



Guest Contributor Overview

Background:

The Idaho Outfitters and Guides Association is a 501(c)(6), which is a non-profit business trade association. This classification allows us to have a full-time paid lobbyist who represents our interests at the state legislature. IOGA is the largest representation for the state's full-time licensed outfitters and guides. Members primarily are small, independently owned businesses offering guided hunting, fishing, river running, trail riding, hiking, biking, climbing, skiing, snowmobiling, and guest ranch trips.

Although IOGA has sustained a blog since October of 2012, we are committing to more frequent updates about ongoings in our unique and intricate industry. We will be starting with our blog, however, we have plans to utilize a larger media approach. We believe in showcasing issues, triumphs, and educational information to foster a stronger sense of community. We also aspire to keep interested parties informed on the most relevant and important news in our sector.

Who Can Write For Us?:

We are looking for guest writing contributions from anyone related to the Idaho outfitting and guiding industry. This includes but is not limited to:

- Outfitters
- Guides
- Gear and supply companies
- Guests of the industry
- Travel companies
- Educators
- Related non-profits who wish to partner with our industry

If you do not fall neatly into one of these categories but are still interested contributing, please email IOGA's Head Media Coordinator at dagnydeutchman@gmail.com and we'll work something out!

Contributor Guidelines:

Featured essays should be between 500-2,000 words and explore a topic that is related to the Idaho outdoor professional recreation industry in some facet. It is helpful to our media coordinator, but optional, to include a 50 word biography and picture of the contributor.

We are open to accepting pieces that have been published elsewhere, however we are mostly looking for original content. 5 days after submission you are welcome to submit the content to other sources with a link back to the IOGA original post. Accompanying pictures are highly encouraged but are limited to 5 per post unless otherwise discussed. We **do not** require you to be a professional writer by any means, and will give light assistance in editing before the piece is published.

We also ask that contributors limit their links to outside sources to a maximum of 5. We understand that the ability to be a featured blog contributor on our website may be an important marketing opportunity to you as an individual, or for your business. Although we welcome and encourage this as an opportunity, we do not want this to overshadow our previously stated goals of showcasing issues, triumphs, and educational information to foster a stronger sense of community.

We will not accept any submissions that are racist, sexist, ageist, or discriminatory in nature. We do not put down members of our, or any other community. Constructive criticisms of issues in the industry are *accepted and encouraged*, but please keep them respectful. Additionally, when addressing an industry issue, please offer a constructive solution to the problem or educational resources to those interested in learning more.

As a final note, we reserve the right to refuse the publication of submitted materials and make final editorial decisions on content that does not uphold our media standards.

Format:

We request that all submissions come in the form of either:

- Google Docs (preferred)
- Word document (docx)

Compensation:

Currently we are not able to monetarily compensate any of our contributors. If you contribute 3-4 times a year, we are willing to work with you to give a professional reference and/or personal recommendation upon request.

However, because we are dedicated to cultivating quality media for our members, supporters, and industry **in addition to a professional recommendation we are happy to trade the following contributions in exchange for a yearly membership* of IOGA as well as waived entrance fees to our yearly December meeting** (\$240 value):

- 6 high-quality content blog posts to be scheduled for posting throughout the year. Contributions should only need very minimal editing previous to posting.

-OR-

- 30 high-quality photos for IOGA to help facelift their blog and website over the next year. Photo credit will be given.

-OR-

- 20 high-quality social media posts in the next 6 months

We understand that your time is valuable and we hope you view this as an important volunteer position that raises the bar for our industry.

Submitting and Timeline:

Please be patient with us when submitting and working towards blog posts. Our Head Media Coordinator is currently an unpaid, volunteer position.

All inquiries, pitches, and submissions should be emailed to dagnydeutschman@gmail.com.

You can expect an email response within two weeks of submission. Blogs will be posted on a schedule, and you will be kept updated about when to expect to see your blog live.

Final Notes:

In an effort to elevate the quality of the information circulating in our industry we give a **huge** thank you to anyone considering submission. We'd like to make this process as easy as possible. Feel free to give us feedback on how we can make this experience better for you as a consumer, contributor, or otherwise.

We very much look forward to reading what you come up with!

*the type of membership you will be compensated with is dependent on your relationship to the industry since we have several levels of membership. For more information please utilize the contact information provided.