Conference Registration is OPEN

Registration for the 2016 AGLOW Annual Conference in Chautauqua, New York is now open. Registering has never been easier. Simply go the AGLOW website, click on “events” and on to “register”. If you haven’t set up your profile on the new website you will be prompted to do so.

Once you have registered you will need to contact the nice folks at Peek’n Peak Resort and reserve a room. You can do so over the phone or online through their website. If making room reservations online, enter your arrival and departure dates in the “Start Planning” area in the center of the page, using the promo code “AGLOW”. You must use this promo code to get the special rate.

Peek’n Peak Resort will be holding a block of rooms at the $99 per night rate until August 9th, 2016.

Pre and Post-FAM Trips

If you plan on arriving early or staying late in the Chautauqua area for the conference, contact Andrew Nixon or Craig Robbins for details of the Pre and Post Conference FAM trips that are available.

nixon@tourchautauqua.com
crobbins60@gmail.com

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Horizons is published eight times per year; February, March, April, June, July, August, October and December. Submissions must be received on or before the first day of the month of publication to be included in that issue. Submissions should be made to Mark C. Smith, Horizons Editor at: aglowoutdoors@gmail.com.
President’s Column
by Jim Zaleski

It’s an exciting time for all of us. Not only with the coming of summer but an exciting time to be an AGLOW member. The Cast and Blast blew the doors off with new heights of hospitality by our wonderful tourism partners from Mercer, once again raising the bar for this wonderful event. The turkey were a bit scarce unless you were driving down the road in the middle of the day, somehow they didn’t mind being spotted at that time. However, the fishing was amazing, with the flowage surrendering several nice walleye and yellow perch.

An excursion north to Lake Superior brought about an unexpected opportunity as the mild winter allowed a group of five of us to target brown trout and lake trout just off shore on the year’s maiden voyage of Sunkist Charters and Captain, Charlie Maslanka. The big water surrendered several lakers in the slot limit with a few too big to keep and four really nice big browns. There was rumor that a large brown trout was lost at the net by a Kansas bass fisherman who mis-handled the landing net, but you know how you can’t believe rumors.

On the organization front, we have had a successful beta-test of our new website and have gone live to the full membership. The site will be more interactive, user friendly and allow members to sign up and pay for conferences or other events through the membership portal.

I want to thank our new ED Mark Smith and AGLOW Secretary and Webmaster, Dan Stefanich for the hard work and countless hours they have spent working on this project. Paired with the new software that the board approved at the mid-winter board meeting, keeping track of our membership and streamlining the communication process between all of us should be much easier.

Don’t forget to get your work in for one of the most prestigious craft competitions in the industry. The Entry Submission form and Rules for the Awards in Craft program are in this edition of Horizon’s. You can’t be recognized if you don’t submit, so be sure to beat that deadline and bring home some hardware from Chautauqua this fall.

For those of you making the annual trek down to Orlando and ICAST, I look forward to seeing you in the sunshine state. As many of you will remember, in my first year as President I pushed for full organizational membership in the American Sportfishing Association. AGLOW was subsequently asked for their opinion as to weather to charge for media members who attend the world’s largest annual fishing and tackle show. Along with our friends and industry partners from POMA, SEOPA and OWAA we were able to keep legitimate media members from those organizations from being charged an attendance fee.

Of course as soon as the Florida sun sets on ICAST it will be time to make plans for the Annual Conference. Chautauqua, New York promises to be a wonderful host for our fall gathering and I want to urge everyone that possibly can make the trip to attend as AGLOW celebrates its 60th anniversary. Let’s really try to make this a special conference as we approach this wonderful milestone for our organization.

This month’s column is going to be short as I don’t want to waste anymore of this sunlight from indoors. Enjoy this edition of Horizons and hope to see many of you over the next few months.

God Bless,
Jim Zaleski, President of AGLOW
Serving at the pleasure of the membership
AGLOW Launches New Website
by Dan Stefanich

On June 1, AGLOW launched its new website in conjunction with a new membership system. By utilizing cutting-edge technology, we designed these new sites to serve our members by providing a better user experience and taking our member-focused features to the next level.

The new website is constructed in a mobile responsive platform, which means it responds to mobile users, in essence providing a better experience for those using the site with a phone or tablet. We've also constructed the website as a gateway to a member portal. Here, members can register for the conference, pay dues, and use a new state-of-the-art searchable membership directory. The new website has other additions like Award in Craft winners, updated scholarship information, corporate sponsor information, and tools to recruit new members through an online application.

Lastly, through a high-impact design, the new site will serve as the virtual "business card" for the organization. We're proud to be one of the most respected outdoor communicators associations in the country, and we look like it. AGLOW leadership is also focused on bolstering year-round engagement for all of members, and now we have the tool to do just that. A big kudos is well-deserved by the Board and committees that put the time and energy into this initiative. By taking member feedback from the recent surveys, we have made the first step toward improving our member engagement and communication.

