



WOCA Record

The Official Newsletter of the Wisconsin Outdoor Communicator's Association

Spring 2005



Report of the WOCA President:

Let me begin by providing some background on the Outdoor Writers Association of America (OWAA) annual conference that will be held in Madison June 18 - 21.

The reason I want to highlight it is that OWAA is THE national professional association for outdoor writers and it is the FIRST time that they have held their conference in Wisconsin. With Wisconsin's rich history of outdoor writers, it is fitting that they hold their conference here.

WOCA wants to be a good host, let writers know about this state's outdoor writing history and help local writers make contacts with the national media. I therefore encourage WOCA members who are also OWAA members to register for the conference, and encourage those who are not to consider joining OWAA in order to attend this conference in your home state. After being a member you can judge for yourself if it is something you would like to continue, but why not join and see what the conference is about in your "backyard" where you can gather ideas for numerous articles.

According to Jim Low, news services coordinator at the Missouri Dept. of Conservation and OWAA Madison Conference program chairman, the theme of this conference is "Living Leopold's Legacy." The keynote address, by Ted Kerasote author of **Blood Ties**, will speak about what the outdoor communicators role is in the new century. Kerasote is also expected to comment on OWAA's role as a professional organization.

Other presentations include a panel discussion by some

high profile retired waterfowl managers who believe the current waterfowl regulations framework is too liberal. This could be keeping waterfowl numbers down.

Bill Monroe, past OWAA president and outdoor writer for the Portland **Oregonian** is coordinating a panel on global warming, and Dave Carlson, **Northland Adventures** TV host, is coordinating a panel discussion focused on landowner hunter relations and access to private land following the deer hunter shootings in Wisconsin last November.

Another session will look at politics and wildlife management, and Walt Harrington, author of **The Everlasting Stream** and professor of Journalism at the University of Illinois, talks about experiences of being a hunter and a father in America.

Low said that the OWAA board discussed shortening the conference two years ago, to cut the cost of attending and allow members to not miss so many days of work, so it has been reduced from 5 days to 4 days.

And, to help clear the air about the controversy that has embroiled OWAA members following last year's conference and a letter that was written to the N.R.A. president, the annual business meeting will be held on the first day of the conference, Sunday, followed by the regular Shooting Day and Breakout days on Monday and Tuesday.

Why should a Wisconsin writer want to attend?

"I think it's an opportunity for them to come and hear presenters who you might never get to hear otherwise, such as Harrington and Kerasote," Low said. "You also get the larger picture, global warming, national waterfowl management policies things OWAA can do that state and regional writer groups have a harder time doing.

In addition it is a chance to rub elbows with editors and book publishers from all over the country. There will be a session where editors will talk with writers, and photo critique sessions where your portfolio will be critiqued by nationally recognized photographers. Other sessions will look

at how to write a better query letter and how to "get into radio."

The program sounds good and you don't have to fly half way across the country to attend.

WOCA members attending the annual meeting in 2003 and 2004 indicated that they supported WOCA's calling attention to Wisconsin's wealth of outdoor communicators and rich history of outdoor writing, and want to be good hosts to visiting writers and answer questions visitors might have about hunting and fishing opportunities or potential story material.

This is an opportunity, and I encourage WOCA members to take advantage of it. If you are not an OWAA member and want to know how to get an application, send me an e-mail and I'll try to help.

Congratulations Ced Vig

Congratulations to Ced Vig who will be inducted into the Wisconsin Conservation Hall of Fame in Stevens Point on April 9. Vig has long been a member of WOCA and has written nature columns for the Rhinelander Daily News and other papers for 44 years.

Welcome new members

I would like to acknowledge the **new** members who have joined WOCA since 2004. They include (sponsors in bold): Pat Lisi, Madison; **Wisconsin Chapter of The Nature Conservancy** c/o Cathy Harrington, Madison, WI; **Rocky Mountain Elk Foundation** c/o Lou George, LaCrosse, WI; Ray Carivou, Whitelaw, WI; and Al Cornell, Muscoda, WI. We welcome you to WOCA and hope you will attend the annual meeting and tell your associates about WOCA.

This will be the last newsletter for those who have not renewed in 2005. You should have received a renewal notice last fall if your membership expired at the end of 2004, but call if you have any question. We will print the names and addresses of all paid WOCA members in the summer newsletter, so please renew now.

