### What is the primary reason you joined POMA? Select one.

<table>
<thead>
<tr>
<th>Importance of a Professional Affiliation</th>
<th>Support POMA’s Mission and Charter</th>
<th>Networking</th>
<th>Business Growth and Education</th>
<th>Assistance with Business Challenges</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td>27</td>
<td>44</td>
<td>31</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>33%</td>
<td>21%</td>
<td>35%</td>
<td>25%</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Primary Subjects Covered By Media Members – each member selected three categories

Primary Subjects - Shooting Sports

- Hunting All: 19%
- Hunting Firearms: 28%
- Hunting Archery: 13%
- Hunting Small Game/Birds: 26%
- Hunting Big Game: 14%
- Hunting Small Game/Birds: 5%
- Hunting Archery: 17%
- Hunting All: 16%
- Shooting Sports Competitive: 21%
- Shooting Sports General: 9%
- Shooting Sports Competitive: 9%
- Firearms Specific: 8%
- Firearms Law Enforce/Military: 5%

Primary Subjects - Fishing

- Fishing All Areas: 20%
- Fresh-Water Fishing: 6%
- Salt-Water Fishing: 12%
- Fly Fishing: 10%
- Fishing Equipment Specific: 5%
- Boats and Accessories Specific: 5%
- Fishing All Areas: 32%

Primary Subjects - Other

- Trapping: 21%
- Camping: 15%
- Wildlife Management: 9%
- Hunt/Fish Legislation/Issues: 8%
- Hunt Travel: 5%
- Fish Travel: 5%
- Raving: 8%
- Boating: 5%
- Other: 20%
Members' Vision of POMA

- 35% Educate and Grow Biz of Top Industry Communicators
- 27% Fraternal Organization for Networking
- 16% Large Organization of Hunt, Shoot, Trap, Fish Media
- 11% Media Advocacy Group
- 8% Develop Next Generation of Media
- 7% Connect Media to Industry

POMA's Overall Performance Last Year

- Very Good 71%
- Excellent 19%
- Fair 8%
- Good 0%
- Poor 1%
Importance of Web Site as a Service

<table>
<thead>
<tr>
<th>Importance</th>
<th>Extremely</th>
<th>Very</th>
<th>Somewhat</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>31%</td>
<td></td>
<td>44%</td>
<td>23%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Ease of Web Site Navigation

<table>
<thead>
<tr>
<th>Navigation Difficulty</th>
<th>Very Easy</th>
<th>Easy</th>
<th>Somewhat Difficult</th>
<th>Very Difficult</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td></td>
<td>70%</td>
<td>15%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Quality of the quarterly printed newsletter *POMA Briefs*

<table>
<thead>
<tr>
<th>Quality</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>28</td>
<td>52</td>
<td>35</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>22%</td>
<td>41%</td>
<td>28%</td>
<td>6%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

Importance of monthly electronic *POMA Briefs*

<table>
<thead>
<tr>
<th>Importance</th>
<th>Extremely</th>
<th>Very</th>
<th>Somewhat</th>
<th>Not important</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>62</td>
<td>59</td>
<td>30</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>47%</td>
<td>24%</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>
Most Important Membership Services
members selected all that apply

- Educational, 49%
- Money Making Opportunities, 64%
- Directory, 63%
- Networking, 86%
- Web Site, 47%
- Advocate Higher Pay, 29%
- Demand Higher Standards from Members, 32%
- PB Electronic, 44%
- PB Printed, 21%
Services and Benefits Most Important
Each member selected five

Importance of potential services/benefits. Select all that apply:

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Library for Reselling</td>
<td>66</td>
</tr>
<tr>
<td>Book Library</td>
<td>42</td>
</tr>
<tr>
<td>Speakers Bureau #1 Booking Members</td>
<td>63</td>
</tr>
<tr>
<td>Speakers Bureau #2 Booking Non-members</td>
<td>11</td>
</tr>
<tr>
<td>Internship</td>
<td>34</td>
</tr>
<tr>
<td>Legal Counsel</td>
<td>34</td>
</tr>
<tr>
<td>Mediation Services</td>
<td>14</td>
</tr>
</tbody>
</table>

52% 33% 50% 9% 27% 27% 11%
Educational Subjects
Media Members Want Covered
Each Member Selected Three Subjects