Here's a snapshot of just a few of the features where members can:
• update their profile, so all members have access to a "real time" accurate directory
• pay dues by credit card
• register for the conference
• receive frequent AGLOW updates by email
• search our membership directory for media or corporate members
• create "groups" and make connections with other members through an online community
• corporate members can post product updates, FAM trips, or industry news through a message board and more.

Like buying a new car, members will need to learn how all of the new features and gadgets work. We encourage everyone to take a few minutes to browse through the site and the member portal and familiarize yourselves with it's features. We will be offering a "Learn it-Do it" session at the conference to help members learn how to use the new features. Members should have received an email with a link and instructions on how to access the member portal. If you did not, check your spam filter or simply go to this link and you can reset or create your password:

https://aglow.memberclicks.net/login
AGLOW 60th Anniversary Annual Conference Schedule of Events

Saturday, Sept. 10 & Sunday, Sept. 11
Pre-Conference Trips available to media members:
- Lower Niagara River Fishing
- Lake Ontario Fishing
- Warren, PA Fishing
- Chautauqua County Goose Hunting

Sunday, Sept. 11
5:00PM: **Mercer, Wisconsin Presidents Reception and Branson Lakes Area CVB Presidents Dinner Cruise on Chautauqua Lake** (RSVP ONLY).

Monday, Sept. 12
8:30am – NOON: AGLOW Board of Directors Meeting (Dorchester Room)
8:30am – 4:00pm: Conference Registration Table Open (Lobby Area)
8:30am – 2:30pm: Press Room Open (Mezzanine above Lobby)
10:00am – 11:00am: Keynote Tourism Workshop (Cambridge Room)
11:30am – 12:45pm: **Plano Synergy Welcome Luncheon** (Lodge at Peek’n Peak)
12:45pm – 2:30pm: Tourism Members set up for Destination Outdoors (Retreat)
1:00pm – 1:30pm: New Member Orientation (Cambridge Room)
1:00pm – 1:30pm: Past Presidents Meeting
1:00pm – 1:30pm: Spouse Reception (Gazebo at Lower Golf Course)
2:00pm – 2:30pm: General Membership Meeting (Crown Room)
2:30pm – 5:00pm: Destination Outdoors-Tourism Break-Out (Retreat)
5:00pm – 6:00pm: **Clam Outdoors Welcome Reception** (Lodge Deck Area)
6:00pm – 8:00pm: **Chautauqua Welcome Dinner and Program** (Lodge)
8:00pm – Midnight: Hospitality Suites (Nottingham Room)

Tuesday, Sept. 13
7:00am – 8:30am: **Yamaha Marine Newsmaker Breakfast** (Crown Room)
8:30am – 11:30am: Conference Registration Table Open (Lobby Area)
8:30am – 11:30am: Press Room Open (Mezzanine above Lobby)
8:45am – 9:00am: Load Buses for 9am departure to AMVETS Shooting Range
9:30am: Spouse Tour Departs
9:30am – 10:30am: Shooting Day Orientation (AMVETS, Sugar Grove, PA)
10:30am – 12noon: Hunting & Shooting Sponsors Break-Out (AMVETS)
12noon – 1:00pm: **NSSF Shooting Day Luncheon** (AMVETS)
1:00pm – 4:30pm: Shooting Day Activities (AMVETS)
4:30pm: Return to Peek’n Peak
5:30: Buses Depart Peek’n Peak for Ram Trucks Evening Away (Roger Tory Peterson Institute)
6:00pm – 8:30pm: **Ram Trucks Evening Away Reception/Dinner & Ducks Unlimited Awards in Craft Program** (Roger Tory Peterson Institute)
8:30pm: Buses return to Peek’n Peak
9:00pm – Midnight: Hospitality Rooms (Nottingham Room)
Annual Conference Schedule Continued............................

Wednesday, Sept. 14
7:00am – 8:30am: Clam Outdoors Newsmaker Breakfast (Crown Room)
8:30am – Noon: Conference Registration Table Open (Lobby Area)
8:30am – 1:15pm: Media Room Open (Mezzanine above Lobby)
8:45am – 9:25am: Learn-It Session
8:45am – 9:25am: Learn-It Session
8:45am – 9:25am: Learn-It Session
9:25am – 9:35am: Sure Shot Morning Break
9:25am- 10:15am: Learn-It Session
9:25am- 10:15am: Learn-It Session
9:25am- 10:15am: Learn-It Session
10:15am-10:25am: Lake of the Woods Morning Break
10:00am: Spouse Tour Departs
10:20am – 11:00am: Learn-It Session
10:20am – 11:00am: Learn-It Session
10:20am – 11:00am: Learn-It Session
Noon – 1:00pm: Toyota Scholarship and St. Croix Rods Luncheon (Woods’n Wedges, upper Golf Course)
1:30pm – 4:30pm: Super Break-Out Afternoon (Retreat)
6:30pm – 7:00pm: Golden Glow Reception (Lodge Deck Area)
7:00pm – 8:45pm: Golden Glow Banquet and Awards (Lodge)
9:00pm – Midnight: Hospitality Room (Nottingham Room)

