



POW WOW

Newsletter of the Pennsylvania Outdoor Writers Association

Summer 2010



www.ococean.com

Known for its sandy beaches and three-mile boardwalk, Ocean City is also recognized as the White Marlin Capital of the World.

Guard against publication gaffes

By Linda Steiner
Craft Improvement

I'm allowed to be critical. I've been an editor of several state organizations' magazines, newsletters and brochures. I'm also a longtime freelancer of everyday hook-and-bullet topics and other outdoor recreations. I've reported on scientific projects for agency publications, where my articles had to be cleared

See **GAFFES**, page 9

Head to the 'oshun' for fall powwow

*Rich in history, Ocean City, Md.
is more than a vacation destination*

For centuries, Ocean City, Md. has been the place to be. From Sept. 30 to Oct. 3, it's where Pennsylvania Outdoor Writers Association members will want to be.

The POWA fall powwow will be held in the sun and on the surf in and around Ocean City. The conference headquarters is on the city's famous Boardwalk at the Holiday Inn Oceanfront. Registration information can be found inside this newsletter, along with an itinerary and important information.

Ocean City has been attracting visitors since Algonquian tribes first came to its beaches to fish and sun themselves. Europeans first arrived in 1524 when Giovanni da Verrazano surveyed the east coast of North America. By the 17th century, British colonists had moved north from Virginia and settled in the area.

Due to Ocean City's isolation as a barrier island, the town remained a sleepy fishing village until 1875, when the Atlantic Hotel began welcoming visitors. The following year, the railroad bridged Sinepuxent Bay, and a resort was born.

See **FALL**, page 6

**Read more about the fall gathering
in Ocean City, Md. in the President's
Message (page 3) and Supporting
Member News (page 4)**

**The registration form is
this issue's center insert**

**Note the Sept. 17 deadline
for room reservations**

Treasurer's Report

By John Allen, POWA Treasurer
Cash Accounts as of July 31, 2010

General Fund	\$10,639.28
Youth Education Fund	\$1,289.71
WT Johns Scholarship Fund	\$3,057.00
Scholarship Fund	\$51,420.93
Jacquelin Knight CD	\$13,802.88
(to be used within the WT Johns Scholarship)	
Emergency Fund	\$9,135.74
Northwest CD	\$20,000.00
U.S. Treasury Note	<u>\$10,000.00</u>
Total:	\$120,137.08

SPONSOR 3 NEW POWA MEMBERS IN 1 YEAR ... AND YOUR NEXT YEAR'S DUES ARE FREE!

What a deal! Help your professional outdoor media organization to grow; help someone else to benefit from membership in POWA; and help yourself to a free year of membership ... on us.

This special "1 GET 3; YOURS IS FREE" membership offer applies to all POWA membership types – active, apprentice and supporting. You may sponsor three in one membership category or mix categories.

Who can sponsor a new member? POWA active members and supporting members (the latter with an active member co-signer).

Where to get applications? POWA individual and supporting member applications can be printed from the POWA Web site, www.paoutdoorwriters.com. Information on the value and benefits of membership is on the Web site, too. For more information, contact Executive Director Bob Lollo.

POWA on the Web

Find the
Pennsylvania Outdoor Writers Association
on the Internet at
www.paoutdoorwriters.com



on Twitter at twitter.com/P_O_W_A
and on Facebook through the POWA homepage.

PowWow

Summer 2010

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www.paoutdoorwriters.com

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President's Message

by Tom Tatum



My POWA President's Message for this issue of PowWow will be short, direct and succinct: Join me and your POWA colleagues in Ocean City, Md., from Sept. 30 through Oct. 3 for our 2010 fantastic fall powwow.

If you fail to take advantage of this four-day seaside extravaganza, you'll be missing out on a great time packed with tons of activities, wonderful restaurants and meals, awesome presentations and great rates at an oceanfront hotel.

Hotel registration begins Thursday evening at the Holiday Inn Oceanfront on 67th Street.

Activities begin Friday morning when members report to the Bahia Marina to board the Judith M, a party boat that will host a half-day's ocean fishing for black sea bass, flounder, bluefish, croaker, and anything else that will take a hook. Upon returning to the marina around noon, members will step off the boat and right into Fish Tales, an expansive dockside bar and grill for a luncheon and recep-

tion sponsored by the Maryland Office of Tourism.

For those members and spouses not inclined to cast a line on Friday, other unstructured activities include outlet mall shopping, the beach, boardwalk, Winefest, and in nearby Salisbury, the Ward Museum of Wildlife Art, the Salisbury Zoo and the famous Country House.

For diehard bow hunters out there, I'm also working on arranging a sika deer hunt with a local guide for Friday and/or possibly Saturday morning. That opportunity will be limited to just one or two members, so give me a shout ASAP and let me know if you're interested.

Back at the hotel on Friday afternoon, we'll hold an informal membership meeting at 3 p.m., followed by a presentation by shark expert Mark Sampson. Mark captains his charter boat, the Fish Finder, out of the Ocean City Fishing Center where he also directs the Ocean City Shark Tournament each June. His

recently published book "Modern Sharking" is a must-read for serious students of shark fishing.

For dinner, members will be on their own for a "dine around" with a list of participating restaurants provided. Later Friday night we'll see you at the hospitality room.

