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	
POMA Briefs  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.	Newsletter  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.		

Professional Outdoor Media Association	Other National Organization
Annual Dues \$200	Annual Dues \$150
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/mailing 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.	
Hondauarters Office	National Hoodquarters
Headquarters Office Assistance with all avenues of membership and benefits	National Headquarters  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.	

Professional Outdoor Media Association	Other National Organization
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Decombe ad the Membership Liet	De mont e manufacili de l'est
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	Up to \$17,000 is awarded each year to members who compete in
and the prestige of winning a POMA Pinnacle Award. The program is presented by POMA and Mossy Oak.	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
<b>Money Line</b> - 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. <b>Equipment discounts</b> - 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.	
<b>Biz Tips</b> - 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	
stay on the cutting edge of business technology and practices  Discounted memberships - in partner associations/organizations.	
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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 - Speaking and presenting outlets and programs developed by the organization.  What is a special provides all members with equal access to all educational outlets and programs developed by the organization.  Scholarships  Wentorships & Grants  Through POMA and the POMA Foundation, and in cooperation with partners, POMA offers college students opportunities to engage in a students pursuing degrees in outdoor communication fields. Applications for the 2012-13 academic year will be available soon on en-on-one apprenticeships.	Professional Outdoor Media Association	Other National Organization
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Professional Outdoor Media Association	Other National Organization
Annual Dues \$200	Annual Dues \$150
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	websites are available in the members-only section of
sites, government agencies, industry organizations.	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
programs, FONA helps members with all facets of business.	business.
Feature News, Press Releases, Photography & Creative Works	Feature your photos
Online and in POMA Briefs	i cutaro your priotos
Members have unlimited access to POMA's website and POMA Briefs	Members can feature their photos in the "Portfolio" section of the
for publishing news, press releases and images to the POMA website	association's website.
and in POMA's weekly POMA Briefs and on POMA's social media	
sites, FaceBook, Twitter and LinkedIn.	
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	A chance to participate, as a volunteer, in a variety of OWAA
of directors or act as a mentor have the opportunity to do so at a	committees that drive, support, grow and determine the direction of
variety of levels. Through this type of leadership service, members also	the organization.
garner important benefits and skill development.	
Promote All Business/Creative Products & Service	Promote your book/video
Promote and all business products and/or creative works via POMA's	Send a paragraph about your new book/video for members to see
news posting system. Use the online system to instantly promote your	in the next issue of the printed newsletter.
business on the website. Each posting is also included in the weekly	
POMA Briefs and on POMA's social media sites.	
Membership Credentials and Press Cards	Press credentials
Members receive id cards that serve as a press identification card for	With your membership, receive an official press card to use at
entrée to numerous important events, in several cases events	outdoors events.
exclusive to POMA members.	
Educational Materials	Publications
All educational and business development materials are available in	Discounts on a number of educational publications and style
digital format and are provide to members at no cost.	manuals that focus on outdoor communications.
	In the first terms of the first
Business Service Discounts	Health Insurance
POMA offers members a range of opportunities to get business	Enjoy health insurance coverage at competitive rates.