Thursday, Sept. 15
4:00am – 6:30am: Hunters and Fishermen Grab and Go Breakfast (Crown Room Foyer)
5:00am: Goose Hunters Depart
6:30am – 8:30am: Newsmaker Breakfast (Crown Room)
7:00am: Lake Erie Fishermen Depart
7:00am: Chautauqua Lake Fishermen Depart
8:30am: Other Morning Afield Trips Depart
8:30am – 4:00pm: Media Room Open (Mezzanine above Lobby)
10am: Spouse Tour Departs
1:00pm – 2:00pm: Luncheon (Woods’n Wedges)
2:15pm – 2:45pm: Board Meeting (Dorchester Room)

6:00pm – 7:00pm: Pre-Auction Reception (Retreat)
7:00pm – 10:00pm: Howard Communications Pizza & Wings Buffet and AGLOW Auction (Retreat)

Friday, Sept. 16
Post-Conference FAM Trips
Chautauqua Walleye  by Craig Robbins

If you enjoy trolling or jigging in deep water for 6-15 pound walleyes then Chautauqua County’s Lake Erie is a must stop for the 2016 season.

With a walleyes being caught from opening day right through the entire season but it’s the end of June till the end of July is when the monster “eyes” move into the Chautauqua County’s Lake Erie waters.

Public launches at Barcelona Harbor and Dunkirk Harbor- The Walleye Capital of the Northeast - are easy to get to and offer some great parking and access.  While both Barcelona and Dunkirk are protected, the walleye are in the main lake starting at 40 feet all the way out to 120 feet.

Trolling is best when trolling lone lines and stick baits in 80 plus feet of water.  Lake Erie walleye anglers are finding that either using down riggers or lead core line is the key to success.

Jigging colored jig heads in 20 -40 feet of water works best when tipped off with a night crawler.

On the most western section of the eastern basin of Lake Erie just ten miles from the Keystone State line, in the village of Westfield is Barcelona Harbor.  The launch at Barcelona is an excellent four lane hard surface launch.  The Barcelona Launch is located just off Interstate 90 at the Westfield exit, turn north on Rt. 394 until you hit Rt. 5 and launch is clearly marked from that point.

For anglers coming into Lake Erie from the southeastern end of the Empire State, you can reach the Great Lake by taking Interstate 86/Route 17 west to exit 12 (Rt. 60) take Route 60 until you come to Dunkirk.  The Dunkirk Launch is located north of Route 5.

In Dunkirk there are many excellent eatery's and hotels.  The launch is owned by the City of Dunkirk.  The Dunkirk Launch offers four paved ramps and is the site for many a tournaments, so there is plenty of parking.

The Eastern Lake Erie Basin Charter Boat Association offers anglers the opportunity to fish with licensed, insured and experienced Charter Boat Captains.

For more information on fishing Lake Erie with one of some of best Charter Boat Captains in the Northeast log on to www.elebca.homestead.com.  

For more information on fishing and hunting in Chautauqua County, visit http://tourchautauqua.com/where_to_play.aspx The website has further links to the NYSDEC website for maps and information on obtaining permits.  The Chautauqua County Fishing and Hunting hotline number is available at 1-800-242-4569.

Kristen Monroe with a brute Chautauqua Walleye.
If the walleyes larger cousin, the muskellunge is what you seek, then Chautauqua Lake, nicknamed the “Muskie Capital of the World” is the place for you. Chautauqua Lake Muskie fishing is steeped in tradition, legend and lore. From the days of Muskie tags to today’s new early season opener, Chautauqua Lake has long been known as a must stop on Muskie hunter’s hit list.

For 2016, Muskie anglers will enjoy the second year of an early catch and release season. This year the opener is May 28th (the last Saturday in May each year). Chautauqua Lake abounds in opportunities for Muskie anglers to pursue these hard-hitting and hard-fighting, toothy, top of the food chain predators.

In some areas, pursuing muskies can be a multi-decade endeavor, but for Chautauqua Lake anglers, the new early season offers some great pre-summer action.

Today’s Muskie hunters are fully aware of how valuable a resource the Muskie is and how important it is to release them alive to grow and be caught another day.

Serious Muskie anglers don’t keep muskies, period. Because you will have to release almost all the muskies you catch, the most important aspect of Muskie fishing is knowing how to properly and effectively handle and release the fish. Although muskies are at the top of the food chain, they are very susceptible to post-release mortality if not handled properly. The first step is having the right release tools. The small pliers you use on pan fish and bass just wouldn’t do for these toothy critters. There are plenty of heavy duty grips and special hook removers that should be used when retrieving your hooks from a Muskie mouth.

Make sure not to pick up your Muskie by the gills, and be careful not to keep the fish out of the water long. This will increase the odds of a successful release.

For more information on fishing and hunting in Chautauqua County, visit http://tourchautauqua.com/where_to_play.aspx
With rare exception: people who read blogs don’t listen to podcasts. People who listen to podcasts don’t read blogs and people who watch videos don’t read blogs or listen to podcasts. Each platform has a separate demographic.

When I started my podcast it was a way to stand out among the 8 bazillion outdoor bloggers. Now I cater to the consumers who enjoy reading and looking at the photographs I take while simultaneously catering to a demographic of “OHMYGOSH!HAVENOTIMETOREAD”. But they do have a half hour commute to work and my podcast provides hands free and distraction free entertainment for them.