At 9 a.m. Saturday members should report to the Eden Rock Motel on 20th Street where they can sign out bikes or surreys for our "Bike to Breakfast on the Boardwalk" event. Breakfast will be at Conner's Beach Cafe. Afterward, the folks at Assateague Island National Seashore Visitors' Center will provide a selection of activities and seminars including kayaking, clamming, crabbing, surf fishing and natural history.

Members will also want to visit Harbor Day at the Docks, Ocean City's waterfront heritage event later that afternoon. You'll be on your own for lunch on Saturday. Dinner is set for 6 p.m. at Harrison's Harbor Watch Restaurant, which features a breathtaking view of the Ocean City Inlet. This meal is currently unsponsored, but it will also feature a presentation about an ongoing oyster restoration program.

A social hour is planned at Seacrets, tentatively set for around 8 p.m. Saturday after dinner. For those of you who may not know, Seacrets is a huge bayside complex of bars, restaurants and entertainment centers. Seacrets has its own beach complete with palm trees.

Breakfast on Sunday morning (currently unsponsored) is tentatively slated for 8 a.m. in Ocean City. A back bay trip aboard the Assateague Adventure follows breakfast. The cruise is narrated and examines the ecosystem of Assateague Island and provides ample opportunities to view and photograph wildlife, including the island's famous wild ponies.

At this writing, both the schedule and activities listed here are still subject to change as often happens with this kind of long-range planning. But no matter how things shake out, I can guarantee that POWA members who attend this powwow will not be disappointed.

See MESSAGE, page 5



Ingrid Niehaus Photo

POWA President Tom Tatum displays a monster Hamilton Lake sunfish caught while fishing aboard Hobie's Mirage Pro Angler at the POWA Spring Conference.

Supporting Member News

by Supporting Member Representative
CONNIE YINGLING, PR Coordinator,
Maryland Office of Tourism Development



My favorite Baltimorese phrase is “Goin’ down’y oshun, hon!” which roughly translates to “I’m going to Ocean City, Md.”

This phrase always evokes pleasant memories of sun-filled days lounging on Ocean City’s white sandy beach and evenings spent cruising up and down the Boardwalk or playing putt-putt golf with friends.

Oh, and don’t get me started about the Boardwalk food! Buckets of steaming Thrasher’s French fries, pounds of Dolle’s saltwater taffy, tins overflowing with Fischer’s caramel popcorn and buns oozing Boog’s BBQ on the beach. – yum!!

If you’ve already read Tom Tatum’s POWA President’s Message, you know that this fall, POWA members are invited to Maryland’s favorite seaside beach resort for the 2010 Fall Powwow.

Members can look forward to a great itinerary thanks to the efforts of Tom and local tourism officials: Lisa Challenger with the Worcester County Office of Tourism, Susan Jones with the Ocean City Hotel- Motel-Restaurant Association and Ruth Waters of the Harrison Group Resort Hotels.

Attendees will motor through the Ocean City Inlet out into the Atlantic Ocean for a half-day fishing excursion, will tour the coastal bay and sand dunes of nearby Assateague Island National Seashore, photograph the wild horses on the island and will even bike to breakfast one morning.

Our newsmaker panel speakers will include a local charter boat captain who specializes in catching shark – shades of *Jaws*????

Spouses may accompany the writers on the excursions mentioned above, or head out in a different direction.

Use the convenient OC Coastal Highway Bus (\$2 all day, on/off access, busses

run every 15 minutes this time of year) to head to the inlet parking lot for Winefest on the Beach (Oct. 1st and 2nd; admission includes a souvenir glass and wine samples; go to www.winefest.com to download a reduced admission coupon) to see local crafters, sip regional wines and listen to live music.

Or hop in your car (make sure your trunk is cleared out!) and make a beeline to the many bargains at the Ocean City Factory Outlets.

While there, be sure to stop by the Original Smith Island Cake Company to purchase Maryland’s official state dessert to take home.

Arts and craft lovers will delight in the nearby village of Berlin, which was used as the set for the Julia Roberts/Richard Gere movie “Runaway Bride.”

Please plan to come early or stay late to partake of other things to do in the area.

Bring a surf rod (or rent one) to fish right off the beach.

Bring your binoculars as Worcester County is truly a birder’s paradise from shorebirds to raptors to migrating waterfowl.

Bring your kayak (or rent one) as you really shouldn’t miss paddling on the shallow coastal bays or on the placid Pocomoke River.

Bring your clubs – the Ocean City area is home to more than two dozen premier golf courses. Bring your smiles – we are making arrangements for complimentary admission to the world-class Ward Wildfowl Museum in Salisbury.

We look forward to hosting the Pennsylvania Outdoor Writers Association in Ocean City, Md. and welcome writers, spouses AND any supporting members that would like to attend the fall conference.

So, are you goin’ down’y oshun, Hon?

Harbor Day at the Docks celebrates maritime traditions

On Oct. 2, the waterfront docks of West Ocean City will come alive with the sights, sounds and smells of the sea. Harbor Day at the Docks will take place from 10 a.m. to 5 p.m. and is being held along the working harbor docks adjacent to Sunset Avenue. Created in 2008, this event will celebrate the history and heritage of local maritime traditions, including both commercial fishing and sport fishing.

