



ENTER THE 2012 POMA PINNACLE AWARDS

Presented by



The POMA Pinnacle Awards, presented by Mossy Oak, honor excellence in communications related to the traditional outdoor sports of hunting, fishing, shooting, trapping and the traditional outdoor sports industry.

Acceptable areas of coverage include, but are not limited to, how to, where to, travel, profiles, business, conservation, natural history, heritage, equipment, issues and news.

Winners each receive an \$800 cash prize and an impressive, multi-tiered Telluride Slate award.

Award categories are:

1. Newspaper/Internet Article
2. Magazine Article
3. Book
4. Broadcasting (audio and/or video)
5. Art and Imagery (painting, illustration, photography and graphics)
6. Wildlife Conservation and Management **

In categories 1-5, the traditional outdoor sports must be the focus.

** In category 6, work in any medium is acceptable, but wildlife conservation and management must be the primary subject.

Contestants are allowed two entries per category for a maximum of 12. Entries in excess of two per category per contestant will be disqualified.

All POMA Media Members in good standing may enter the Pinnacle Awards.

Categories 1,2,4,5 and 6 require works published, broadcast or exhibited for payment during the 2011 calendar year. Category 3 is open to works published in the prior two calendar years providing they've not previously been entered in a prior year's contest.

Each category is weighed by three judges, including at least one POMA member, one specialist in the category and one outdoor enthusiast consumer. Each receives a printed or electronic copy of the entries in the category they judge.

Book entries must be delivered by mail.

Broadcast entries may be submitted by mail on separate DVDs or uploaded online. Entrants who wish to upload broadcast entries should contact Shelly Moore for upload instructions:

smoore@professionaloutdoormedia.org

Other entries may be submitted either by mail or electronically, (articles/images/art as PDF files; broadcasts via upload) at the entrant's discretion.

POMA cannot be responsible for the quality of photos/art printed for judges from emailed PDFs.

Mailed Entries: Each individual entry should be sent in a separate envelope, though multiple entry envelopes may be sent in a single package. Each individual entry should consist of an entry form, the published original or copy of the same, plus three additional copies. Art, images and artwork should be on letter-sized paper. Each copy of multi-page entries must be stapled.

Emailed entries must contain a scan of the completed entry form.

By entering the Pinnacle Awards, winners give POMA permission to reprint the winning works in POMA-related materials, including but not limited to POMA Briefs and POMA's online publications.

Free Submission Deadline

Postmarked Feb. 15, 2012

Final Deadline, \$5 per entry

Postmarked March 1, 2012

Mail entries to:

POMA Pinnacle Awards
c/o Shelly Moore
1853 Frankstown Rd.
Johnstown, PA 15902

Email PDF entries to:

smoore@professionaloutdoormedia.org

POMA PINNACLE AWARDS ENTRY FORM

Member Name _____

Category (circle): Magazine Newspaper/Web Art/Photography/Illustration

Book Broadcast Audio/Video Conservation

Publication/Broadcast Date _____

Where Published/Broadcast _____

Submission Title _____

If submission is postmarked after Feb. 15, 2012, include a check for \$5 per submission or make payment online at www.professionaloutdoormedia.org