As an outdoor communicator, my job is to create brand awareness and drive traffic to either a website or a destination. That is LITERALLY my job.

When someone invites me on a media trip or writes me a check for an advertising spot, it’s because they know I’m going to utilize social media, write a blog post, post several photos on Instagram, create a podcast episode and get people excited about the product or the destination I’m promoting.

But again: people who read my blogs don’t listen to my podcasts. People who listen to my podcasts don’t read my blogs and people who watch my videos don’t read my blogs or listen to my podcasts.

As an outdoor communicator I wanted to be able to say to a CVB “Here destination XYZ, here is your Return on Investment and I’ve reached more demographics than other outdoor communicators.”

Most of us have conquered the blog, we post photos to Instagram, and we upload videos to youtube… but what about the podcast listener?

It takes a heck of a lot less time to create/edit/publish a five, twenty, or forty minute podcast episode than it does a three-minute video.

On Demand Radio. On Demand Talk Show. On Demand Audio Show. Whatever term you want to use, our culture is moving towards the “On-Demand” lifestyle. I rarely watch tv anymore, I wait for it to stream on Netflix or Hulu. It’s more convenient for me to watch a tv show episode on my lunch hour than at 8:00 pm. Podcasting follows the same mentality.

The podcast segment is relatively new. It’s only been around for ten years or so.

People that listen to weekly podcasts tend to listen to five or more shows a week. The American Podcast audience is 57 million. And listening grew 23% in 2015.

In 2014 most podcasts were consumed via computer or downloaded through ITunes to an IPod. In 2016 64% of all podcast consumption is via smartphone.

For my particular communication style, 100 episode listeners is worth 500 page loads on my website.

Podcast listeners are a different breed of consumer. They’re fiercely loyal, they’ve created an intimate connection with you and will believe the sound of your voice over sterile words on a webpage. It’s a lot easier (and more convincing) to hear the excitement in my voice, than to hear it in words no matter how well crafted.

Bottom line, if you want to stand out from the pack and offer an addition ROI for your advertisers/sponsors consider creating your own podcast.

Luckily communities like The Outdoor Podcast Channel have been created to help mentor outdoor podcast start-ups.
Tourism Trends
Pure Michigan Governor’s Conference on Tourism

By Bob Holzhei

“Michigan’s tourism industry has seen impressive growth over the past years! The 17.7 billion industry generated nearly 1 billion in state tax revenue, supporting nearly 200,000 jobs in 2011!” The plan for the industry was prepared by Dr. Sarah Nichols, Department of Community Sustainability, Michigan State University.

The 2007-2011 Michigan Strategic Plan was implemented resulting in record numbers of out-of-state visitor spending and record hotel occupancy rates across the state.

This is “not a marketing plan, but rather a blueprint for identifying and taking action on issues that will drive tourism forward for the next five years,” added Dr. Nichols.

A 2012-2017 strategic plan is in place and the theme of the plan includes three elements: “Collaboration, Cooperation and Partnerships!” Goals have been established with specific objectives, funding and evaluation.

Funding for the Pure Michigan Campaign will grow to $50 million by 2017, and will establish Michigan as one of the top five highest states for tourism marketing. Visitor spending is projected to increase to 21.5 billion in 2017. The return on investment (ROI) in 2011 was $4.90 and is projected to grow to $6.00 by 2017.

The Portrait of the American Traveler ranked Michigan 28th in 2010 and the objective to to move Michigan to 15th or better by 2017.

“The 2012-2017 Tourism Plan is ambitious, but grounded in objectives that are achievable!” concluded Dr. Nichols.

Traverse City, Michigan Recognized At Conference!

 Traverse City was named the “Greatest Midwest Town by Midwest Living Magazine, in April 2016. That was only one of 23 best of the best national awards received in 2015-2016. The national accolades continue to arrive in this scenic Northwest Michigan town where Sleeping Bear Dunes National Lakeshore was voted the “Most Beautiful Place in America” by ABC’s Good Morning America viewers in 2011.

“The awards began in 2001 when Golf Digest ranked Traverse City number 12 on its list of the top 50 golf destinations,” according to Mike Norton, Media Relations with the CVB.

Record growth “continues each year with 3.5 million people visiting Traverse City each year,” added Norton.

“Being part of the Pure Michigan Campaign has broadened our reach and the quality of the message. It's also important to note that Traverse City has contributed to the success of Pure Michigan. When people see those pretty commercials, they're looking at pictures of us,” concluded Norton.

http://www.traversecity.com/area/about-traverse-city/accolades/
There are a few former journalism school attendees in AGLOW, but for most, like me, a writing career was a voyage of discovery. Some call it the school of hard knocks and I sure had a few knocks along the way.

I used to frequently write for Game and Fish publications. In a single month I may have had stories in four or five of their state editions. At the time the G&F format called for either 1500 word articles or 2500 word essays.

