

# WOMEN'S OUTDOOR MEDIA ASSOCIATION

Are you passionate about increasing the number of women in these outdoor sports?

*Shooting, Hunting, Fishing, Archery...*



**Tracy and Lanny Barnes**  
Olympians,  
World Class Athletes  
and WOMA Members

**Rebecca Francis**  
Champion Archer  
and WOMA Member



Let WOMA help you be more involved in the woman's perspective of outdoor sports!



[www.TheWOMA.com](http://www.TheWOMA.com)

# ABOUT WOMEN'S OUTDOOR MEDIA ASSOCIATION

WOMA is a rapidly growing association committed to increasing media attention and market presence for women in outdoor sports (shooting, hunting, fishing and archery) in order to:

1. **Increase** awareness of women in these outdoor sports through greater press exposure.
2. Dramatically **expand** the number of women introduced to the outdoor sports.
3. **Encourage** the number of women who continue to shoot, hunt, fish and participate in archery.
4. **Direct** women on where to purchase equipment, hunts, etc. by sharing stories and sponsors.
5. **Support** traditional and non-traditional media in sharing stories of women in outdoor pursuits.



**Marsha Petrie Sue**  
WOMA Board Member



**Julie Goloski Golob**  
80 Championship Shooting Titles  
and WOMA Member

# MEMBER BENEFITS

- Added visibility for your blogs, podcasts, articles and video on a nationally recognized website.
- Increased traffic to your website through mainstream search engines.
- Promotion of your outdoor products or event(s) designed for women.
- Enhanced credibility in your field by expanding markets that include women.
- Increased success by networking with other professionals passionate about outdoor sports for women.
- Advice from media experts on how to expand your reach and increase exposure in your field!

## MEMBERSHIP CATEGORIES

**Media Members:** writers, editors, magazine staffers, photographers, illustrators, broadcasters, film-makers, publishers.

**Industry Members:** Outdoor instructors, outfitters, outdoor industry corporations and employees, speakers.

**Ambassador Members:** full-time students, active-duty military, Armed Forces Academy cadets.



**Kay Clark Miculek**  
World Shooting Champion  
and WOMA Member



## **SIGN ME UP! HOW CAN I JOIN WOMA?**

### **Step 1:**

Visit our website at [www.TheWOMA.com](http://www.TheWOMA.com) for on-line application under JOIN US.

### **Step 2:**

Find your qualifying membership category and submit the membership application online along with your payment.

### **Step 3:**

Enjoy the benefits!

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The WOMA is a non-profit 100% volunteer effort on the part of industry leaders and outdoor media committed to the mission.

## **HOW CAN I BECOME A SPONSOR OF The WOMA?**

Sponsorship of WOMA, whether made by a company or individual, starts at \$200 per year. It's easy to become a sponsor and the benefits are limitless!

Visit [www.TheWOMA.com](http://www.TheWOMA.com) for more information about our sponsorship opportunities.

## **MORE INFORMATION**

### **Membership or Sponsorship Questions?**

Contact Melita Ellington at [Melita@TheWOMA.com](mailto:Melita@TheWOMA.com)

The WOMA  
P. O. Box 142063  
Fayetteville, GA 30214



**Larry Weeks**  
WOMA Board Member

## **JOIN TODAY!**

[www.TheWOMA.com](http://www.TheWOMA.com)