2005 Annual Meeting

Speaking of the annual meeting, it will be held Aug. 13 at Trees For Tomorrow in Eagle River, we have invited Gov. Jim Doyle to speak about natural resources and provide an advance look at what natural resource issues will be of interest in the next

Governor's race. (WOCA has never had a sitting governor speak at an annual meeting, although Lee Dreyfus spoke when he was running for governor as did Tony Earl when he was DNR secretary).

We have also invited Chuck Petrie, editor with Ducks Unlimited in Memphis, Tennessee (past editor of Wisconsin Outdoor Journal and past president of WOCA) to talk about tips for good writing and mistakes writers make in querying editors.

Another speaker will be Dr. William Horns, DNR Great Lakes specialist, to provide an up-date on the status of the Great Lakes fishery, and concerns about invasive species.

A fourth speaker will be announced this summer.

WOCA members will be entertained Saturday evening when Kenny Salwey, WOCA member/woodsman/storyteller, shows the BBC/Discovery Channel film "Mississippi tales of the Last River Rat," and tells a few tales from the backwaters of the Mississippi.

The annual meeting promises to be full of material for articles, bring your notebook and camera and prepare to have fun.

The annual spring board meeting of the Board of Directors of WOCA will be Saturday, Apr. 9 in Madison. The meeting will be held in conjunction with the Wisconsin Deer and Turkey Expo (Apr. 8 - 10 at the Alliant Energy Center). The board will meet at 10 a.m. in the Governor's Conference Room on the second floor and all WOCA members are invited to attend. The meeting will be brief, and we hope to have Glenn Helgeland, founder of the Deer and Turkey Expo, stop in to brief us on new items at the show and trends he sees in the hunting industry. (Helgeland is a long time WOCA member and producer of deer hunting shows in five states).

WOCA members can get a press pass to attend the show (one, two or all three days) by sending a request to Glenn (glenn@deerinfo.com) before April 2. Indicate you are a member of WOCA.

Tim Eisele (teisele@chorus.net) is president of WOCA for 2004 - 2005. He was a founding member of WOCA, member of OWAA, and this past year received the Wisconsin Indian Head Country Warren Knowles Award and the Wisconsin Chapter of the National Wild Turkey Federation's Wild Turkey Woodlands Award.

(put toward back of newsletter)

Dear Officers and Members of WOCA:

Thank you for the Life Membership approved at this year's meeting. I would like to have attended the meeting, however I had some extensive surgery to repair a "massive tear" in my rotator cuff.

Tossing a couch, overhead into a dumpster, was not one of the smartest things attempted by this Polack. Regardless I'm on the mend.

I have fond memories of the earlier years of WOCA when some writers, broadcasters and photographers "wondered" what the organization was all about. We kept it simple back then and, because of my extensive outdoor work in broadcasting and tabloids (is it OK to use that word?), I participated as a member in AGLOW and OWAA activities. Sometimes, at those meetings, questions arose as to the "tightening of membership qualifications" for WOCA membership - to bring the terms and conditions more in line with other associations.

If I were a politician, I would simply state that "the facts of the matter are"... and then rattle off some numbers or conditions, completely circumventing the matter. I won't attempt to do that. Back then, in the 70s and 80s, we (the officers, past officers and directors) backed away from such alignment. We wanted WOCA to be inclusive, rather than exclusive. We welcomed men and women of our state who had an interest in the great outdoors, whether it was fishing, hunting, hiking, camping, conservation, photography, wildlife painting or any other endeavors that they were willing to share with the rest of us. Membership was not based on a set number of dollars received from published articles, broadcast fees and/or stipends received for lectures and seminar appearances.

The annual meeting at Trees For Tomorrow was our highlight during the beginning year. Later, we attempted to move the meeting into different areas of Wisconsin so as to acquaint the public with the fact that there was a "communication" group in-state. That attempt met with mild success. I remember setting up a meeting at Beaver Creek Reserve in Eau Claire County and suggesting to the Fond du Lac Convention and Visitors Bureau to sponsor the outing. Both events were mildly successful.

The information received at these "regional meetings was of value to those in attendance and to the area media. The same can be said about the Annual Meeting at Trees. The speakers and seminar presenters provided members of WOCA to take a deeper and challenging look at our resources, our recreational opportunities and the quality of our existence. The creation of the WOCA Record and membership directory gave members additional background material and sources of information. All of that "was" and "is" good. I conclude by extending best wishes to Tim, Roger, Gene, Tom and the directors and members for continued support of the ideals of this organization.

