

# How to Contribute to the Orvis News

## Fly-Fishing Blog

The Orvis Fly Fishing blog is already one of the more popular fly-fishing sites on the Web. The key to maintaining the constant flow of high-quality, relevant, and varied content is the participation of Orvis guides, lodges, and outfitters. Since you are in the field, you have unique perspectives on the sport, and the geographic distribution of the Orvis ELOG network means that we can cover the whole country, and much of the world, with real authority and authenticity—a valuable asset that is readily apparent to visitors to the site.

Contributing to the Fly Fishing blog is as easy as typing up an email. By posting to the blog, you'll help build the site's popularity while establishing your own expertise and basically advertising your business. Here's how it all works.

### I. **What is a blog post?**

A blog post is a short, informative and/or engaging block of text that can be on any subject relating to fly fishing. Posts should be written in your own voice—conversational, without being flippant or nonchalant. The blog is not a place for overly strident opinions or any kind of self-promotion. Instead, we want everyone to feel welcomed and included.

Because most folks don't like to read long blocks of text on a screen, blog posts should be short, no more than 1,000 words, but usually more like 300. A succinct post can be under 100 words.

Don't worry about your writing ability: we will edit the copy and make you look like a genius.

### II. **What kinds of posts are we looking for?**

In general, we're looking for six different kinds of blog posts:

**1. How-To:** This is the bread and butter for guides, of course. You spend much of every day teaching your clients how to become better anglers. The blog is a great place to share very specific tips, tricks, and techniques—anything from rigging, to casting, to presentation, to anything else that's relevant. Think about those things that you've figured out by watching hundred, if not thousands of anglers. Every guide has a few tricks of his own.

Nothing is too simple, given that you've got such a small space to explain yourself. Any complex ideas need to be broken down into smaller parts. For instance, rather than explaining "how to fish from a drift boat," you'd break that down into discrete parts (the best way to stand, the right casting angles, using mends to prolong drifts, etc.).

**2. Informational:** This could literally be anything of interest to fly fishers. Did you see your first salmonfly of the year on the Yellowstone or the Madison? Have you heard that dam releases will soon be increasing or decreasing? Did Dick Cheney float the South Fork, causing chaos at the boat ramp? Really, there are no limits to the subject matter here.

**3. Photos:** As you might imagine, there are plenty of photos on the site. Anything is fair game—beautiful fish, scenery pictures of anglers enjoying themselves, interesting animals, etc. You can submit photos several ways: simply email them, load them to flickr or a similar site, or point us to another place online (such as your blog or facebook page) where we can grab them. To be used on the site, photos must be *at least* 650 pixels wide.

**4. Video:** One of the best things about the Web is how easy it is to embed video, and we have plenty of it on Orvis News. These will be short clips, usually under three minutes. Rather than showing the same tired shots of a guy reeling in a fish, we're looking for more interesting stuff that shows off the excitement or the serenity of the sport. Once you've made a video, just post it on YouTube or vimeo and send us the link. We'll do the rest.

**5. Stories:** Good fishing stories are a part of the sport's culture, and we'll include tales of all kinds. As guides, you probably have lots of great stories you tell frequently. Well, when those kinds of things happen now, tell them on the Fly Fishing blog. Did a client have an extraordinary day or catch a special fish? Did you have a special client? Did something unusual or funny happen on the water? These are all good topics.

The one caveat here is that the site's credibility must be unimpeachable. There can't be any tall tales or overblown self-promotion in these stories. For instance, we don't want to hear about a "100-fish day." Instead, you could just say, "One of the best days we've ever had" and then get into the details of the hatches, the flies, the anglers, etc.

**6. Conservation:** The site will be a great way to disseminate breaking conservation news very quickly, especially if there are pressing matters such as upcoming votes, the end of a public comment periods, etc. You could focus on anything from legal issues (such as water rights or access), to competing constituencies (such as farmers vs anglers), to just straight-up regulations debates (limits, legal methods, etc.) as they relate to the health of the fisheries.

This will also be a great place to update work in progress (such as the placing of woody debris in the Battenkill or reestablishing native westslope cutthroats to more streams. You could simply talk about your day out with a TU chapter planting willows along a streambank. We'd also like to hear success stories— examples of conservation efforts that are showing positive effects.

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