Missouri Outdoor Communicators: Allies in Conservation

Scott Pauley

Who We Are

- Professional Group
  - Journalists
  - Authors
  - Bloggers
  - Photographers
  - Videographers
  - Biologists
  - Naturalists
- Focus on outdoors and conservation issues
- Members across the country

Goals

- Outdoor adventure highlights
  - Hunting, fishing, boating, Rving
- Conservation issues in states, regions and the country
- Protection of natural world through media
- Strong ally of conservation organizations
  - Conservation Federation of Missouri
  - World Wildlife Federation

Where You'll Find MOC Member's Work

- Drury Outdoors
- *Outdoor Guide*
- "Eye on the Outdoors" National Radio Show
- Bass Pro Shops Outdoor Radio
- *Crappie Now!*
- *Game and Fish* Magazine
- Joplin Globe, Kansas City Star, Jefferson City News-Tribune, Columbia Missourian, Independence Examiner
- *Missouri Conservationist*
- *Midwest Outdoorsi*
- Bass Pro Shops Outdoor Radio
- AAA Midwest Traveler
- *Rural Missouri*
- And so on….

Memberships

- Active Media
  - Active part of outdoor media
  - Several criterion must be met yearly to maintain active status
- Supporting Memberships
- Apprentice
  - Do not meet active status but work with a mentor to accomplish goals to become active
  - Ideal for young, aspiring outdoor media members

Annual Conference

- Early September every year
- Networking event
- Highlights an outdoor destination in Missouri
  - Focus on outdoor opporutnities and conservation issues in the area

Annual Scholarship

- Buck Rogers Memorial Scholarship to a college student interested in a career in outdoor communications
- $2,000, one-year MOC membership, and paid trip to annual conference

Missouri Outdoor Communicators

INTRODUCING THE 2019 BUCK ROGERS MEMORIAL SCHOLARSHIP WINNER

Ladies and Gentlemen, Meet Emily Adams.

nily was selected as the 2019 ck Rogers Memorial olarship recipient.

hails from Centralia, MO and ng her final year of study at rsity of Missouri School of in Columbia. Emily is nce and agricultural an emphasis in sues.

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s editor for

Supporting Membership ($150/year)

- The opportunity to network with like-minded individuals that share the same passion for the outdoors and wildlife.
- Opportunity to attend MOC’s annual conference to meet and network
- Opportunity to present at MOC’s annual conference and other MOC events.
- Your products and press releases will be featured in a regularly scheduled e-blast entitled "Supporting Member Spotlights" to help you promote your organization, products and efforts. These e-blasts are distributed to MOC’s Active Media members.
- Access to the MOC Membership Database containing the names and contact information for all of our members so that you may add them to your distribution network or contact for a story
- Use of MOC logo or name on personal documents
- Discounts with participating Supporting Members

Supporting Members

- CFM
- Midway USA
- Toyota USA
- Bass Pro Shops
- Alps Outdoors
- Daisy Firearms
- Hodgdon
- Missouri Department of Conservation
- Mossberg
- Mossy Oak
- St. Croix Fishing Rods

Call to Action

- Become a supporting or active member!
- Get involved in the organization
- Promote knowledge and insight into Missouri's conservation issues
- Network with MOC members

Open Discussion

- What can MOC do for you?
- What issues in conservation would you like MOC to focus on?
- Questions? Contact the following for more information
  - MOC Executive Director kyle@tbwgroup.net
  - Ryan Miloshewski rmiloshewski@gmail.com