

Subject: : Print, Video, Audio Discussions

Topic: : Fly fishing programs on TV

Re: Fly fishing programs on TV

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URL:

Because those shows are sponsored by big-named companies and outfitters and they are looking to draw in consumers that have deep pockets.

Just watch the advertisements and sponsors section at the beginning or end of the show. They are typically companies like Simms or Orvis.

Also the guides that "host" these trips are usually large outfits.

Plus exotic locations allure viewers to have big dreams.

Although, there are occasionally more local fishing trips on these shows.