- Craft Photo, 52%
- Craft Improvement, 54%
- Tech How-To, 61%
- Marketing, 49%
- Increase Income, 40%
- Biz Growth, 22%
- Internet Biz Development, 23%
- Tech Product Briefs, 31%
- Negotiating Pay, 14%
- Interns, 6%
- Record Keeping, 6%
- Taxes, 8%
- Craft Broadcasting Internet, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Art/Illustrate, 2%
- Craft Interview, 8%
- Craft Video, 8%
- Craft Edit, 14%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
- Craft TV, 9%
- Craft Radio, 4%
Educational Subjects CPs Want Covered
Each Member Selected Three Subjects

- Reach Potential New Customers, 59%
- Media Relations, 86%
- Retaining Customers, 21%
- Marketing General, 72%
- PR, 69%
Media Member Primary Concerns

Each member selected three

- Keeping My Job: 74%
- Cost of Living Pay Increases: 32%
- Enhancing Skills: 19%
- Health Insurance: 58%
- Increase Freelance Income: 5%
- Find a New Job: 14%
- Competing in New Age of Technology: 6%
- Bolstering Professionalism of Communicators in My Field: 11%
- Retirement: 52%
Primary CP Concerns

- Increase Sales to Current Customers: 76%
- Get New Customers: 110%
- Tech-related Issues: 24%
- Grow Sports: 66%
- Rising Production Costs: 66%
- Sell to New Generations: 59%
- New Wave Marketing and Branding: 14%
- Hiring and Retaining a Qualified Work Force: 38%
- Legislative Issues: 21%
Weighing all factors, including cost, timeliness of delivery, potential for dated information, delivery schedule and a membership that grows daily, which type of membership directory do you prefer?

<table>
<thead>
<tr>
<th>Quarterly PDF</th>
<th>Printed Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>94</td>
<td>30</td>
</tr>
<tr>
<td>75%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Do you like the "briefs" format of the POMA Briefs electronic newsletter or would you prefer receiving a more lengthy e-mail with more detail on each subject?

Weighing all factors, including cost, timeliness of delivery, potential for dated information, delivery schedule, etc., which schedule of POMA Briefs delivery do you prefer? Select one.

Format of Electronic POMA Briefs

- Detailed Presentation
- Brief with Link

POMA Briefs Schedule

- Bi-monthly: Printed Only
- Monthly Electronic with Quarterly Printed
- Monthly Electronic Only
What types of business discounts are meaningful to you? Select all that apply.

![Most Important Business Discounts]

In an effort to provide enhanced membership benefits/services, would you be willing to offer POMA two hours per month of volunteer time, or do you prefer that POMA utilize paid professionals to deliver services?

<table>
<thead>
<tr>
<th>Volunteer Time</th>
<th>Hire Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>42</td>
<td>62</td>
</tr>
<tr>
<td>33%</td>
<td>49%</td>
</tr>
</tbody>
</table>
ANNUAL BUSINESS CONFERENCES

Have you attended a POMA Business Conference?
If yes, which did you attend?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Springfield</td>
<td>70</td>
<td>52</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>46</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>56%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Do you plan to attend future conferences?
Would you prefer conference held annually or bi-annually?

Attend Future Conference

Annual or Biannual Conference

What conference time frame do you prefer?
How important is changing the conference location year to year?

<table>
<thead>
<tr>
<th>Current</th>
<th>Spring</th>
<th>Other</th>
<th>Extremely</th>
<th>Very</th>
<th>Somewhat</th>
<th>Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>70</td>
<td>35</td>
<td>0</td>
<td>28</td>
<td>40</td>
<td>42</td>
<td>14</td>
</tr>
<tr>
<td>56%</td>
<td>28%</td>
<td>0%</td>
<td>22%</td>
<td>32%</td>
<td>33%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Most Important Aspect of Conference
Members Made One Selection

- Educational Sessions: 28%
- Casual/Social Networking: 16%
- Field Day Water Activities: 10%
- Field Day Shooting Activities: 8%
- Gathering Story Broadcast Content: 5%
- Press Conferences on Issues/Events: 1%
- Renowned Keynote Speaker: 16%

Would you travel to conference a day early to participate in a fishing event/tournament, compete for prizes and have an opportunity to test fishing equipment on the water?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>68</td>
<td>50</td>
</tr>
<tr>
<td>54%</td>
<td>40%</td>
<td></td>
</tr>
</tbody>
</table>