Harbor Day at the Docks is free and open to the public and will feature educational exhibits, music by Opposite Directions and local seafood prepared by The Shark on the Harbor, Martin Seafood Company, Barbely’s and other local restaurants. Highlights of the program will include fish cleaning and seafood cooking demonstrations, commercial fish harvesting techniques and handling, deep sea fishing techniques, net mending, seafaring competitions, touch tanks, children’s games, and much more.

Various fishing vessels will be located along the dock and local fishermen will be available to interact with visitors. A working Coast Guard ship will be available for touring. There will also be maritime organizations exhibiting their projects and maritime related craft artisans. Phillips Seafood Restaurants will be demonstrating how to clean, prepare and cook a soft crab. Ending the daylong event will be a “Blessing of the Fleet” beginning at 4 p.m.

Parking will be limited along Sunset Avenue; however, the Francis Scott Key Motel complimentary shuttle bus will be running from the West Ocean City Park-n-Ride lot.

The event is a joint partnership between the Greater Ocean City Chamber of Commerce, the Ocean City Hotel-Motel-Restaurant Association and Worcester County Tourism.

For additional information, check out, www.ocharborday.com.

Ocean City Powwow Itinerary

Thursday, Sept. 30

6- 9 p.m. – Registration/Reception at Holiday Inn.

6-11 p.m. – Hospitality Room open.

Friday, Oct. 1

Early breakfast on your own.

5 a.m. – Sika and whitetail archery hunting on Assateague (Limited to two members. Appropriate permits/licenses required). Check in with guides Thursday p.m.

7:45 a.m. – Judith M party boat fishing from 8 a.m. to 12:30 p.m. (Sponsored by Judith M Fishing, www.judithmfishing.com.)

Spouse activities include: The beach, outlet mall shopping, the boardwalk, Winefest on the Beach, Ward Museum of Wildlife Art, Salisbury Zoo, Country House.

12:30-3:00 p.m. – Welcome reception/lunch at Fish Tales, Bahia Marina (Sponsored by Maryland Office of Tourism.)

3-4 p.m. – Informal Membership meeting at Holiday Inn.

4-5 p.m. – Mark Sampson on shark fishing.

6 p.m. – Dine around. List of partici-

pating restaurants and special discounts provided.

8-11 p.m. – Hospitality Room open.

Saturday, October 2

9-11 a.m. – Bike to breakfast on the Boardwalk (Eden Rock Motel on 20th Street for bikes). Breakfast is sponsored by Conner's Beach Café.

Noon-2 p.m. – Assateague Island National Seashore, assorted activities/seminars including kayaking, clamming, crabbing, surf fishing, natural history.

2:30 p.m. – Harbor Day at the Docks.

Spouse activities include: The beach, outlet mall shopping, the boardwalk, Winefest on the Beach, Ward Museum of Wildlife Art, Salisbury Zoo, Country House.

6-7:30 p.m. – Dinner at Harrison's Harbor Watch, Speakers – Dave Wilson, executive director, Maryland Coastal Bays; Mark Mayer, Director of Restaurants.

8:30 p.m. – Social at Seacrets, at designated bar.

10 p.m. – Hospitality Room.

Sunday, October 3

8 a.m. – Breakfast TBD.

10-11:30 a.m. – Assateague Adventure eco-tour with stops for bird and pony watching.



Cap. Mark Sampson

Shark expert Sampson to speak during OC powwow

Fishing out of Ocean City and the Florida Keys, Captain Mark Sampson's experience and reputation has made him a sought after lecturer, demonstrator, writer and guide for shark fishing (his specialty) and other offshore fishing techniques.

Sampson has been featured many times in both local and national television broadcasts, radio talk shows, fishing videos, newspaper and magazine articles.

A member of the Outdoor Writers Association of America, Sampson has his own columns in the Ocean Pines Independent, Daily Times, Worcester County Times, Coastal Fisherman and the Fishing & Hunting Journal. His freelance work also appears in other fishing, hunting and outdoor related publications and he is the author of the book "Modern Sharking."

Sampson is a founder of the annual Ocean City Shark Tournament, an event he's helped run since its conception in 1981. He's active in gamefish tagging programs, a member of the Maryland Saltwater Sportsfisherman's Association (MSSA), the Coastal Conservation Association (CCA), on an advisory panel to the National Marine Fisheries Service, is a member of the National Aquarium's Marine Animal Rescue Program, a member of the Mercury Marine's Saltwater Pro Team, and has guided anglers to 15 IGFA world records and numerous Maryland state records.

Message

from page 3

Let me conclude by saying how much we all appreciate Connie Yingling's yeoman efforts to make this informal fall conference/powwow one of the best ever. I'd also like to thank her Ocean City "accomplices" in making this all happen including Lisa Challenger, director of Worcester County Office of Tourism, Susan Jones, executive director of the Ocean City Hotel-Motel-Restaurant

Association, and Ruth Waters, director of sales for the Harrison Group Resort Hotels. These folks have done a fantastic job helping arrange an incredible conference.

I'm counting on our membership to take full advantage of this group's efforts and sign up for one of the most fascinating, activity-loaded, exciting, fun filled weekends of the year.