Steve Henry
P.O. Box 1
Chippewa Falls, WI 54729

Note: Steve Henry was a founding member and WOCA's first president from 1976 - 1979.

Report of the Executive Director:

by Gene Cooper

In every organization, either through a formal method as we have or through informal ways, there is someone whom members can contact for organizational issues. That person's effectiveness can only be as good as the members.

WOCA survives as a result of those before us who founded this organization. It is the present members who are charged with retaining the WOCA goals.

With a new year, it is natural for us to look at the next year and set sights on where we are going. This is a subject I have briefly discussed from time to time but we've never committed to a long range plan for the future of WOCA.

In the years since I have held this post, I have initiated some order to our organization that includes more member involvement by namely committee chairs and responsibility. We have also modernized the constitution and bylaws.

By member consensus, the next step is to expand our organization to invite folks from nearby states to join our group. This is a result of requests from people in neighboring states to join us. This is

a positive step, and a chance for all of us to rub shoulders with some very fine people who can help us learn more people in our particular areas of interest. That extends to not only writers and broadcasters but photographers and publishers.

A broadened membership certainly will benefit us all by making new contacts that could result in making us more successful.

That's the positive side.

The other side of the pancake always looks different.

Do we really want to get bigger? We are a nice little intimate group and we enjoy our times together. But, do we then lose hold of the Wisconsin image of our organization? Should we look for other ways to expand within our state?

Are we willing to share our meat and potato programs at the annual meeting so it is not a singular Wisconsin topic? We should give these questions some consideration.

If we expand, are we infringing on the heels of other organizations?

We look to our membership for feedback on these questions, and offer the proposals with an eye toward a concerted effort to invite neighboring communicators into our fold. If that is the wish of the majority, then let's get your ideas of how can we accomplish that goal.

Gene Cooper (xxxxx) serves as WOCA's executive director. He was a reporter for many years in Luck, Wisconsin and was a founding member of WOCA.

- Gene Cooper



Ced Vig: educator, naturalist, author and a highly respected man
by Roger Sabota

Inquire of most any Northern Wisconsin resident who Cedric Vig is and you will hear a variety of responses, each of which is extremely positive.

From many who have lived in the Rhinelander Area you will hear that he is a retired Rhinelander School Superintendent. Those teachers who taught with him will say that he was excellent to work with. They will say that they still receive a birthday

card from Mr. Vig. He retired after 43 years in education.

From other Northwoods residents you will hear that he is a newspaper columnist who has written his "Wisconsin Woodsmoke" column since 1960. This column runs each week in several newspapers. This column is extremely popular with many segments of the Northwoods residents since it is a nature column. Many refer to Mr. Vig for answers to questions about birds, animals and plants in the area.

Others know Cedric Vig as the author of two popular nature books. Still others know him as the naturalist who frequently speaks to groups about the four seasons. He is especially well known by those who enjoy bird watching.

Those Northwoods residents who are among the ranks of the retired know Mr. Vig as a regular faculty member for the Learning in Retirement program sponsored by Nicolet Area Technical College. He has been a regular faculty member for that program for the past nine years.

Everyone who knows Cedric Vig will mention what an outstanding person he is and how important he is to Rhinelander and the surrounding area.

Ced Vig, a WWOA member and regular attendee of the annual meeting, will be inducted into the Wisconsin Conservation Hall of Fame in Stevens Point on April 9.

Roger Sabota (sabotrog@newnorth.net) is WOCA's president-elect. He previously served as president of WOCA and is a full-time fishing guide in Rhinelander.

Bear's Den
by Bob Wilberscheid

At last year's Spring Hearings, the statewide vote endorsed a pheasant tag fee for stocked pheasants. For \$10, hunters could purchase 10 pheasant tags to be used on birds harvested on public wildlife areas.

The Natural Resources Board supported a plethora of proposed Department of Natural Resources (DNR) fee increases, including raising the Pheasant Stamp fee from \$7.25 to \$10.00 and endorsing the 10 tags for \$10 concept for pheasants killed on state stocked lands.

Recently, the Conservation Congress' Upland Game Committee submitted a Pheasant Stamp related question to the group's Executive Committee

for Spring Hearings consideration. Essentially, it asks whether sportsmen would support dedicating half of the Pheasant Stamp revenues to the raising and stocking of Put-and-Take pheasants. Presently, these monies can only be used for pheasant habitat development and management.

