yet audience numbers are down. During prime time, median viewership at the three

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DONORS

April 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

Donald Pfitzer

MADSON FELLOWSHIP

**Kate & Joseph Yarosevich
Mr. & Mrs. Girard
Dr. & Mrs. Edward Kozicky**

NEW MEMBERS

**Tina Barzo
Alan J. Garbers
Steve Maanum
Larry J. Osmer
Kyle Spradley
Cole Tanner**

PROPOSED NEW MEMBERS

Karl Malcolm, 7416 River Rd., Arena, WI 53503. (H) 231-218-9434, (W) 231-218-9434, malcolm@wisc.edu. Graduate student in wildlife ecology, University of Wisconsin-Madison. Teaches hunter education courses and organizes programs aimed

ASSOCIATION UPDATE

at getting students involved with outdoor recreation through the University. (Shoshana) Applying for Student Membership; sponsored by Timothy Van Deelen.

Amber Pratt, Northern Wilds Media, 103 First Ave. W., Grand Marais, MN 55604. (W) 218-387-9475, (F) 218-387-9475, apratt@northernwilds.com. Co-owner, Northern Wilds Media. Co-publisher, Northern Wilds, a bi-monthly outdoor magazine. Member, Grand Marais Area Tourism Association, Cook County Visitors Bureau. (Michael) Applying for Active Membership; sponsored by **Shawn Perich**.

Mathew A. Soberg, 505 W. Stanton Ave., Fergus Falls, MN 56537. (H) 218-205-9910, (W) 218-863-6651, mathewsoberg@yahoo.com. Partner since 2008, Krekelberg, Skonseng & Soberg, P.L.L.P. Outdoor columnist, "From the Backwoods," Pelican Rapids Press. Fishing reporter, East Otter Tail Focus newspaper, Summer Scene Magazine. Blogger, Backwoods Revolution blog. Passionate about the outdoors and documenting his ideas and adventures. (Anne Marie) Applying for Active Membership; sponsored by **Bill Powell**.

Alex Turner, 206 Knightbridge Rd., Waukegan, WI 53597. (H) 608-334-5600, (W) 608-334-5600, turneraw@uww.edu. Student, University of Wisconsin-Whitewater. Applying for Student Membership; sponsored by Anne Mancl.

NEW SUPPORTING GROUPS, AGENCIES AND BUSINESSES

4EverLight International, Inc., 59645 Mancos Lane, Montrose, CO 81403. Contact: Steve Nagel, president and owner. (W) 303-907-2194, steve@uvpaqlite.com, www.uvpaqlite.com. Innovator, developer and manufacturer of the breakthrough Uncle Vernon Paqlite, an amazing new light source that is made from a completely renewable energy form with no fuel required or any mechanical parts. It truly gives light forever.

Fishing Holdings, LLC, c/o Blue Heron Communications, 3260 Marshall Ave., Norman, OK 73072. Contact: Josh Ward, communications coordinator. (Toll Free) 800-654-3766, (F) 405-364-5447, josh@blueheroncomm.com, www.rangerboats.com, www.stratosboats.com, www.tritonboats.com. Headquartered in Flippin, Ark., Fishing Holdings, LLC is the nation's premier manufacturer of fiberglass fishing boats, including industry leading brands, Ranger Boats, Stratos Boats and Triton Boats.

STATE OF THE MEDIA

CONTINUED FROM PAGE 16

channels together dropped 16 percent to an average of 3.2 million viewers, according to data from Nielsen Media Research.

(<http://stateofthedia.org/2011/cable-essay>)

■ Local News — There was some good news for local television! Thanks to the economic recovery and a busy election year, revenues rose sharply in 2010. As more stations continued to add newscasts in new time slots, the overall audience for local TV news actually held steady and

new delivery platforms, including mobile, raised hope for the future.

The newsroom makeup also changed as local stations were able to hire again in 2010 after the average number of news staffers hit a seven-year low the year before. But stations are shedding high-priced anchor talent and moving to make more use of multitasking solo journalists.