You'll find the registration form in this issue of PowWow. Don't delay, fill it out and send it in today. Make it work people!

See you in Ocean City!



Connie Yingling Photo

Feel like rouging it during POWA's powwow in Ocean City, Md? Share a campsite with wild ponies in Assateague Island State Park Assateague Island State Park (www.dnr.state.md.us/publiclands/eastern/assateague.asp). Other camping options include Assateague Island National Seashore (www.nps.gov/asis); Frontier Town (www.frontiertown.com) or Castaways RV Resort and Campground (www.castawaysrvoc.com).

Ocean City hosts Mid-Atlantic Wine Festival

The 15th Annual "Wine Festival on the Beach" will be held Oct. 1-2 at the Inlet Park in Ocean City, Md. and features wineries from the East Coast. The festival will be open Friday from 11 a.m. to 7 p.m. and Saturday from 11 a.m. to 7 p.m.

In addition to the vast array of wine

offerings, there will be several vendors offering a variety of international cuisine. There will be several arts and craft vendors, several micro-brewed beers for purchase, and popular local recording artists including "Bird Dog and The Road Kings" will provide music conducive to relaxation during the days of the festival.

Tickets for the festival are \$24 (general admission) at the gate. The cost includes a commemorative wine glass and sample coupons. For those who don't drink, admission includes commemorative wine

glass and unlimited soft drinks from the designated driver location. Tickets for those under 21 are \$5 and must be accompanied by a parent. Children under 7 years of age are admitted free.

For advance tickets and hotel information please call 1-800-OC-OCEAN or simply drop by the visitors center adjacent to the Convention Center to purchase your tickets in advance. For additional information call the Wine Line at 1-410-280-3306 or visit www.winefest.com for a discount coupon.

Fall

from page 1

In 1900, the first boardwalk was constructed. Trimper's Amusements opened shortly after. Unlike today, however, the boardwalk wasn't a year-round fixture. The boards were actually taken up in the winter, and stored until the following spring.

The 20th century brought a dramatic separation and some vital connections. In August of 1933, a powerful storm ripped

open a new channel from the bay to the ocean. Engineers made the inlet permanent, and with its new harbor, Ocean City became one of the east coast's premier sport fishing destinations – the White Marlin Capital of the World.

And what railroads did for Ocean City vacations in the 19th century, bridges accelerated in the 20th. In 1952, the Chesapeake Bay Bridge offered quick, direct access from Baltimore and Washington. In 1964, the Chesapeake Bay Bridge/Tunnel opened a direct connection to the Virginia Tidewater region. In a few short

years, Ocean City, established itself as the favorite resort for visitors from all over the eastern seaboard.

Today, Ocean City stretches along 10 miles of beautiful beach from the Inlet to the Delaware state line. Our classic wooden boardwalk offers nearly 3 miles of food, games and shopping. The Roland E. Powell Convention Center is a highly popular site for meetings of all sizes. And with more than 10,000 hotel rooms and 21,000 condominiums, we have accommodations for every need and taste.

Outdoor activities are plentiful in and around Ocean City

From www.ococean.com

World-class, deep-sea fishing. Championship-caliber golfing. Outstanding surfing. Spectacular parasailing.

However you like your sports and adventures, you'll love Ocean City, Md.

Since there's water, water everywhere – bayside and oceanside – OC offers almost limitless opportunities for boating, canoeing and kayaking, not to mention personal watercraft.

And water means fishing, too. Everything from flounder, trout and sea bass in the bay to blue marlin, white marlin, bigeye, bluefish and yellowfin tuna just a few miles offshore. In fact, OC's outstanding fishing attracts the pros every summer for huge cash prizes in the White Marlin Open, the world's biggest billfish tournament.

If you prefer to soar above the waves instead, OC is one of the East Coast's top parasailing destinations. And speaking of waves, two oceanside beaches are reserved for surfers every day, plus one on the Inlet.

See nature close up in OC

There's another side to life around Ocean City, Maryland. It's where wild birds fly, and Assateague Island's famous wild horses run free. Where dolphins and whales thrive just a short distance offshore. And it's all within close reach, by car, boat or bicycle.

Birding

Enjoy birding and nature walks year-round at Furnace Town Living Heritage Museum, in Snow Hill. Call 410-632-2032. Delmarva Birding Weekend takes place the last weekend in April. Call for your free bird guide and checklist at 800-852-0335, or visit www.visitworchester.org.

Cycling

Get your trail map showing literally hundreds of bike rides throughout the Delmarva Peninsula. Try the Viewtrail



Contributed Photo

POWA members attending the fall gathering in Ocean City will have the opportunity to fish from the Judith M on Friday morning.

100, a 100-mile circular loop through rural Worcester County, or the Great Delmarva Bicycling Trail. To order, call 800-852-0335, or visit www.visitworchester.org.

Hiking

You'll find hiking trails in the Pocomoke River State Forest and Park. Or glimpse the wild ponies at Assateague Island National Seashore, just nine miles from OC. Some trails offer access for the disabled. For details and a complete listing, call 800-852-0335 or visit www.visitworchester.org.

For more information on eco-travel in and around Ocean City, please visit www.delmarvalite.org.