All of these proposals, if enacted, will greatly impact the Poynette Game Farm that has the responsibility of raising and stocking Put-and-Take pheasants and distributing pheasant chicks from its Day-Old-Chick (DOC) program.

Last fall, approximately 18,000 Put-and-Take birds were stocked statewide. This contrasts with almost 60,000 in 2002. Poynette produced roughly 50,000 DOC's for 65 sportsmen's clubs this past year.

I first toured Poynette's pheasant raising facilities in the late 1980's. At that time, Don Bates was in charge. This past December when I toured it again, Don Bates was still at the helm.

Poynette has produced pheasants for stocking since its inception in 1934. Back then, it was thought that some of the birds, once introduced into good habitat, would reproduce and provide new hunting opportunities.

In the 1950's, the emphasis was on stocking pheasants on land leased for public hunting and providing DOCs for cooperating conservation clubs. While techniques, equipment and the number of staff have changed dramatically over the years, the farm's mission has remained essentially the same.

Currently, Bates leads a staff of six, compared to more than twice that figure a generation ago. Modernizing the facilities was primarily responsible for the reduction, but budget cuts have negatively affected staffing as well.

We began our tour indoors in a building that housed 1,500 breeding hens in rooms that accommodated 350 hens per room. These hens lay eggs for about 12 weeks. The rooms are kept at 45 degrees and a daily inventory is taken. Caretakers are in and out of 15 footbaths daily to prevent disease. An outbreak of E.coli could kill 40% of a flock in a week.

Another 4,000 breeding hens are kept outdoors where the breeding ratio is one rooster for every eight hens. Indoors, that ratio is one rooster for every 18 hens.

Next, we went to the incubation building where 200,000 to 300,000 eggs have been hatched annually since the 1930s. Today, the structure holds

57 Jamesway "252" incubators. Each incubator can house 3,200 eggs, with each incubator tray having 228 eggs. The incubators are monitored three times daily. It takes 24 days for the eggs to hatch, with the chicks being pulled on the 25th day.

The chicks are sexed with a relatively high degree of accuracy, anywhere between 80 and 95%. Bates noted that from early on, in order to prevent imprinting and preserve the birds wild instincts, human contact is limited as much as possible.

Our third stop was the chick rearing barn. Room A holds the chicks for approximately 19 days and then they are transferred to Room B for 29 days. After 46 to 48 days, the birds go outside to the range fields. Of the farm's 258 acres, 70 are under netting.

Predation is not a big problem, but a pair of resident owls takes as many as 100 birds over the winter. Some 40 to 80 raccoons are trapped yearly to help control potential predators.

Unlike many groups that raise DOCs, Bates doesn't like to use blinders. While effective to a degree, the large population of birds makes the procedure labor intensive.

What to do with excess hens was a problem in the 80's. Some were destroyed, while others were sold periodically to restaurants. Today, excess hens are released on designated DNR properties.

Over the years, Jilin (Manchurian) and Iowa pheasants were introduced into the farm's population to produce a more wild and cunning strain of bird. As was the case on my first visit, the Iowa birds were definitely more cautious than their regular game farm counterparts. Because of the inability to procure more birds from Iowa, the last group of these wild birds is scheduled to go to Walworth County in 2005.

The Poynette Game Farm has gone through some lean times over the past 70 years, but there has always been a demand for its product. Even if additional funding does not come through the legislative process, 2005 will see the facility receiving an additional \$60,000 in state wildlife monies. These additional dollars should allow the farm to produce between 35,000 and 38,000 birds for the Put-and-Take program.

If budgetary proposals are addressed positively, the future of one of the state's favorite exotics may become brighter.

Enjoy the outdoors!

Bob Wilberscheid () serves on the WOCA Board of Directors.

He is also a member of the Conservation Congress and has helped to interview candidates for DNR Conservation Warden recruit program. Copyright 2004, R.C. Wilberscheid

Get inspiration from the screen
By Gene Cooper

When I was writing 75-80 outdoor articles a year and trying to fill my assigned 500 column inches of a broad sheet every week, there were times that the right idea for a column didn't appear in the gray matter without a struggle. With a lifetime of outdoor experiences, one would think anyone could come up with an inspiration of some kind.