(<http://stateofthedia.org/2011/local-tv-essay>)

All in all, the industry is changing and outdoor communications is no exception. It's terribly important to stay up-to-date on developing innovations and to adapt one's

practices with the fluctuations. The ways of reaching one's audience is undergoing a revolution, join it.

For the entire report, visit <http://stateofthedia.org>. ■



Brought up wandering in the Big Horn Mountains of Wyoming, Hannah J. Ryan continues to feed her curiosities by pursuing bachelor degrees in journalism and Spanish. She is the spring semester intern at OWAA headquarters. Contact her at hannahryan@owaa.org.



Great idea?!
Send money-making tips to aschroeder@owaa.org.

Outdoors Unlimited needs your help. Seeking craft improvement articles, business advice and technology tips.

Cabela's

Cabela's, along with the Outdoor Channel, announced the Wanna Go Fishing for Millions? contest, an opportunity to win millions of dollars in cash and prizes by fishing. Fish in lakes near select Cabela's retail stores are being tagged and 60 are grand prize winners. Full details are available at www.cabelas.com/fishformillions.

BoatUS

With the prediction of an "active" 2011 hurricane season by the Colorado State University Tropical Meteorology Project just out, BoatUS says the 72 percent chance that at least one major hurricane will make landfall should give boaters the reason to make early preparations. BoatUS has free online "tools" available at www.BoatUS.com/Hurricanes.

The Mule Deer Foundation

The Mule Deer Foundation is expanding its presence in the state of Oregon. Currently, there are approximately 700 MDF members in Oregon. During the past couple years, Oregon chapters have invested more than \$32,000 in on-the-ground projects. They are on target to obligate more than \$10,000 this year. For more information visit www.muledeer.org.

Rocky Mountain Elk Foundation

Wolf-related research on elk productivity and survival in Montana's Bitterroot Valley, plus a variety of forest, weed and habitat management efforts, headline a slate of projects selected for 2011 grants from the Rocky Mountain Elk Foundation. The new RMEF grants total \$210,705 and affect 12 Montana counties.

Remington

Remington announced this week that they will be a sponsor at the MGM Targets Jr. Camp to be held July 22-24 at the Parma Rod and Gun Club in Parma, Idaho. The camp will be host to some of the best shooters from across the nation as instructors.

National Archery in the Schools Program

The National Archery in the Schools Program's newest sponsor is the Army National Guard. J.C. Newton, recruiter for the Kentucky Army National Guard, said NPSP is a natural partner for the National Guard. "We can easily identify with the guiding principles of NASP including discipline, concentration, following directions and personal responsibility." Visit www.archeryintheschools.org.

Sportsman Channel

The first annual Midwest Fishing & Hunting Bloggers Summit will be July 22-24, 2011, at Cragun's Resort in Brainerd, Minn. Presented by Sportsman Channel the event is meant for those outdoor bloggers who want to network and learn about how to hone their craft.

SUPPORTING GROUP NEWS TIPS

Send press releases and info about OWAA Supporting Groups, Agencies and Businesses to aschroeder@owaa.org.

Ranger Boats

Recognizing the thousands who serve our country, Ranger Boats launched "Operation Gratitude." From April 1 to June 30, any current or former member of the U.S. Armed Forces is eligible to receive one of two incentive packages, including an engine rebate or clothing package, with the purchase of a new, qualifying Ranger boat.

Sportsman Channel

New series, The Ultimate Shot, with host Archie Nesbitt, will take viewers abroad to six continents hunting for world-class trophies on Sportsman Channel. This series gives viewers an exclusive look inside the role of hunting organizations and the protection of wildlife. Nesbitt encounters a mass collection of different animal species along his journeys.