World-famous fishing

For starters, Ocean City is the White Marlin Capital of the World. Every year, the world's best fishermen compete for huge cash prizes in the White Marlin Open.

But that's just the beginning. Ocean City offers hundreds of square miles of opportunity for anglers of all ages and skill levels. A fishing license may be required, and it's easy to register. Also you can rent anything from rods to boats.

With the Gulf Stream literally on our doorstep, bigeye and yellowfin tuna are just a short sail from shore, as are bluefish and wahoo. You'll find abundant mako, mahi-mahi, white marlin, blue marlin and

even the occasional sailfish. Flounder, trout and sea bass are plentiful in the bay.

If you don't have a boat, don't worry. "Head boats" (boats that charge individuals per head) are easy to find. They do fill up quickly, however, so call ahead to reserve your place. Or just pick out a spot on a bridge, beach or pier. The Route 50 Bridge, for example, is a favorite. Surf cast from Ocean City and Assateague beaches for bluefish, sea trout, kingfish and more.

If you prefer a public pier, try any of these locations:

- Inlet Park in downtown Ocean City
- Third St. Pier (bayside)
- Ninth St. Pier (bayside)
- Northside Park, 125th St. (bayside)

If you do have a boat, you'll find public boat ramps at:

- Assateague Island Park (Rt. 611 at Assateague Island Bridge)
- Gum Point Road (off Route 589)
- Ocean City Commercial Harbor (Sunset Avenue in West Ocean City)

Check ahead with your hotel, motel or condo about parking space for your boat trailer. Most marinas have space available for a modest fee. Or if it's a last-minute getaway, and you don't have time to hitch up your boat, rentals are plentiful at OC marinas.

Spring Conference Leftovers



Todd Puleo Photo



JoAnne Zidock Photo



Brad Isles Photos



Gaffes

from page 1

by experts before publication. As such, I know the value of “getting it right” and how critical that is not only for authors, but also for editors.

Anyone can miss a misspelling, but what I’m talking about are mistakes of information. As an editor and writer, I’ve learned that I need to have a wide and sufficiently deep knowledge of the subjects I’m dealing with to not make, or rarely make, errors. As a freelancer this may be easier; I tend to write about subjects with which I’m already knowledgeable, so I’m not as likely to make gaffs. If I’m out of my depth, I double check my facts and anything questionable that an interview subject says, if my life-experience sends up a “red flag.”

Editors usually deal with a broad array of topics that freelancers send them or staff produces. That’s even more reason to become widely informed and to develop an at-your-fingertips store of knowledge that sends a warning signal to do additional research and verify facts. It also helps to have some more knowledgeable folks to call on to review articles or answer doubts about what a writer has submitted. Getting an expert to go over an article is fine if an editor has enough time in the production process to send out the piece for review. But usually the task of catching errors falls on the editor’s shoulders. The rule should be if it sounds wrong, check it out. Don’t move it on to the next production step.

I try to be especially careful when it comes to laws and regulations regarding hunting, fishing, boating, etc. In the past, I was involved with enforcing conservation laws, so violations jump out at me.

When I was editor for Pennsylvania Wildlife magazine, one of the columnists sent in a piece about wild turkeys. The columnist was a wildlife biologist, so knew his stuff about the gamebirds. In one column, he said he had encountered turkey poults that were having trouble getting over a wire fence along a road. He got out of his car and caught one.

He wrote he was thinking about taking it home to show his wife and kids, but then decided not to and let the turkey go.

That part of the story never made it into the magazine. I knew that what the writer had done was against the law. Can you imagine reader reaction if we had published the columnist’s momentary lack of judgment? And how the publication would have been taken to task for tacitly “encouraging” readers to capture wildlife illegally?

Some publishers use “common copy” that appears in all regional or state magazines they produce. Editors of the regional or state editions must be sure that these articles, which may have been originally written for another area, are applicable to their publication. For example, in hunting magazines, a mention of baiting where it isn’t legal or the use of a prohibited hunting arm will be a glaring error to savvy readers or could mislead readers new to the sport.

Safety in the outdoor sports is always vital, and it’s up to editors to also not tacitly support unsafe recreation practices. One hiking magazine I read was severely chastised by readers for “promoting” solo hiking, especially to backcountry destinations, where having an accident with no way to get help is a real possibility. The magazine responded by devoting a whole issue to hiking safety.

Recently, another outing magazine was taken to task for showing photos of whitewater kayakers who were not wearing helmets. Kudos to the readers who noticed the unsafe boating practice and jeers to the editor for not picking up on it before the pictures made print.

Similarly, a fishing magazine I read showed a fly fisherman in a rough river, within an inch or two of going over the top of his waders. The angler has one arm out, as if trying to retain his balance. Anyone who knows anything about wading can see the guy is about to drown! The editor should have avoided unconsciously “glorifying” pushing the edge of wading safety, even if the photo is dramatic and eye-catching.

Nothing brings a bigger reader uproar than a firearm muzzle in a photograph

being used as a leaning post or appearing to be pointed at a fellow hunter or sporting dog or in other unsafe directions. If editors who choose photos for their publications don’t already know the 10 rules for safe gun handling, they need to learn them and post them beside their computer monitor.

