

Compare Services and Benefits of National Outdoor Media Organizations

Professional Outdoor Media Association	Other National Organization
Annual Dues \$200	Annual Dues \$150
Stance on Hunting	Stance on Hunting (Fishing/Trapping) - as stated on website
POMA's Mission Statement says, "...The Professional Outdoor Media Association, Inc. is a group of individual communicators and Corporate Partners who believe in, defend, support and promote the heritage of hunting, fishing, shooting and traditional outdoor sports through writing, photography and other means..."	The organization "avoids advocacy within issues not related to journalism.... Organization recognizes legal hunting as an appropriate use of natural resources.
Position on Interaction with Industry	Position on Interaction with Industry
POMA, by and through its Irrevocable Charter, states: "POMA recognizes the important role that industry and members of the conservation community play in the perpetuation of outdoor sports. The organization acknowledges the mutually beneficial relationship individual and Corporate Partners (CP) enjoy as members." Corporate Partners enjoy a voice on the board of directors, equal access to all services/benefits and is represented by a Corporate Partner Advisory Council which helps the organization provide meaningful services to CP members.	Companies/associations are not members, but are supporting groups. Industry does not enjoy a voice/vote on the board or directors.
POMA Briefs	Newsletter
Delivered weekly to all POMA members, POMA Briefs covers product and company news, Biz Tips, business discounts. It's delivered electronically. In addition, POMA Briefs is delivered by mail annually in late winter. The issue encompasses POMA's Annual Report to the membership.	Outdoors Unlimited is a monthly magazine that is distributed online every month and in print four times a year. Find craft improvement stories, industry supporter news tips, letters to the editor, jobs, conservation news, new technology tidbits and more.
Annual Business Conference	Conference
Network and build relationships with the movers and shakers in communications, company executives and young professionals. Grow business via 25-plus business, cutting-edge educational sessions. Show and test products and develop content via three industry-focused events: Product Showcase, Shooting Day and POMA Camps. The latter are hands-on events focused on teaching, testing and content development. Have a voice in key discussions about industry trends, communicating the outdoor story, legislative issues of importance to outdoor sports communications at all levels. Meet and greet professionals dedicated to the traditional outdoor sports -- hunting, fishing, shooting and trapping -- wildlife management and conservation and the 1st and 2nd Amendments.	Attend seminars on writing, photography, book publishing, technology, newsmakers and Demo Day and Shooting Day. Improve your work and network your skills/services.

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Money Line	Jobs and selling your work
POMA's Money Line Service delivers several to dozens of job/market and internship opportunities daily to members inboxes. In addition, members may post job openings/freelance opportunities through the service.	Do you have stories/photos to sell? Locate buyers via online listings of various outdoor publishers' needs and current job listings.
Partnership with OutdoorHub.com - reaching 11 million outdoor enthusiasts with industry job postings. POMA members receive communications/marketing/executive level and other key postings 72 hours in advance of the general public. The partnership makes the POMA/OutdoorHub.com job service the largest in the outdoor industry.	
Free listing system for any outdoor industry/recreation/wildlife management employer looking to fill a position - from media/communications specialists to retail sales professionals to outdoor guides.	
Directories, Online Directory Search, Electronic List Download	Membership directory
POMA membership directories, media and Corporate Partner, are available online in a searchable, printable and/or downloadable format (Excel file). Directories are up-to-the minute listings. All changes made to member profiles update instantly.	Each year, OWAA publishes a complete membership directory with members' biographical listings, OWAA book authors, masthead editors, radio/television broadcasters, videographers, newspaper affiliations and much more.
Online access to directories from any electronic device.	
Searchable, online database. Find and develop contact/mailling lists based on a wide range of specialties, products, geographic area, media type and much more	
Download and/or print specialized search results	
Unlimited use of the membership list. When you need the membership list, download it from the POMA website in Excel format. Changes made by members are posted in real time (immediately). Sort for mailing, e-mailing, by state, specialty. Get what you need, when you need it. Stay up to date. Stay in touch. Just clicks away.	
Headquarters Office	National Headquarters
Assistance with all avenues of membership and benefits	Offers information, liaison services and assistance with business problems.
Technical assistance	
Research assistance	
Mediation services - POMA offers a mediation service to assist with a wide range of business challenges.	