Smith & Wesson

Comp-Tac Victory Gear released two versatile holsters for the Smith & Wesson Bodyguard 380. The C-TAC holster features two adjustable clips that can be repositioned at five height levels to adjust the ride of your pistol. This is a favorite among shooters who need a low profile holster to carry in almost any setting.

Louisiana Department of Wildlife and Fisheries

The Louisiana Department of Wildlife and Fisheries has designated selected dates between April 19 and July 12, 2011, for public use of facilities at the White Lake Wetlands Conservation Area. The lodge facilities, accessible only by water, will be available for day-use or overnight use at rental rates that vary. For more information visit www.wlf.louisiana.gov/white-lake-wetlands-non-consumptive-use-2011.

Vermont Fish & Wildlife Department

Felt-soled wading boots will be illegal to wear in all Vermont waters starting April 1, 2011. The Vermont Fish & Wildlife Department is compiling a list of places the needed footwear can be purchased. Information is requested on Vermont-based cobblers that are re-soling wading boots and local retailers of boots or waders.

Dallas Safari Club

Dallas Safari Club has announced a new record budget for conservation, education and hunter advocacy efforts worldwide. For 2011, DSC will award grants totaling \$702,660. When combined with funding for its own initiatives, the organization's mission-related budget for the fiscal year now tops \$784,000 — an increase of more than \$100,000 over 2010.

BRIEFLY...

US Fish and Wildlife Service blog explores impact of climate change

Starting on Earth Day, April 22, the U.S. Fish and Wildlife Service launched a series of 50 stories exploring the ways accelerating climate change is impacting or may impact fish and wildlife across America. The stories highlight science-based solutions and collaborative actions that are making a difference for wild things and wild places. A new story is posted each day, Monday through Friday, at www.fws.gov/news/blog.

Combined with other resource stressors, such as urbanization, invasive species and water scarcity, climate change is disrupting natural systems upon which wildlife and people depend. The series will cover 50 states, examining regional challenges posed by climate change. The following issues will be highlighted by a number of the blog postings:

- On the Atlantic Coast, the rising sea is claiming historical nesting grounds for shorebirds and sea turtles. The first few blog entries highlight this issue.
- Loss of snowpack and changing hydrology in the Pacific Northwest is having a profound impact on native trout species.
- As human influence on the natural landscape increases in the

Rocky Mountain West, there is a growing need to secure opportunities for wildlife to move between large blocks of protected public land that provide valuable habitat for large mammals like the grizzly bear.

■ With temperatures in the Northeast predicted to rise in the coming years, the deep snow cover Canada lynx depend on may be significantly reduced, eliminating their competitive advantage over other predators.

“All across America, the U.S. Fish and Wildlife Service is working with partners to develop a shared understanding of changing environmental conditions and to inform resource management actions using the best science available,” said Service Acting Director Rowan Gould. “We know the future is not the past restored; conservation success rests in our collective ability to work in unison to safeguard our nation’s wildlife heritage.”

The blog, Open Spaces, is updated daily about the people, issues and events within the U.S. Fish and Wildlife Service. For more information about the blog, contact David Eisenhauer at David_Eisenhauer@fws.gov. ■

SUPPORTING GROUP NEWS TIPS

CONTINUED FROM PAGE 18

Recreational Boating & Fishing Foundation

The Recreational Boating & Fishing Foundation is working with state natural resource organizations in Ohio and Oregon to increase boat registration renewals among lapsed boaters. Ohio is the second state to join the direct mail pilot effort developed by RBFF. Oregon’s program had an 8.5 percent response and more than \$20,000 new revenue was generated.

Winchester

A new 20 gage waterfowl model has been added to the Super X3 shotgun line. The Super X3 Waterfowl gun comes in Mossy Oak Duck Blind camouflage and features a grip enhancing coating on the composite stock and forearm. The gun is available with either a 26 or 28-inch barrel.