Editors also need to bridge the disconnection between a writer who knows his stuff and an illustrator who doesn’t know anything about the subject. A natural history column in a magazine I receive discussed blackflies, a.k.a. buffalo gnats, the biting, nasty bane of the north country. The author got the story straight, but the artist showed not blackflies, but houseflies!

If I was the writer of the article, I’d have been more than mildly annoyed. The gaff reflects on me, even though I didn’t assign the artist. As an editor myself, I wondered why the magazine’s editor hadn’t given the artist the proper information to produce the correct insect for the drawing or why he hadn’t sent the artwork back for revision. Then I wondered if the editor knew the difference. If I was a reader who didn’t know what a blackfly was, I’d think they look like houseflies. The message I got as a reader who knows what blackflies are is that this magazine doesn’t know what it’s talking about. If that is true, what else in the publication is bad information? Maybe I shouldn’t subscribe.

Although I’ve been discussing print media, video media isn’t exempt from blunders. In a TV news show for a major U.S. city, the voice-over report talked about the opening day of trout season, while the video showed file footage of an angler with a largemouth bass. How did that affect the credibility of the station with the many trout fishermen in its viewing area?

The bottom line for editors is this: Have a working knowledge of the topics you’re editing; be aware of safety practices and laws pertaining to the subject; and be sure photos and illustrations correctly represent the writing. Why do this? To be brutally honest, how badly do you want to keep your job?

Executive Director's Report

by Bob Lollo,
Executive Director



We had a problem with credit card entries in February. Our card company cancelled us out of the system and we were not able to make card entries even though the system indicated we were functioning under normal circumstances.

I made \$1,390 credit card entries in February that included four supporting members and 16 active members. As of May 25, I was forced to resubmit them and have been assured that these 20 persons have not received a billing. I billed these persons as if they were never billed before. If you find you were billed two times, call me immediately so I can inform Heartland.

Our problem with the credit card system is we only use the service a couple of times a year so the company thinks we quit using their service.

By moving the by-laws and the constitution to our website we saved \$240.00 in printing and postage costs over last year. Not a lot of money but every little bit does help.

MEMBERSHIP TOTAL

POWA currently has 163 active members, one honorary member, eight life members and six apprentice members for a total of 178. We have 102 paid supporting members.

NEW ACTIVE MEMBER

Roxane S. Palone

139 Johnson Road
Waynesburg, PA 15370
Greene County
Phone: 724-324-5183
E-mail: Ladybug323@windstream.net
Credits: Greenspeak. Electronic publishing with www.skunkinthewoodpile.com; Lecturer on outdoor topics.
Specialty: Outdoor writer, outdoor blogger.

Sponsor: Doyle Dietz.

NEW SUPPORTING MEMBERS

HeritagePA

1421 Twelfth Avenue
P. O. Box 348, Altoona, PA 16603
Phone: 814-940-1922
Fax: 814-940-1423
E-mail: jsheffield@alleghenyridge.org
Web: www.heritagepa.net

HeritagePA is a resource for professional leadership, experience, coordination and advocacy within the Heritage Area community within Pennsylvania, and to further the Heritage Area's shared mission of developing tourism, preserving history and providing public education. Their theme is "Honor Our Past – Build Our Future." Presently, HeritagePA is comprised of the 12 officially designated Heritage Areas which cultivate community and economic development, encourage tourism, and develop recreational and cultural activities that enhance the quality of life for residents and provide memorable experiences for visitors.
Contact: Jane Sheffield, president
Sponsor: Marilyn Black.

Pure Fishing

c/o Blue Heron Communications
3260 Marshall Avenue,
Norman, OK 73072
Phone: 800-654-3766
Fax: 405-364-3433
E-mail: kevin@blueheroncomm.com
Pure Fishing is committed to innovation and to the science of catching more fish. Pure Fishing brands include Berkley®, Shakespeare®, Abu Garcia®, PENN®, Fenwick®, Mitchell®, Pflueger®, Spiderwire®, Stren®, Ugly Stik® and All Star®. Complete writer

services program and VIP pricing for qualified outdoor media.

Contact: Kevin Jarnagin, 800-654-3766

Sponsor is Bob Lollo.

York County

Convention & Visitors Bureau, Inc.

155 West Market Street
York, PA 17401

Phone: 717-852-9675

Fax: 717-854-5095

E-mail: alison@yorkpa.org

Web: www.yorkpa.org

Visitors Guide

Contact: Alison Smolinski

Sponsor: Bud Cole.

The membership needs to vote on these new members. Since we will not have a meeting till next May, please send negative votes to me within a week of receiving PowWow.

Changes & Corrections

Gregg Rinkus' new e-mail address is: glrinkus@gmail.com

Mark Demko's contact information is now: 9158 Briar Edge Road, New Tripoli, PA 18066. Home phone: 484-504-1300; Cell phone: 484-767-1070; e-mail: mdemko@ptd.net

Will Elliott's new e-mail address is: odrswill@gmail.com

Larry Holjencin's contact information is now: 760 Van Loo Road, Canyon City, CO 81212; Work phone: 814-594-5870; e-mail: larry.holjencin@gmail.com

**Send newsletter
submissions to
powwow @
zoominternet.net**

Market News

by Freddie McKnight



Outdoor Photographer is a national magazine published 11 times per year for enthusiasts with a special passion for nature, travel and outdoor sports. The magazine takes a fresh look at the modern photographic world by encouraging photography as part of a lifestyle associated with outdoor recreation. Editorial is intended to demystify the use of modern equipment by emphasizing practical use of the camera in the field, highlighting the technique rather than the technical. **Outdoor Photographer** is written and presented to accomplish two ends: to stimulate outdoor, sporting and nature enthusiasts to enhance their recreational and travel enjoyment through photography, and to satisfy the needs of amateur and professional photographers with a special interest in the outdoors. E-mail: editor@outdoorphotographer.com.