Most of my column writing included a tip or helpful method to help the outdoorsman or woman to enjoy their outdoor experience.

When that would occur, I would often refer back to my files of notes I made at various functions or outings. More often than not, I would find one slip of information upon which to build a column or article. From that point on the old pointers would literally rattle on the L.C. Smith.

Today, it is a different story. All I would have to do is look at my computer screen, click on fishing and by the magic of technology, I would have at my fingertips, at least, 25 internet sites that contain articles on all types of outdoor activities.

Take for instance, at this time of year, I would be looking for opening day tips to help make my writing helpful to those thousands of readers who gobble such stuff with passion.

I can look at the rapala.com site and there are pro tips galore and a good many on my favorite fishing, for walleyes. I read the articles until I find that one simple technique that fits with a previous experience I have had. Wow, the L.C. Smith rattled like a Model T.

Or I might want to give my readers knowledge of the new fishing tackle, I would look at the Rat-L-Trap.com site and that links me to all kinds of commercial sites.

If I wanted to do a piece about the time I was skunked on Bashaw Creek, and also

wanted to offer a tip to would be fly-fishers, I would look at the 3m.com site for a lesson fly fishing for brownies. One of the finest pieces I did was one that was inspired by trip with a friend one foggy morning to a well known trout stream to see the fly float down stream into the hazy and fog and to feel that rapid tugging on the line without any knowledge of what to do, not being able to see my line.

There are the sites that are strictly commercial like alloutdoors.com and a couple of walleye sites that are little more than guide references.

So if you are look for material that will inspire a thought process that will develop, you can make your writing a lot easier.

Can you find turkeys in a web?
by Tim Eisele

Spiders, flies, bees, and even ants can be found in webs. But, turkeys?

Well, it is possible, but the web is of course the world wide web. If you are looking for a new spot to hunt turkeys on public land, or looking for specific land features on private land that you hunt, the DNR's Web Mapping Tool may be helpful to you.

The Department of Natural Resources (DNR) introduced a new web mapping tool that shows the more than 1.5 million acres of public land owned by the DNR, including state parks, state forests, wildlife areas, fishery areas, natural areas and other lands.

Doug Haag, real estate operations manager in the DNR Bureau of Facilities and Lands, explains that the DNR put all of its land transactions in a digital representation on their web site.

"We went back to the legal descriptions of all of our deeds and all of our easements," Haag said. "We go from the very first deeds up through land closures in June, 2001. In another year we hope that it will have all of the land we closed on up to within three months of all closures."

Public hunting grounds that have leases of 15 years or greater are shown as leased land, however land that is leased on year-to-year leases is not shown.

The program uses Geographic Information Systems (GIS) that show geographic information on the land, such as soils, topographical symbols, aerial

photos, roads and DNR land boundaries in a digital format.

Sportsmen can use this to not only find public land, but also information about the land. A person can see that the area is largely wooded or marshy and make decisions about hunting it.

Hunters can use the DNR web site and go to the county and see all of the public wildlife areas. They can then click on each property and it will appear on the screen, seeing topographic details of the area or an aerial photo.

Outdoorsmen handy with a computer need only go online and go to www.dnr.wi.gov/org/land/facilities/dnr_lands_mapping.html

People can also research areas they already hunt. If they hunt a specific state forest, they can look at the entire area and see lakes, rivers, or other features.

If they were looking for new spring turkey hunting spots, they could find a likely sturting area and get the Geographic Positioning System coordinates (latitude and longitude) on the screen and then drive to the closest road and set off with a GPS unit to find that opening or woods edge to hunt.

The web site does not show other state lands, such as that owned by the Dept. of Transportation, or the Board of Commissioners of Public Lands, or federal lands.

The maps or photos can all be printed off on a person's home printer. If the printer has color, it will also show the DNR land owned in fee (green), easement (pink) or leased (yellow).XX

People can access the site from the main DNR web site at <http://dnr.wi.gov> or through the specific web site address at:

www.dnr.wi.gov/org/land/facilities/dnr_lands_mapping.htmlXX

Sidebar - Using the DNR Web Mapping ToolXX

Following a legal disclaimer on the web site, the screen shows an outline of the state with all counties and DNR regional offices. On the left side of the page is information about managed lands.

By clicking on "find a DNR property," the user can put in the name of a specific property, or find all of those in a county. It is then possible to bring up all the DNR wildlife or fishery properties in that county.