Buck Knives

Buck Knives brings a new blend of elegance and performance to gentlemen’s knives with their new series of three lightweight Lux framelock folders. All three have a 2.5-inch drop-point blade, with a blade flipper for smooth one-hand opening. With Buck’s new “good-better-best” pricing, the Lux series offers choices of steels and handles.



www.owaa.org/ou/category/market

**Be sure to use
your members-only login.**

**Jobs and editorial-needs listings
are updated throughout the month!**

A ~~very~~ good way to improve writing

BY PAUL VANG

I don't remember where or from whom I picked up this bit of advice but it's worth remembering.

When editing your writing, watch for the word "very." It's a weak modifier and if it shows up, either delete it or change it to "damn," if you really think you need more emphasis.

It's a quick and easy way to tighten your writing and make it simpler and stronger. Alas, it's a word that sneaks into our writing because it is so commonly used. It's a word that's overused and overpaid. On the bright side, after writing something and you need to pare words it's an easy target, unless, of course, it's part of a direct quote.

Here are what some experts say about the word.

In "Elements of Style," Strunk and White say, "Use sparingly. Where emphasis is necessary, use words strong in themselves."

In "On Writing Well," William Zinsser says, "'Very' is a useful word to achieve emphasis, but far more often it's clutter. There's no need to call someone very methodical. Either he is methodical or he isn't."

In "A Dictionary of Modern American Usage," Bryan A. Garner describes "very" as "A weasel word ... that surfaces repeatedly in flabby writing. In almost every context in which it appears its omission would result in at most a negligible loss."

Last year I had a chat with a fellow writer about the word because it made appearances in a story he wrote. I shared the little saying and he conceded familiarity with the principle. Then he added, "I write a weekly fishing roundup column and the bait shops and marinas say they do great business when I report that 'fishing is very good.' I don't think my newspaper would go for 'damn good.'"

So, who promised that writing would be easy? From the "Oxford American Writer's Thesaurus," here are options: exceedingly, hugely, acutely, supremely, remarkably, mightily, mega, ultra, devilishly, awful, singularly.

The word "very" has ancient roots in the Latin word for truth and has cousins in French (verai) and Italian (vero). Still, it seems (and it's worth remembering) when a character in an Italian opera says, "Vero," he's usually a villain and he's lying. ■



Paul F. Vang has been a freelance writer/columnist/photographer since 1995. He is also an outdoor columnist for the Butte (Mont.) Weekly. Contact him at pfvang@bresnan.net.

Product review

Genus ND Fader Filter

BY JON LAWTON

Neutral density filters are a popular tool for photographers. ND filters are essentially a tinted filter that, when placed in front of a lens, limits the amount of light that can pass through without affecting the color balance. They are primarily used to give a photographer more creative control over exposure. By limiting the amount of light passing through the lens, you can extend your exposure time or select a smaller aperture to capture a more shallow depth of field. ND filters are commonly available in 1-, 2-, or 3-stop densities. A filter with the greatest number of stops will block more light.

The new Genus ND Fader is an all-in-one variable neutral density filter that allows the user to dial-in up to four stops of

light reduction. Until recently, a photographer might have to purchase two or three separate ND filters to equal the range capability of the Genus ND Fader. The ND Fader screws on to the front of your lens and is operated much like a circular polarizer. It is made up of two glass elements stacked together. The outermost element can rotate 360 degrees, allowing you to increase or decrease the amount of light that passes through the filter. The filter's metal ring also features a thumb screw that makes it easy to adjust with precision.

The Genus ND Fader Filter ships with a protective case, two removable thumb screws and a micro fiber cleaning cloth. It is currently available in standard lens diameters ranging from 52mm to 82mm. ■

If you have any questions about the Genus ND Fader Filter or any other photo-related topic, please contact Jon Lawton at jlawton@wbhunt.com.

Let nothing evade your eyes

BY JOEL M. VANCE

The great satirist of the 1950s, Tom Lehrer sang, “Plagiarize! Plagiarize! Let nothing evade your eyes!” Is this good advice for the outdoor writer?