One of the goals at **Bugle Magazine** is to help educate members about habitat conservation, natural history and wildlife management. The magazine seeks to publish an array of conservation articles and essays from a diverse range of writers – from wildlife professionals who write well, and professional writers knowledgeable about wildlife and conservation. Unsolicited manuscripts are accepted, but queries are preferred. Generally, articles range from 1,500-4,500 words. Send queries via e-mail to: pqueneau@rmef.org.

Whitetails Unlimited Magazine is published four times a year by WTU. The purpose of the magazine is to provide interesting articles to members and highlight organizational happenings. **Whitetails Unlimited** publishes a wide range of hunting, environmental, educational, wildlife management and how-to articles. Almost all features include wildlife topics, specifically the whitetail deer. Hunting articles of most interest would

include unique or unusual situations your better than average hunt. This does not necessitate the taking of trophy animals or the taking of any animals at all. The events surrounding the experience should not be overlooked. It is best to query. The magazine is willing to work with new writers and photographers. Initial contact should be by mail, addressed to Editor, **Whitetails Unlimited National Headquarters**, P.O. Box 720, 2100 Michigan St., Sturgeon Bay, Wisconsin 54235.

HuntingNet.Com is interested in top notch writers who can make hunting and outdoor related topics entertaining while maintaining accuracy. A variety of articles are accepted, from those that have a human element imposed (i.e. me and Joe stories) to those that are more factual in nature. Readers also enjoy “how to” articles. Above all, the site strives to provide visitors with articles and editorials that are fun to read while providing useful information to assist in their pursuit of outdoor activities. Send all submissions to: Magazine Editor, **HuntingNet.Com**, 11964 Oakcreek Parkway, Building B, Unit G, Huntley, IL 60142.

Gray's is published seven times a year, including three themed issues: the Fly-Fishing Edition (April), the Upland Bird Hunting Edition (August) and the Expeditions and Guides Annual (December). Because 90 percent of its readers are bird hunters and 85 percent are fly-fishers, **Gray's** is always looking for good fly-fishing and upland bird hunting manuscripts for these issues and throughout the year, but don't confine yourself to these themes. Send e-mail to russ.lumpkin@morris.com, and state “**Gray's** Manuscript” in the subject line.

WildBird pays \$250 to \$400 for features, more for a story-photo pack-

age. Rates are negotiable. Payment for articles accepted and published in **Wild-Bird** occurs during the first month of the issue date. Pay rates vary if the author's photos appear in the article. Writers with magazine-quality photos should indicate that in their queries. Please send queries to wildbird@bowtieinc.com. The editorial calendar typically is assigned in May for the following year's issues, so replies likely will arrive before summer.

Shotgun Sports is thinking ahead to the 2011 Spring/Summer schedule and wants to remind you to get your manuscripts in soon to get on that schedule. Spring and summer are hot clay-target competition times, and the magazine will be looking for trap, skeet and sporting clays articles filled with tips to help its readers excel in these great sports.

In addition, “technical” articles on things like shooting glasses, forcing cones, barrel beads, lubricating shotguns, cleaning shotguns, hearing protection and exercises to improve shooting vision are always popular. Other questions readers often ask include: What are the Olympic sports like?; How can I make my old gun new again?; What are the “options” at trap shoots and how do I get into them?; Is there first-aid for breakdown emergencies (like repair kits and parts, tools, backup guns, choke fixes, barrel fixes, etc).

Contact: Linda Martin, Production Coordinator, **Shotgun Sports Magazine**, P.O. Box 6810, Auburn, CA 95604.

Backpacker features usually fall into one of several distinct categories: destinations, personality, technique or gear. Gear features are generally staff written. A potential feature needs an unusual hook, a compelling story, a passionate sense of place or unique individuals finding unique ways to improve or enjoy the wilderness. Contacts are – Features & People: Dennis Lewon, Deputy Editor, dlewon@backpacker.com; Destinations: Shannon Davis, Senior Editor, sdavis@backpacker.com; Skills: Kristin Bjornsen, Associate Editor, kbjornsen@aimmedia.com; Gear: Kristin Hostetter, Gear Editor, khostetter1@gmail.com.

Nice bass...



Brad Isles Photo

Past president Ben Moyer shows off a stringer of nice smallmouth and rock bass during a recent float trip along the Allegheny River with fellow POWA members Harry Guyer, Gregg Rinkus, Brad Isles and Don Feigert.

PA Trout Unlimited plans Rivers Conservation Camp

The Pennsylvania Council of Trout Unlimited in conjunction with the Rivers Conservation and Fly Fishing Youth Camp and the Pennsylvania Fly Fishing Museum Association has announced a Rivers Conservation Camp to be held March 20-23, 2011. The camp will be held at Allenberry Resort in Boiling Springs, Pa.