Then go to the file tab of "layers" and click on it and all the options (aerial photos, topographic information, and other map layers) are available.

Click on the aerial photo and you can see the area from the air.

Click on "zoom in" or "zoom out" and then, put the cursor on a specific part of the area and, while clicking and holding the left side of the mouse down, draw a box around the area you would like to see larger. It will zoom in and you can see that area in greater detail.

To see more detail, click off the DNR managed lands layer, on the left part of the screen, and then the green color (which depicts the DNR property boundary) will be turned off and you can see the landscape better.

If you were used to hunting one area, but wanted to check out another part of the property, click on zoom out and then click once on the property and it shows the entire area. Then click on zoom in and draw a box for the area you would like to look at closer.

By going to a specific point in the screen and clicking on that point and then going to the tab marked "identify," it will give you the latitude and longitude for that point, plus other information.

It is also possible to go to the "Find Location" tab at the upper part of the screen and find specific areas, or go to counties and townships, or even go to a specific latitude/longitude location in the state.

Private landowners can pull up their county and then click on the DNR managed lands feature, and find properties such as small fishery properties that they may have never known existed near their own land.

-Tim Eisele

MyTopo invites WOCA members to try their maps

Paige Darden, public relations director of MyTopo.Com, has extended an offer to WOCA members to try their on line ordering system for topographic maps and aerial photos.

This limited time offer provides one complimentary map or photo (excellent for planning hikes, camping outings, hunting and fishing trips) to show you the ease of finding your map or photo with your computer and ordering it on line. The normal value of a map or photo is \$14.95.

To do so, visit www.mytopo.com (<http://www.mytopo.com/>), follow the steps to make the map and save it to an account, and then proceed to checkout. At checkout, you'll see a yellow-highlighted box that asks if you have a promotional code. Type in "WOCA," and they will

ship your map free of charge (approx. a \$20.00 value with free shipping).

This promotional code is valid through March 31, 2005. If WOCA members have any trouble, call Paige Darden, Public Relations, at (866) 587-9015 or customer service at (877) 587-9004.

"We would also be glad to give WOCA members free access to MapCard, our award-winning mapping software," Darden said. "Call me if you'd like to learn more about MapCard (www.mapcard.com <http://www.mapcard.com/>) and I will give them a virtual tour of the service and provide them with complimentary access."

MyTopo.com, a print-on-demand source for custom topo maps and aerial photos, located in Red Lodge, Montana, was picked as a favorite product of 2004 by Stephen Regenold, a syndicated columnist known as the "Gear Junkie".

MyTopo.com specializes in providing topographic and aerial photo base maps via an easy online ordering process. MyTopo.com allows the customer to center any place in the United States, choose the map's grid lines, give it their own title, and designate whether they wanted it printed on waterproof, laminated or glossy paper. Several size choices are available and the maps range in price from \$9.95 to \$60.00. MyTopo.com prints the map to the customer's specification and ships it within 24 hours for quick delivery to the mailbox.

MyTopo.com also offers a "do-it-yourself" mapping website, www.mapcard.com (<http://www.mapcard.com/>) that allows customers to print, save and annotate unlimited topos and aerial maps. The MapCard mapping system was named **Backpacker Magazine** Editors' Choice for Best New Product of 2003, the year it was introduced.

Just a little list

Peter Jacobi, feature and news writing advisor, shares his lucky seven - a list of things to remember to improve your writing:

- o There is no captive audience, the writer should remember, because there isn't. It's the writer's task to captivate.

- o Your message is not a must, the writer also should remember, because it isn't. It's the writer's task to prove the message is a must.

- o Clarity is next to godliness should be the writer's eleventh commandment. And that means words which mean to others what they mean to you, lots of simple sentences, and jargon-shorn prose.

- o Think before you write. Gather facts before you write. Organize before you write.

- o Strive for the conversational in your writing. Try to make it sound a bit like talk because people seem most comfortable with language used that way.

- o People fall in love with people, not statistics. And that's worth remembering. Stories with people in them tend to attract more than those without.

- o It is through the noun and verb that you show your reader what you're writing of rather than just tell.



The deadline for contributions to the Spring/Summer 2005 edition of *The WOCA Record* will be April 15.



What Does WOCA do?