Not that you should steal material from others, but if you want to bring depth to a piece, you should research deeply and thoroughly. If there’s anything new in outdoor communication I haven’t seen it — but there are new or more interesting or more thorough ways of saying the same old thing.

So use available resources and remember: People like to read about people. Despite its billions of informational bytes, Google does not know all. I have a personal library with many books that contain anecdotes, good quotes and information not available on Google.

University and big-city libraries are good repositories for old books that may never make it to the search engines. Many, if not most, outdoor pieces would benefit from some historical background — the origins of soft-bodied lures, for example, or the history of decoy use in waterfowl hunting.

Attribute when you quote from researched sources and make the quote brief. It’s one thing to say, “Joe Jones once wrote, ‘I’m like a butterfly on the weed of the outdoors, sipping its nectar.’” It’s another

thing to say, “Here’s how Joe Jones put it ...” and then quote his entire article. That is copyright infringement and certainly stomps on legitimate usage.

Incidentally, I made up that quote, but feel free to use it ... with attribution.

“... if you want to bring depth to a piece, you should research deeply and thoroughly.”
- JOEL M. VANCE

Remember that Jones isn’t the only oracle. If there are conflicting opinions, refer to them. But it’s your piece and you should be the guiding light, dominant voice and ultimate authority. The others are just there to help you communicate.

Don’t ignore your own files as sources of good background and amplification. I am wary of anyone with a neat office. The writer with stacks of books, files, miscellaneous papers and indefinable detritus (but who knows the approximate location of everything) is my kind of guy or gal.

Amid my jumble of old 33 r.p.m. record-

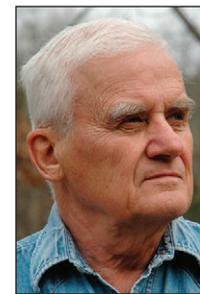
ings is one by Tom Lehrer and it provided the quote that began this piece. (It also helps to be incredibly old so you can remember Tom Lehrer et al.)

If I do something outdoorsy where I’m not an expert (i.e. “everything”) I like to know what others think about it. So I use my reference sources as a reality check. It’s comforting to find sometimes that the real experts agree with me, also comforting to have a reality check save me from foot-in-mouth disease.

I still remember a major league outdoor editor, new to his job and not that much of a hunter, who wrote about “ring-tailed pheasants.” Not a good way to establish credibility on a new job. Even a cursory glance at something previously written by a recognized pheasant hunter would have saved him embarrassment.

So Google and those other guys can serve as a reality and accuracy check, in addition to sources for quotes and anecdotal material.

Use them. ■



Joel M. Vance is the author of “Grandma and the Buck Deer” (softcover \$15); “Down Home Missouri” (hardcover \$25); and “Autumn Shadows” limited edition, signed \$45). Available for order at www.joelvance.com.

BILL HORINE

CONTINUED FROM PAGE 15

assisted-living community, and is working on various Iowa history projects.

From nearly a century of experience, Horine said he likes to focus on the basics of the outdoors and advises those working

in this industry to see beyond its commercial aspects.

“Outdoor writers need a full knowledge of all aspects of the out of doors,” Horine said. “It just isn’t a fishing and hunting thing anymore.” ■



Brought up wandering in the Big Horn Mountains of Wyoming, Hannah J. Ryan continues to feed her curiosities by pursuing bachelor degrees in journalism and Spanish. She is the spring semester intern at OWAA headquarters. Contact her at hannahryan@owaa.org.

Lightroom:

An outdoor photographer's one-stop photoshop

BY PAUL QUENEAU

Think photographing a grizzly bear sounds scary? How about organizing and processing 10,000 photos of a grizzly bears? Now there's a true terror.

Once you unlace your hiking boots and sit down at your computer, the delight of the digital age starts to sour. A Nickle-size media card can crush you under a thousand images or more at a single go, with every image needing to be sifted and tenderized before it can be monetized.