I'd pounded out probably 2200 words for one of the 2500 word stories I had due one month when I glanced back at the assignment sheet and realized it was really a 1500 piece. Slap my face and call me dummy. I probably needed to add another 60 or 80 words just to finish up the details on the point I was in the midst of making.

I needed to edit almost 800 words from the manuscript. A daunting task. This wasn't editing with a red pencil, this was chainsaw editing.

First time through, I eliminated a word here and there. I broke up long sentences into shorter ones, removing the ands, buts and howevers. I lost about 50 words. So I examined paragraphs for whole sentences to remove. Surprisingly, I found several.

The word count had shrunk another couple hundred. Still far from the goal.

Those of you who know me understand I seldom make a long story short and my writing is full of anecdotes. “It was a dark and stormy morning, the second week of duck season. The whisper of unseen wings overhead could be heard as a faint brightening in the east foretold shooting time would be upon us by the time one more cup of coffee was finished.” Isn’t that colorful? And wordy! How’s this, “Drink your coffee fast, guys. It’s almost shooting time.”

The point is, the story became tighter, more crisp and to the point. What I thought would be a ruined work, became a masterpiece that actually beat Dan Small in a writing contest that year. The point is write long, edit short.

My newspaper columns need to be about 675 words, give or take a few. Six-fifty would elicit a call from the editor, 700 could mean the editor will just lop off the last paragraph. I now shoot for a first draft to be around 750 to 800 words. Then I go through the same process I learned years ago. Eliminate the unnecessary words, then unnecessary sentences and then split and polish until the needed word count appears on the screen when I click it up.

Is this extra work? Not a bit. The idea isn’t to write the requisite number of words. The idea is to write an informative and interesting column or story for your readers.

THE END
2016 A.G.L.O.W. Awards in Craft Competition
Submission Form

Name ______________________________________________________________

Address _____________________________________________________________

Phone _________________________________ Email________________________

Division (circle one)
Newspaper  Magazine  Book  Electronic Media  Photography  Industry Pub. Relations

Title of Submission_______________________________________________________

Category (check rules and print specific category) __________________________

Date Originally Published or Broadcast _________________________________

Publication, Station/Network, Website or Media Outlet__________________________

CERTIFICATION

I have read the rules for entry and hereby affirm this entry complies with said rules. I am currently a member of AGLOW in good standing. I understand the judges’ decisions are final.

Signature _____________________________________________________________

ALL ENTRIES MUST BE RECEIVED ON OR BEFORE JULY 15, 2016

Check the contest rules for the names and addresses of the various contest judging coordinators. It is your responsibility to ensure that the appropriate judging coordinators RECEIVE your entries by the deadline. Late submittals will not be judged.


2016 Awards in Craft Rules and Regulations

Please read through the 2016 rules as some slight changes have been made in the newspaper and magazine categories. These changes have been recommended by our judging coordinators and the AIC Committee, and should make the entry process easier for submissions and the judging process more streamlined. Thank you for reading through the 2016 rules before submitting your work this year. Good luck!

- 2016 Awards-in-Craft Competition Chairman, Brandon Butler

GENERAL RULES

The following general rules govern all the AGLOW Awards-In-Craft competitions that consist of individual contests for newspaper writing, magazine writing, book writing, photography and electronic media (TV, radio, ebook and web communications).

1. Failure to adhere to all general rules of the competition and specific rules for each division will result in the entry being disqualified.

2. Only members in good standing are eligible.

3. Submissions to all contests must be received by the respective Contest Coordinator for each division by July 15, 2016. Late entries will be disqualified.

4. Except for the book division, each contest division is divided into specific categories (i.e. newspaper/fishing, magazine/travel, etc.). Entries are limited to two (2) per category.

5. All categories will be judged prior to the Annual Conference and awards will be made at the Conference.

6. Entries must have been published or aired between July 1, 2015 and July 14, 2016.

7. Each submission must include a fully completed Entry Form. Failure to complete and sign the Entry Form is grounds for disqualification. Photocopies of the Entry Form are permitted.

8. To have contest entries returned, the entrant must include a stamped, self-addressed envelope with sufficient postage. Alternatively, entries may be picked up in person at the Annual Conference. Entries not picked up after the conference will be discarded. AGLOW, and any of its agents, will use reasonable and prudent care in handling all submissions, but will not assume responsibility for any loss or damage beyond their control.

9. All entries to one contest coordinator may be submitted in one package. Please include a "Contents Letter" listing all the entries submitted, and separate entries in each category, individually, within the package. (An entrant may put an entry into the magazine/fishing and magazine/hunting categories in the same mailer, but each entry should be sealed in separate envelopes within the mailer.)

10. All decisions of judges are final.

11. Winners will be announced during the Awards-In-Craft Luncheon at the Annual Conference. The winning entry in each category will receive a certificate and/or plaque and a cash prize of $75. The second place award winner will receive a certificate and $50. Third-Place will receive a certificate and $25. If any category does not have a sponsor, only plaques or certificates will be awarded. If insufficient entries are received in any particular division category, at the judges’ discretion, such category may not be judged and no awards may be presented.