The camp will teach the science behind Trout Unlimited initiatives and fishing as well as providing a hands-on learning experience that ties fly fishing to science and vice versa. It will include topics such as geology, aquatic entomology, wetlands, riparian buffers, the biology of pollution, stream habitat and more.

Applications will be accepted on a first come, first served basis beginning in November.

For further information or to be placed on the mailing list please contact: Michael Klimkos at klimkos@embarqmail.com.



Pennsylvania
Outdoor Writers
Association, Inc.
P.O. Box 4423
Harrisburg, PA 17111

www.paoutdoorwriters.com

POWA Fall Powwow 2010 / Sept. 30 - Oct. 3 / Ocean City, MD

Name _____ Phone _____

- () Member
- () Supporting Member, Company Name _____
- () First POWA conference?
- () Spouse Name _____
- () Guest Name _____

REGISTRATION

Cost X # persons = Total Fee

Cost is \$25 for each individual. (Due by Sept. 25)..... \$25.00 x _____ = \$ _____

Supporting Member Company or Organization..... \$25.00 x _____ = \$ _____

REGISTRATION TOTAL = \$ _____

ALL ATTENDEES PAY REGISTRATION FEES, including spouses/guests

MEALS

FILL OUT NUMBER OF PERSONS..... # persons = Total Fee

FRIDAY

Breakfast: Early, on your own = Ind. Pay

Lunch: Dockside Reception at Fish Tales, 12:30 (Sponsored by Md. Office of Tourism) = N/C

Dinner: Dine around, 6 p.m. List of participating restaurants provided = Ind. Pay

SATURDAY

Bike to Breakfast on the Boardwalk, 9-11 a.m. (Sponsored by Conner’s Beach Cafe) = N/C

Lunch: On your own, Noon = Ind. Pay

Dinner: Harrison’s Harbor Watch, 6 p.m. = Ind. Pay

Will include house salad, rolls & butter, starch du jour, vegetable du jour. Cost is \$30 plus tax & tip.

Check dinner option below.

_____ Crab Cakes; _____ Rib-eye steak; _____ Lemon Chicken; _____ Caribbean Mahi Mahi

SUNDAY

Breakfast: Dough Roller, 8 a.m. (Sponsorship pending) = Ind. Pay

ACTIVITIES

See reverse.

POWA FALL POWWOW 2010 HOTEL RESERVATION FORM

Call to make your room reservations now.

Mention “PA Outdoor Writers Association” to secure special group rates.

HOST HOTEL

Holiday Inn Oceanfront: Call 800-638-2106, 6600 Coastal Highway, Ocean City, MD 21842.

Make your reservations before the Sept. 17, 2010 cut-off date to be sure you have a room at the POWA group rate.

The special rate is \$99/night plus tax. (Two-night minimum stay required).

Website: www.ocmdhotels.com/holidayinn

For more hotel information, please contact Connie Yingling at 410-767-6329 or e-mail at: cyingling@visitmaryland.org

POWA Fall Powwow 2010 / Sept. 30 - Oct. 3 / Ocean City, MD

ACTIVITIES

\$20 REFUNDABLE DEPOSIT REQUIRED FOR EACH ACTIVITY (*Attend activity and your fee is returned.*)

Friday, Oct. 1 # Attendees = (x\$20)

5 a.m.: Sika and whitetail archery hunting. (Two members only. Permits/licenses required.) = \$ _____

7:45 a.m.: Judith M party boat fishing from 8 a.m. to 12:30 p.m. = \$ _____

3-4 p.m.: Informal Membership Meeting.....N/A

4-5 p.m.: Mark Sampson on sharks and shark fishingN/A

Spouse activities include: the beach, outlet mall shopping, the boardwalk, Winefest, Ward Museum of Wildlife Art, Salisbury Zoo, Country House.

Saturday, Oct. 2 # Attendees = (x\$20)

9-11 a.m.: Bike to Breakfast on the Boardwalk = \$ _____

(Bikes available at Eden Rock Motel, 20th Street.)

Noon- 2 p.m.: Assateague Island National Seashore Visitors' Center activities..... = \$ _____

2:30 p.m.: Harbor Day at the DocksN/A

8 p.m.: Social Hour at SeacretsN/A

Spouse activities include: the beach, outlet mall shopping, the boardwalk, Winefest, Ward Museum of Wildlife Art, Salisbury Zoo, Country House.

Sunday, Oct. 3 # Attendees = (x\$20)

10-11:30 a.m. Assateague Adventure..... = \$ _____

(Eco-tour cruise stops for bird, wildlife and wild pony watching.)

ACTIVITY DEPOSITS SUBTOTAL: \$ _____

GRAND TOTAL

Registration + Meals + Activity Deposits (Enclose full amount/no partial payments.).....= \$ _____

PAYMENT OPTIONS

Make check (preferred) payable to POWA

or send: MasterCard/Visa # _____ exp. date _____

Send form & check/credit card info to:

TOM TATUM, 114 Northbrook Road, West Chester, PA 19382

Phone: 610-793-2944. E-mail: tatumt2@yahoo.com