Luckily this is a universal problem among active photographers, and so has ignited a race among software developers to create the ultimate tool for taming our messes of megapixels into tidy, well-tuned catalogs.

There are a number of good options out there, but the current frontrunner is Adobe Lightroom. I began using it three years ago and haven't looked back since. Here are some reasons I feel it is an oasis of hope for overwhelmed outdoor photographers everywhere:

PEERLESS IMPORTS

Fire up Lightroom, pop in your media card, and it immediately launches an import window with thumbnails of all the images on your card, along with auto-keywording tools, auto-develop settings and auto-back-up options. It cross-references new images against your existing catalog and automatically dims and unchecks for import any duplicates it finds—very handy if you ever forget to clear off your card before shooting new photos. I've become a huge fan of the "Copy as DNG" option. I only shoot raw files anymore, which coming from my Canon 7D push 25 MB each. By allowing Lightroom to convert them to DNG files—Adobe's Digital Negative standard—I sacrifice no image quality but trim upwards of 5 MBs off each a file. That adds up

fast when you're taking hundreds or even thousands of images. Plus, DNGs are more likely to remain a viable format for generations to come.

“Even with Lightroom, editing hundreds of photos at a go is still a bear. but what you get from your labor is highly organized, searchable and beautifully developed images ...”

- PAUL QUENEAU

ORGANIZATION FOR THE INDECISIVE

I've gone through more photo-organizing schemes in the past five years than I've had hairstyles in my lifetime—and I've got less hair now to show for it. Lightroom gives perhaps too many options to organize your images, but I've settled on having it import my images into a date-based folder structure (year-month-day). I then take the time to apply keywords to every image I keep—and usually apply the same keyword to multiple images at once.

These keywords then act as pseudo subject folders. Place your cursor over any keyword in your master list and an arrow shows up next to it. Click the arrow and Lightroom instantly displays every image with that keyword. This is so handy that I've abandoned organizing my images any other way (collections, subject-based folders, etc.). Lightroom also lets you create nested keywords. So for instance, if I apply "bull elk" to an image, once I export it Lightroom will attached all the keywords that it's nested within, i.e. "elk", "big game" and "wildlife" as well as synonyms I've created (such as Latin names for species). Awfully handy.

TWEAK-TOPIA

Lightroom's Editing tab is a force to be reckoned with. Now that it includes lens correction tools to fix distortion as well as chromatic aberration and vignetting, I literally haven't opened Photoshop ever since. My favorite tools, though, have to be the Graduated Filter and Adjustment Brush, which let you apply exposure to portions of your images that are under or over exposed, as well as adjust brightness, contrast, saturation, clarity, sharpness and even white balance. You can bring up shadows, put the blue back into the sky and generally match your images to how your own eye experienced them in person. Or you can also go hog wild into the realm of exaggerated high-dynamic imagery, if that suits your fancy. Lightroom employs powerful noise-reduction that will blow you away with how much detail it can retain as you tweak images.

SPECIAL DELIVERY

Lightroom also exceeds with its export settings. You can apply unique file names as you export; choose a variety of formats, file size and dimension limits; sharpen for print or Web; and apply easy-to-create custom watermarks—all within a single window. Similarly, Publish Services allows you to drag any image or sets of images from your library to icons for Facebook, Flickr, Smug-mug and other online sharing sites to upload images directly out of Lightroom using your own settings.

THE OTHER STUFF

Slides, Prints and Web: Three tabs I practically never use are Slideshow, Print and Web, though all three are very powerful. Slideshow let's you make elegant photo presentations with borders, watermarks, text overlays, soundtracks, etc., all of which can be exported to PDF or Video. The Print tab is everything you'd expect with gorgeous previews and print settings close at hand.

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Cutting through the clutter

**BY CHANDLER
VAN VOORHIS**

We live in an over-communicated world. Each day, the average person is exposed to 18,000 marketing messages. Whether that message is a commercial, a branded segment, a billboard or commentary, everything is a message.