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Download the Membership List	Request a membership list
Unlimited use of the membership list. When you need the membership list, download it from the POMA website in Excel format. Changes made by members are posted in real time (immediately). Sort for mailing, e-mailing, by state, specialty. Get what you need, when you need it. Stay up to date. Stay in touch. Just clicks away.	Members are entitled to one use of the membership e-mail list per year free of charge. Additional uses are available for a nominal fee.
Pinnacle Awards and Icon Communicator Awards	Excellence in Crafts contests
Annually, media members enjoy competing for thousands of dollars and the prestige of winning a POMA Pinnacle Award. The program is presented by POMA and Mossy Oak.	Up to \$17,000 is awarded each year to members who compete in Excellence in Craft contests.
POMA, in partnership with the National Shooting Sports Foundation, American Sportfishing Association and Archery Trade Association, honors the industry's most influential journalists in the name of three of the outdoor industry's most noted icons. POMA presents the prestigious Grits Gresham Shooting Sports Communicator, Homer Circle Fishing Communicator and Fred Bear Archery & Bowhunting Communicator Awards with each trade association at each annual trade show (SHOT, ICAST and ATA).	
Exclusive member benefits	Exclusive member benefits
Money Line - Access to industry job/market listings 72 hours in advance of the public other organizations.	Members receive exclusive member benefits and discounts from selected OWAA industry supporters, and discounts on car rentals and hotels.
Business discounts - from software to car rentals, POMA offers a variety of business discounts.	
Equipment discounts - From business equipment to outdoor gear and amazing auctions -- POMA offers members direct access to important opportunities to save money, time and energy.	
Access to webinar services - POMA provides a platform to members who wish to hold/conduct webinars. Saves members thousands of dollars per year.	
Biz Tips - daily business/technology tips on the website which are summarized with links to full articles in POMA Briefs	
Monthly business webinars - to help members grow business and stay on the cutting edge of business technology and practices	
Discounted memberships - in partner associations/organizations.	
Mentor program - POMA<25: Mentor up and coming communicators/outdoor professionals or get college students involved in a program that assists them with getting involved in professional/executive careers in the outdoor industry.	
Young Professionals Program - focused on helping young professionals grow business skills, build relationships and enhance their career path	

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Exclusive member benefits	Exclusive member benefits
Links to all members sites on both POMA's public and members-only online sites. Contact information is distributed only through the secured members website/directories.	
Social Media Monitoring Service - Save thousands of dollars monitoring social media, micro blogs and blogs for keyword trends, hot issues, company mentions and more, with POMA's Social Media Monitoring Service -- available only to members.	
Special Trade Show/Convention/Meeting Events - Enjoy special access to terrific invitation-only events at SHOT Show and other important meetings with your POMA membership card.	
POMA-book - This unique system of forums allows members to engage in business related discussions about best business practices, growing business, technology, solving challenges and brainstorming.	
Member Spotlight - Any member who wishes to may publish a spotlight page on the POMA website.	
Outdoor Blogger Directory Listing - POMA bloggers receive free listings in the Outdoor Industry Blogger Directory	
Free Outdoor Blogger Directories - POMA members receive free copies of the most comprehensive listing of bloggers in the outdoor industry.	
Money Making Opportunities - Speaking and presenting opportunities are available for POMA members through the POMA conference, ongoing webinars, trade shows and other events.	
Educational Opportunities	Fellowships
POMA provides all members with equal access to all educational outlets and programs developed by the organization.	OWAA's John Madson Fellowship provides funding for attending annual conference, Goldenrod Writing Workshop or other educational opportunities.
Mentorships & Grants	Scholarships
Through POMA and the POMA Foundation, and in cooperation with partners, POMA offers college students opportunities to engage in a variety of programs and mentorship/apprentice programs, including but not limited to Conference Grants, POMA<25 programs and personal, one-on-one apprenticeships.	Scholarship provides grants to assist undergraduate and graduate students pursuing degrees in outdoor communication fields. Applications for the 2012-13 academic year will be available soon.
POMA publishes internship opportunities through Money Line.	

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Links & Resources	Links to member and supporter websites
In addition to providing lists with links to member websites on its public and member sites, POMA offers resource listings/links to job/market sites, government agencies, industry organizations.	Complete lists of OWAA's individual member and supporting group websites are available in the members-only section of www.owaa.org .
Business Assistance	Business guidelines
Through Biz Tips, POMA Briefs, Webinars and other educational programs, POMA helps members with all facets of business.	OWAA offers professional standards and business guidelines to assist members with how to properly and ethically conduct their business.
Feature News, Press Releases, Photography & Creative Works Online and in POMA Briefs	Feature your photos
Members have unlimited access to POMA's website and POMA Briefs for publishing news, press releases and images to the POMA website and in POMA's weekly POMA Briefs and on POMA's social media sites, FaceBook, Twitter and LinkedIn.	Members can feature their photos in the "Portfolio" section of the association's website.
Member spotlight: Each member may publish a spotlight page on the POMA website.	
Leadership Through Service	Volunteerism
POMA members who wish to work on a task force, serve on the board of directors or act as a mentor have the opportunity to do so at a variety of levels. Through this type of leadership service, members also garner important benefits and skill development.	A chance to participate, as a volunteer, in a variety of OWAA committees that drive, support, grow and determine the direction of the organization.
Promote All Business/Creative Products & Service	Promote your book/video
Promote and all business products and/or creative works via POMA's news posting system. Use the online system to instantly promote your business on the website. Each posting is also included in the weekly POMA Briefs and on POMA's social media sites.	Send a paragraph about your new book/video for members to see in the next issue of the printed newsletter.
Membership Credentials and Press Cards	Press credentials
Members receive id cards that serve as a press identification card for entrée to numerous important events, in several cases events exclusive to POMA members.	With your membership, receive an official press card to use at outdoors events.
Educational Materials	Publications
All educational and business development materials are available in digital format and are provide to members at no cost.	Discounts on a number of educational publications and style manuals that focus on outdoor communications.
Business Service Discounts	Health Insurance
POMA offers members a range of opportunities to get business services at discounted and/or competitive rates: from car rentals, to lodging, to business equipment.	Enjoy health insurance coverage at competitive rates.