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
- Missouri Conservationist
- Midwest Outdoors
- 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 opportunities and conservation issues in the area

MOC Conference
September 6-8
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
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 Miloszewski rmiloszewski@gmail.com