12. AGLOW has a one-time right to publish any winning written article or photograph in Horizons, unless the member sends a letter denying this right to the Horizon’s editor.
MAGAZINE DIVISION

The Following rules are specific to the AGLOW Magazine Division Awards-In-Craft competitions.

1. All general rules of AGLOW’s Award-in-Craft competitions must be followed.

2. Each submission must consist of one (1) original and one (1) photocopy of each article entered. There is no requirement for submissions to be taped together, affixed to backing paper or pasteboard or any other "cut, paste or tape" rules. However, entrants are encouraged to present their work in an easy-to-read, pleasing and professional format.

3. The following are the categories for this competition:
   a. **Fishing**: Subject matter primarily about fish, fishing, fishing issues, fishing tackle or other equipment and fishing specific travel destinations.
   
   b. **Hunting**: Subject matter primarily about game animals, hunting, hunting issues, hunting gear or equipment and hunting specific travel destinations.
   
   c. **Boating & Boating Safety**
   
   d. **Travel, RV Use & Camping**
   
   e. **Open**: Outdoor topics, non-game wildlife, general conservation issues, humor.

4. For the purposes of this competition a magazine is deemed to be a tabloid or publication that is published no more frequently than once per month. Tabloids published weekly or bi-weekly are considered newspapers.

5. Entries are to be mailed to the Magazine Division Coordinator, Terry Frey, 10637 Fesenfeld Road, Black Earth, WI 53515.

NEWSPAPER DIVISION

The Following rules are for the AGLOW Awards-In-Craft Newspaper competition.

1. All general rules of AGLOW’s Award-in-Craft competitions must be followed.

2. Each submission must consist of one (1) original and one (1) photocopy of each article entered. There is no requirement for submissions to be taped together, affixed to backing paper or pasteboard or any other "cut, paste or tape" rules. However, entrants are encouraged to present their work in an easy-to-read, pleasing and professional format.

3. The newspaper division includes individual competitions in the following categories:
   a. **Fishing**: Subject matter primarily about fish, fishing, fishing issues, fishing tackle or other equipment and fishing specific travel destinations.
   
   b. **Hunting**: Subject matter primarily about game animals, hunting, hunting issues, hunting gear or equipment and hunting specific travel destinations.
   
   c. **Boating & Boating Safety**
   
   d. **Travel, RV Use & Camping**
   
   e. **Open**: Outdoor topics, non-game wildlife, general conservation issues, humor.
   
   f. **Newspaper Section/Page Category**.

4. For the purposes of this competition a newspaper is considered to be any tabloid or publication printed on newsprint style paper published on a daily, weekly or bi-weekly printing schedule. Monthly tabloids shall be considered magazines.

5. Entries are to be mailed to the Newspaper Division Coordinator, Don Dziedzina, 607 Pine Grove Ct., New Lenox, IL 60451.
PHOTOGRAPHY DIVISION

The Association of Great Lakes Outdoor Writers

June, 2016

The Following rules are for the AGLOW Awards-In-Craft Photography competition.

1. All general rules of AGLOW’s Award-in-Craft competitions must be followed.

2. Photos may have been taken anytime but must have been first published or viewed in a commercial venue during the contest year (see General Rules, Item 6). This would include photos published in newspapers, magazines, catalogs, brochures, commercial internet sites or other media. The photo must be a first-time entry into an AGLOW Awards-In-Craft competition.

3. Entries may be submitted as 35mm slides, prints or digitally. For ease of judging, digital entries are preferred. Contact the contest coordinator to determine the specific requirements for digital submissions. Members may submit prints of any size to be judged. There is no requirement for prints to be mounted; however, there is no prohibition against entries mounted on pasteboard or presented in any other fashion the entrant feels would show his work professionally and pleasingly. Electronic files are preferred.

4. The following are the categories for the contest:
   a. **Hunting** - Anything to do with hunting, including, hero shots, action photos, hunting equipment.
   b. **Fishing** - Anything to do with fishing, including, hero shots, action photos, fishing equipment.
   c. **Outdoor Recreation** - Anything to do with outdoor-oriented recreation including boating, camping, RVs, shooting sports, hiking, skiing, windsurfing, etc.
   d. **Outdoor Scenic** - Scenic shots of either flora or fauna, close-ups, panoramic. Image may include people, although the people should be part of the scene, not the subject of the photo.
   e. **Black and White** - Any photo of any subject connected with the outdoors, taken in either color or black and white (film or digital) but published in black and white within the contest year (see General Rules, Item 6). Photos in this category may be submitted in black and white or color, but color photos must be clearly noted “Published in black and white.”

5. Categories ‘A’ through “D” do not exclude photos taken with black and white film or taken in a color format but published as a black and white photo. However, Category E has been changed to formally recognize images published in black and white.

6. Allowable photo enhancement is limited to standard shooting and/or darkroom techniques, such as: color correction, contrast control, filter use and image cropping. Digitally produced photos should not be substantially manipulated and the electronic image is limited to correction techniques as described for film.

7. All entries must be the member’s original work. If a dispute leads to a challenge, the member must defend that image and prove it is original work. Use of royalty-free photo images of clipart is prohibited. Their use is subject to disciplinary action by the AGLOW Board of Directors.

