



# PROFESSIONAL OUTDOOR MEDIA ASSOCIATION OF CANADA

A NON-PROFIT PROFESSIONAL ORGANIZATION

## NEW MEMBER APPLICATION

Please complete all pages of this application in full. Payment of **\$45.00** can be made online at [www.pomac.ca](http://www.pomac.ca) or by cheque payable to Professional Outdoor Media Association of Canada. Fees are refundable in the event of rejection of an application by the Membership Screening Committee. Incomplete application forms will not be considered.

**NAME OF APPLICANT** \_\_\_\_\_

**MAILING ADDRESS:** \_\_\_\_\_

(Street and number)

\_\_\_\_\_  
(City & Province/State)

\_\_\_\_\_  
(Postal Code)

**PRINCIPAL POSITION, TITLE, STATUS:** \_\_\_\_\_

**TELEPHONE:** BUSINESS: \_\_\_\_\_ HOME: \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**BIO INFORMATION:** *Please provide a brief bio for the online membership directory (90 words maximum)*

**ACTIVE** members must meet the minimum membership criteria. Membership points may be accrued in multiple categories (*see criteria on page 2*).

**PLEASE NOTE:** Applicants not qualifying for **ACTIVE** status will receive consideration for **ASSOCIATE** membership by the screening committee (*see page 3*).

**STUDENT** membership. Please refer to page 3 for criteria.

Send completed membership application to:

**T.J. Schwanky - Executive Director**  
**P.O. Box 934, Cochrane, Alberta T4C 1B1**  
**Tel: 403-932-3585 • Fax: 403-851-0618**  
**E-mail: [outdoorwritersofcanada@shaw.ca](mailto:outdoorwritersofcanada@shaw.ca)**



## PROFESSIONAL OUTDOOR MEDIA ASSOCIATION OF CANADA ACTIVE MEMBERSHIP CRITERIA

**Membership points as listed below are only earned for paid work.** "Paid" means any form of taxable compensation, including traditional payment, bartering, ad revenue, payments-per-view and affiliate compensation. Special circumstances or projects (e.g. app writing) not fitting into the following categories should not discourage applicants, as the Membership Committee has authority to fully credit work that is non-typical and thus not covered by this criteria.

**Prospective members must provide a detailed qualification list.** Tear sheets or documentation may be requested by the Membership Screening Committee.

Active Membership requires 10 points in 12 months earned by any combination of the following:

**WRITING:** *"written" includes magazine, newspaper, blog and web writing*

- Written work < 500 words: 1/2 point
- Written work 500-1000 words: 1 point
- Written work 1000 – 2000 words: 2 point
- Written work > 2000 words: 3 points

**VIDEO:** *video can be for TV, web, or corporate use; see also DVD's below*

- Video < 5 minutes: 1 point
- Video 5 – 20 minutes: 2 point
- Video > 20 minutes: 3 points

**AUDIO**

- Audio broadcast < 10 minutes: 1 point
- Audio broadcast >10 minutes: 2 point

**LECTURES/SEMINARS**

- Lecture/Seminar: 1 point

**PHOTOGRAPHY:** *Point value of projects to be determined by Membership Committee*

- Photograph in support of written work: 1 point,
- Web images: 1 point
- Cover photograph (or equivalent): 2 points
- Per Gallery print master sold/does not include secondary sales: 5 points
- Photo projects (e.g. advertising campaign, annual reports etc.): 2 – 10 points

**ILLUSTRATING**

- Paid illustration, drawing or cartoon: 1 point,
- Cover art (or equivalent): 2 points
- Per Gallery print master sold/does not include secondary sales: 5 points

**BOOKS & DVDS:** *Point value of both these items to be determined by Membership Committee*

- Book (paper or e-book) : 2 – 10 points
- DVD : 2 – 10 points

**SELF-EMPLOYED/SALARIED POSITIONS**

- Self-employed/Salaried publisher/editor/writer/photographer: 10 points
- self/employed Salaried information officer: 10 points



**FOR THE APPLICANT:** I hereby make application for membership in the Professional Outdoor Media Association of Canada and certify that the information submitted is accurate. I have read the principles and creed of this association as printed in the brochure enclosed with this application and understand that to remain a member in good standing I am bound by these principles and creed.

### **POMAC OBJECTIVES**

The objectives of the Professional Outdoor Media Association of Canada are to:

1. Stimulate interest in and an appreciation of the outdoors.
2. Stimulate high standards of craftsmanship among those concerned with the portrayal of outdoor life.
3. Co-operate with others in support of the responsible use(s) of Canada's natural resources.

Are you applying for s **STUDENT** membership?    Yes             No

If so, please provide name of institution or course that you are taking, plus a contact phone number.

Name of Institution  
or Course: \_\_\_\_\_ Contact #: \_\_\_\_\_

### **MEMBERSHIP CATEGORIES (Check the one that applies)**

- ACTIVE:**            Meets the criteria detailed in the application, subject to a periodic audit of qualifications.
- ASSOCIATE:**        Applicants engaged in outdoor communications, but do not meet active criteria, may apply for associate membership. An associate member may, upon meeting active criteria, request reclassification to active status.
- STUDENT:**           Applicant must be enrolled in an institution of higher learning, pursuing a course of study related to the outdoors and/or communications or in the POMAC Mentorship Program.

**If you have any questions regarding membership categories or any other aspect of the application, please contact OWC Executive Director:**

**T.J. Schwanky at 403-932-3585 or by email at: [outdoorwritersofcanada@shaw.ca](mailto:outdoorwritersofcanada@shaw.ca)**