The Wisconsin Outdoor Communicator's Association (WOCA) was founded in 1976 by several outdoor writers who realized there was a need for a statewide organization of natural resource communicators. WOCA is a non-profit group, with members who are freelance writers, photographers, newspaper and magazine staffers, publishers, editors and radio and television reporters and outdoor show hosts.

WOCA normally holds one meeting a year, often the second weekend of August in Eagle River, where speakers talk about current natural resource issues. The meeting provides an excellent opportunity for communicators to gather background material for articles. There are sessions providing valuable craft improvement advice, and members discuss mutual problems and current issues in the field of outdoor communications. WOCA holds its annual business meeting then, and the membership elects new officers and votes on issues. Following the meeting members often fish with local professional guides on area lakes, also providing additional story material.

WOCA's objectives are:

- To provide a forum for the exchange of information and ideas among its members.
- To stimulate improvements in the craft of outdoor communication.
- To promote wise use of the environment.
- To foster natural resources education.

Membership is open to anyone who earns income from communicating with the public about the outdoors. Dues are \$25 per year, \$60 for three years or \$100 for five years. Corporate or supporting members may join for \$50 per year, and in exchange for their membership, they receive a membership list useful for mailing news releases. Dues support the newsletter, *The WOCA Record*, allow donations to conservation groups, and offset conference fees.

WOCA recognizes Honorary Life Members from time to time, those who have proven themselves to be extraordinary friends of conservation. The board of directors will consider all nominees. WOCA welcomes new members and invites outdoor communicators to see how WOCA can help them.

WOCA Officers 2004-2005

President: Tim Eisele

Vice President: Roger Sabota

Secretary/Executive Director: Gene Cooper

Treasurer: Tom Muench

Board of Directors:

Edie Franson, Jerry Kiesow
Paul Smith, Larry Van Veghel
Bob Wilberscheid, Tom Muench
Rick Wulterkens, Tim Eisele
Gene Cooper

Active Life Members

Gene Cooper, Tim Eisele, Don Johnson
Howard Mead, Tom Muench, Dave Otto,
Ced Vig

Past Presidents

Steve Henry (1976-79), Jim Rehbein (1979-80)
Tim Eisele (1980-81), Dave Otto (1981-82)
David Hansen (1982-83), Dan Small (1983-85)
Chuck Petrie (1985-86), Kevin Naze (1986-87)
Daryl Christensen (1987-88)
Roger Sabota (1988-89), Earl Little (1989-91)
Joan Little (1991-92), Steve Heiting (1992-93)
Pat Durkin (1993-95), Dick Larson (1995-96)
Brian Lovett (1996-97), Alan Martin (1997-98)
Paul Shaurette (1998-99), Gary Martin (1999-2000)
Rick Wulterkens (2000-01 & 2002-04), Tim Eisele
(2001-02 & 2004-05)

Honorary Life Members

Walter Scott and Mully Taylor, 1977
Mel Ellis and Harley MacKenzie, 1978
Owen Gromme, 1979
Walt Sandberg, 1980
Lee LeBlanc, 1981
Fred and Francis Hamerstrom, 1983
Francis W. "Bill" Murphy, 1984
Clay Schoenfeld, 1985
Gov. Warren Knowles, 1988
Ced Vig, 1989
Art Oehmcke and Don Johnson, 1990
Howard Mead, 1991
Dave Otto, 1992
Gene Cooper, 1993
Tom Muench, 1999
Tim Eisele, 2000

Wisconsin Outdoor Communicator's Association Membership Application

Dues: \$25 per year (individual and associate)
\$50 per year (supporting)

\$ 60 for three years (individual)
\$100 for five years (individual)

Membership Information:

Name: _____ (as you would like it to appear in the membership listing)

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____

Fax: _____ Email: _____

Spouse's First Name: _____

Check Membership Category you are applying for:

- Active** (Any resident of Wisconsin or one who's principle place of business is in Wisconsin and who earns any portion of current annual income from communicating with the public about the outdoors.)
- Associate** (Any person meeting the requirements of active membership with the exception of the residency requirement. An associate member shall not have a vote.)
- Supporting** (Outdoor publications, trade manufacturers, chambers of commerce, tourist associations or other groups and organizations with an interest in promoting the quality of Wisconsin outdoor recreation.)

**Make checks payable to "WOCA"
and mail to:**

___ 1 Year ___ 3 Years ___ 5 Years Amount Enclosed: _____



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