8. AGLOW has a one-time right to print and publish any winning image in Horizons, and/or the annual AGLOW Directory unless the member objects in writing to the Horizon’s editor. Unless the copyright owner of a photograph specifically objects in writing, AGLOW has the right to reproduce winning images for display purposes, including display at venues selected by the contest sponsor(s), subject to the approval of the AGLOW board of directors.

9. Entries are to be mailed or emailed to the Photography Division Coordinator, Matt Lindler, 770 Augusta Road, Edgefield, SC 29805. Electronic submittals to mlindler@nwtf.net are preferred and encouraged.
ELECTRONIC MEDIA DIVISION

The following are specific rules for AGLOW’s Awards-In-Craft Electronic Media competition.

1. All general rules of AGLOW’s Awards-In-Craft competitions must be followed.
2. All TV entries must be on VHS-format videotape or DVD; radio entries must be on standard-size audiostream tape or CD.
3. The Electronic Media division includes individual competitions in the following categories:
   a. TV - Fishing
   b. TV - Hunting
   c. TV - Open
   d. Radio - Fishing
   e. Radio - Hunting
   f. Radio - Open
   g. Web Communications - Fishing
   h. Web Communications - Hunting
   i. Web Communications - Open
   j. E-book

4. Radio and TV entries may carry the broadcast station’s name and call letters if they are on as-aired tapes. Radio and TV entries may be edited to remove commercial interruptions but should otherwise be submitted as aired.
5. The program (either Radio or TV) must have been aired for the first time during the contest year (see General Rules, Item 6).
6. In the event a challenge is issued by any AGLOW member or one of the judges concerning the airing date or improper editing of the as-aired contents, the member submitting the entry may be required to submit proof of air-date and contents from an outside source such as a stations manager or network executive.
7. For purposes of the Web Communications category, submissions will be web sites, web pages, blogs or other items which were produced for, and appear or have appeared on the World Wide Web. Submissions will be accepted in print or in electronic form, or on a CD. Entries must have a single, central theme. Entrants may enter items they designed or authored and posted on the internet by themselves or other internet publishers dealing with any outdoor subject matter such as, but not limited to hunting, fishing, camping, travel, environmental issues, conservation, extreme sports, etc. Entries are limited to two (2) submissions per member.
8. For purposes of this competition, an E-book is a non-printed literary work made available for online purchase or download to the public consisting of at least 20,000 words with a single, central theme. Entrants may enter any E-book they authored or co-authored dealing with any outdoor subject matter such as, but not limited to, hunting, fishing, camping, travel, environmental issues, conservation, extreme sports, etc. (Multi-author anthologies do not qualify.) Any E-book is eligible for competition as long as the author was an AGLOW member when the E-book was made available for purchase or download and has been a member in good standing since then. Entries are limited to two (2) E-book entries per member.
9. Entries are to be mailed or emailed to the Electronic Media Division Coordinator, P.J. Perea, 770 Augusta Road, Edgefield, SC 29805. Electronic submittals to pperea@nwtf.net are preferred and encouraged.

BOOK COMPETITION

The following rules are for the AGLOW Awards-In-Craft Book competition.

1. All general rules of AGLOW’s Awards-In-Craft competitions must be followed.
2. For purposes of this competition, a book is a printed, bound, hard or soft-cover literary work consisting of 20,000 words or 100 pages, or more, with a single, central theme.
3. Entrants may enter any book they authored or co-authored dealing with any outdoor subject matter such as, but not limited to, hunting, fishing, camping, travel, environmental issues, conservation, extreme sports, etc. (Multi-author anthologies do not qualify.)
4. Any book is eligible for competition as long as the author was an AGLOW member when the book was published and has been a member in good standing since then. Entries are limited to two (2) book entries per member.
5. Entrants are encouraged to donate their books to the annual AGLOW auction. If you wish to donate the entry or entries, please indicate your preference in a cover note and please autograph the book(s).
6. Entries are to be mailed to the Book Contest Coordinator; Bobby Whitehead, 16217 Windfall Ridge, Chesterfield, MO 63005.

PRINT OR ELECTRONIC MEDIA - BEST OF SHOW

This award is presented for excellence in work done in print or electronic media. Entries for this competition are selected from the first place winners of the magazine, newspaper, radio and TV, and book categories.
BEST INDUSTRY PUBLIC RELATIONS PROGRAM

This particular competition is designed specifically for AGLOW’s Corporate Members.

1. The competition is open to any public relations program of a Corporate Member that is designed to inform the public. The projects may include press kits, computer releases, individual releases, brochures, photo catalogs or any type of writer services. Advertising campaigns are not eligible.

2. Entries shall include all pertinent material and any necessary explanations or instructions.

3. Entries shall be sent to the Public Relations Contest Coordinator, Mark C Smith, PO Box 548, Knox, IN 46534 or via email to aglowoutdoors@gmail.com.