A great radio coach and messaging genius, Nick Michaels (www.nickmichaels.com), once told me that all messages move through a triangle. The top of the triangle is information, the bottom left point is entertainment and the bottom right is relevancy.

Many of us in radio spend our time trying to dispense info to our listeners like a general talking to a subordinate, or we spend time trying to be 100 percent entertaining. We all have fallen into one of these roles in one way or another. "Listen to WXXX, because we are the station that rocks" or "Trust in KXXX." Does the audience really need to be commanded to listen or instructed to trust?

However, good radio focuses on being relevant.

Every day, we make decisions about what is relevant and what is noise. We all have internal spam filters. Crafting your message to focus on the deepest hopes, wants and fears of your audience will enable two things. First, it creates a

customize vehicle to deliver information. Second, it forces one to stand shoulder-to-shoulder with the audience. Not the traditional general-talking-to-the-private scenario.

Nick Michaels did a radio billboard for KFI in Los Angeles after 9/11 that said: "Cindy is afraid. Every day Cindy drops her kid off at school, looks into her eyes and wants to know what's next? That is why Cindy listens to KFI."

This was brilliant. After 9/11, everyone was afraid. The message tapped into the fear everyone was feeling. The audience wanted to know how they could benefit from Cindy's fear: "Wow, Cindy listens to KFI."

This is a perfect example of standing shoulder-to-shoulder with the audience, cutting through the clutter and delivering a message that is personal.

With every radio commercial, billboard, bit, interview or commentary, ask yourself this one question: "How do I make this relevant to my audience?"

When you start with that one question, you are on the path to great radio. ■



A member since 2003, Chandler van Voorhis is a manager of C2I, LLC and a founding member of Tender Biomass Supply, LLC. He was also co-host of GreenWave radio and recipient of the Chevron Texaco Conservation Award. Contact him at chandler@c2invest.net.

LIGHTROOM

CONTINUED FROM PAGE 22

Finally the Web tab let's you create and upload stylish flash-based and html galleries via FTP or other means.

Even with Lightroom, editing hundreds of photos at a go is still a bear. But what you get from your labor is highly organized, searchable and beautifully developed images, making it truly the one-stop shop for professional photographers. The full version sells for \$200, upgrades for \$99 — considerably cheaper than Photoshop. Apple's

Aperture is a close competitor with similar features, and right now is available through Apple's App Store for \$79.00 for the full version, a comparative steal. ■



Paul Queneau grew up in Colorado hunting, fishing and backpacking. He started with the Rocky Mountain Elk Foundation's Bugle magazine as an intern and is currently the conservation editor. Contact him at pqueneau@RMEF.org.

BRIEFLY...

Goldenrod Writing Workshop deadline June 1

The Goldenrod Writing Workshop provides week-long sessions of classes, discussion groups, readings, practice assignments, and lectures, along with guest speakers, focusing on the art of written communication.

Highlights for the 2011 event:

- **Meet-and-greet with faculty and fellow students**

At Sunday evening's welcome dinner, students will share their goals for the workshop and faculty will present selections from their work.

- **Visiting faculty afternoon sessions**

Outdoor writing professionals will present shorter afternoon sessions about their specialties to expand the core of knowledge being shared with Goldenrod students.

- **Break-out day**

On Wednesday, take a break from the busy workshop schedule and enjoy all that western Montana has to offer. Excursions will be coordinated to float local rivers, fly-fish blue-ribbon trout streams, visit historic ghost towns and more.

- **Peer feedback session**

After a full week of instruction, spend time on Friday sharing your best writing with your fellow students and faculty. Time will be provided for feedback and questions and answers.

- **Farewell BBQ**

On Friday, OWAA staff hosts students and faculty for a BBQ in the park. Say farewell to your peers and make plans to stay in touch.