2015 AGLOW Awards in Craft Photography

Best of Show

“Cobweb Horse” by Gary N-Ski
Executive Director’s Message

by Mark C. Smith

Two miles in the distance, a snow capped mountain melts down to an emerald green boreal rain forest of spruce, cedar and devils club, which comes to an abrupt end at the shimmering waters of Kizhuyak Bay, which leads right up to outside my kitchen window. This is the reason why it has taken nearly two hours to finish this paragraph. As my buddy Tim Lesmeister will attest, Alaska in June is pure magic. But then so is, July, August, September and so on.

After six months of staring at a computer screen, the new website and membership management program is up and running. I would like to encourage every AGLOW member to jump online and check it out. One of the most important things you can do is to visit your profile. Once there, you can add a profile picture and edit any of the information contained within your profile. All of which will appear in your directory listing. You can even connect with other members, much like our very own “Facebook”. Take some time and move around the site and learn how to get the most out of it. Dan Stefanich will be addressing the membership at the upcoming conference to answer questions and help folks to explore all the things that this new system has to offer.

Renewing membership and registering for the conference are made easy by the new system. Know that this was a huge undertaking (no pun intended, given my “other” job) and that it is a work in progress. We are making changes and updates daily as more members move through the system and glitches arise.

One of the most common requests that I receive is for email lists. We are working to provide these through the membership management program. In the near future you will have access to “Media Member email”, “Corporate Member email” and “All Members email” lists. Keep in mind, that if you want to send an email to an individual or group of individuals, you can easily do so by visiting their directory listing profile.

None of this could have been accomplished with out the hard work, knowledge and expertise of Dan Stefanich and his company the Gammon Group, and the awesome staff at Memberclicks. Since I am technologically disabled, they really should have received hazardous duty pay for dealing with me and my endless questions, edits and changes.

Well, it has taken me so long to write this that the tide has begun to come in and with it; Lori has entered the room and demanded that I take her halibut fishing. I suppose I should oblige her and while she is cleaning fish this afternoon I can pack for my trip to the POMA Conference.
AGLOW members from Indiana made a great showing in the HOW Awards-in-Craft competition at the recent Hoosier Outdoor Writers annual conference. The conference was held from April 22-24, 2016 at Brown County State Park in south-central Indiana, and it was well-attended by writers, photographers and broadcasters from around the state.

The AIC competition was dominated by AGLOW members, as more than 70% of the awards in the Writing Contest and nearly 67% of awards in the Photography Contest went to active AGLOW members.

**WRITING CONTEST**

**Hunting/Trapping (Less Than 1000 Words)**
1st: Mike Schoonveld, “How to Miss a Pheasant”

**Hunting/Trapping (More Than 1000 Words)**
2nd: Brent Wheat, “Tree Rats”
3rd: Tom Berg, “Hotspots for Cold-Weather Rabbits”

**Fishing (Less Than 1000 Words)**
1st: Rich Creason, “Fishing with Wolf Pack Adventures”
2nd: Tom Berg, “Northeast Indiana’s Bluegill Factories”
3rd: Mike Schoonveld, “Mono is not Monotonous”

**Fishing (More Than 1000 Words)**
2nd: Tom Berg, “Indiana’s Fall Fishing Hotspots”
3rd: Tom Berg, “Southern Indiana Slabs”

**Conservation (Less Than 1000 Words)**
2nd: Jack Spaulding, “Black Bear Confirmed in St. Joseph County”
3rd: Jack Spaulding, “Goodbye to Grouse and Woodcock”

**Conservation (More Than 1000 Words)**
1st: Alan Garbers, “The End of Indiana’s Ruffed Grouse”

**WRITING CONTEST (CONTINUED)**

**General Outdoors (Less Than 1000 Words)**
1st: Mike Schoonveld, “Leaves of Three”
3rd: Alan Garbers, “NMLRA Spring Shoot”

**General Outdoors (More Than 1000 Words)**
1st: Alan Garbers, “Monster Buck Poaching”
2nd: Mike Schoonveld, “Are You Ready for a Breakdown?”

**PHOTOGRAPHY CONTEST**

**Hunting/Trapping**
2nd: Tom Berg, “The Muskrat Marsh”
3rd: Brent Wheat, “Sunrise Dove Hunt”

**Fishing**
1st: Mike Schoonveld, “Keep on Crankin’”
3rd: Brent Wheat, “Morning Has Broken”

**Outdoor Scenic**
2nd: Tom Berg, “Footprints in the Snow”
3rd: Brent Wheat, “Great Horned”

**Outdoor Recreation**
1st: Brent Wheat, “Z-I-I-I-P Line”
3rd: Tom Berg, “Fun at the Gun Range”
Parting Shot

Photo by: Gretchen Steele

On the Horizon

60th Annual AGLOW Conference
Chautauqua, NY
www.aglowinfo.org

Room Reservation Deadline
Aug. 9, 2016
$99 Conference Rate Ends
www.pknpk.com

AGLOW AIC Submissions Due
July 15, 2016

2016 ICAST Show
July 12-15, 2016
Orlando, FL
www.icastfishing.org

11th Annual POMA Business Conference
June 15-18, 2016, Kalispell, MT
www.professionaloutdoormedia.org