Portfolio

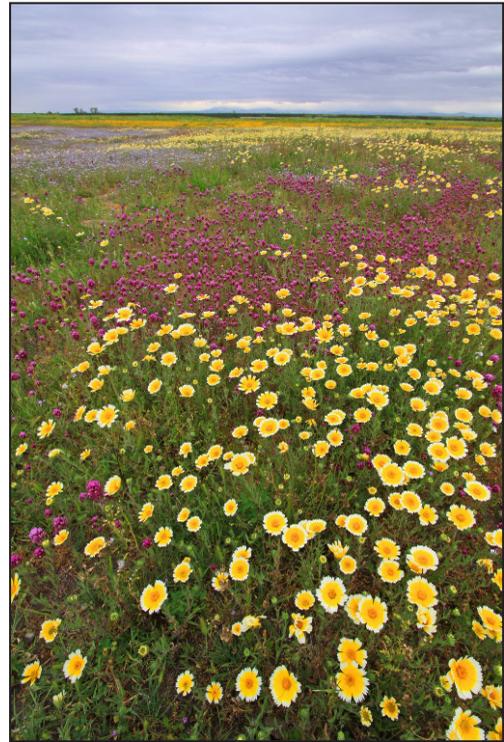


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Frog inspectors. Photo by Mark LaBarbera.



The town of Interior, S.D., is located just below the eastern most tip of Badlands National Park. There are usually more cattle than people in town but none were seen on this June day just minutes after a massive rain storm produced this rainbow. Photo by **Roger Eckstein**.



California wildflowers. Photo by **Gary Zahm**.



Wildflowers bloom on the Kenai Peninsula in Alaska. Photo by **Larry Hodge**.



Bluebird. Photo by **Paul Sharman**.

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May 2011



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Supporter Spotlight

World's largest archery tournament hosted in May by National Archery in the Schools Program

FRANKFORT, Ky. — The Kentucky Fair and Exposition Center in Louisville, Ky., will host the largest archery event in the world in 2011. On May 13-14, 2011 teams from 34 states will compete for more than 300 teams and individual medals, trophies, banners and plaques. More than 400 team slots will be filled by 393 schools, with total participation eclipsing the 2010 world record attendance of 6,784. On April 25, with a few days to the close of registration, 6,956 youth had registered. Every team registered for the tournament qualified for the **National Archery in the Schools Program** nationals competition at their state's tournament.

NASP is a coed activity and this year, 33 percent of the registered participants are girls. Teams and their parents, coaches, sponsors and fans will fill local hotels and restaurants for several days. "Flights" of shooters will dominate the more than 1,250-foot (also a world record) target range inside the Kentucky Fair and Exposition Center starting Friday morning, May 13, at 9 a.m. Competition will conclude on Saturday night, May 14, at about 6 p.m. with the "Scholarship Shoot-Off" and awards ceremony.

The event is open to the public. General admission is \$5 for adults and children over the age of 12. This provides access to more than 40 exhibitors on the show floor. Exhibits range from archery-related businesses to "adventure tourism" activities. This year the exhibit floor and the tournament are co-sponsored by the Kentucky Tourism Development Cabinet and its Adventure Tourism section.

NASP conducts this event with tremendous support from host partner, the Kentucky Department of Fish and Wildlife Resources. NASP also partners with 47 state fish and wildlife agencies



Shooting line at the 2010 tournament. Almost 7,000 youth are expected to attend the 2011 event. Photo courtesy of National Archery in the Schools Program.

and the District of Columbia in this the eighth national tournament. NASP sponsors, the National Field Archery Association and Morrell Manufacturing, are providing much of the equipment and targets to build this mammoth indoor archery range.

NASP began with 21 Kentucky middle schools in March 2002 and has grown to nearly 9000 schools and 2 million student archer-athletes this school year. This year's tournament will be conducted with more than 100 volunteers.

A press conference and briefing will be held at noon Friday, May 13, at the Southwing of the Exposition center. For more information and press credentials, contact tbennett@nasparchery.com. For more information about volunteering, contact rgrimes@nasparchery.com. ■