

ORVIS®

Social Media

#OGR16

Tucker Kimball, social media manager

Why Social Media?

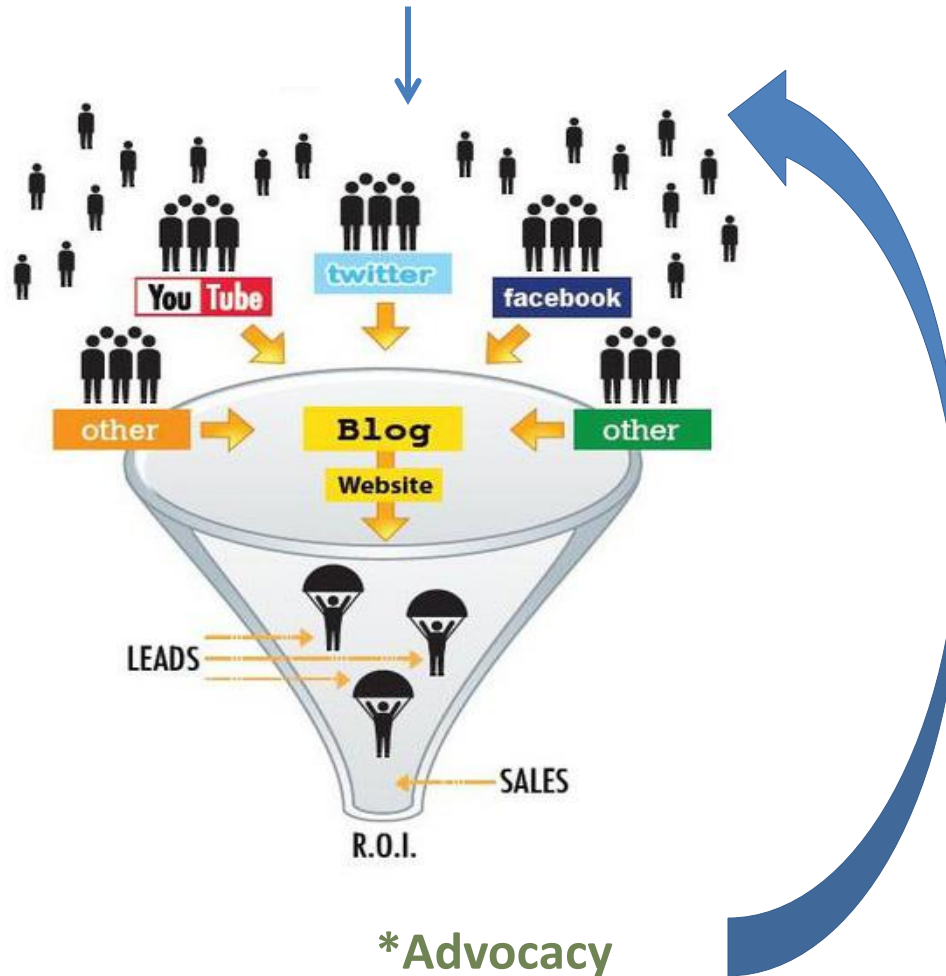
It's about community & engagement.

- Connect with your client/customer in a real way.
- Share your passion and knowledge.
- Share others' passion and knowledge.

This creates engagement, which creates loyalty & others promoting your business.

Why Social Media?

Content and conversation gets you found.



facebook®

1 billion+ users. Can target people for little \$\$ (photos, links, video)



Instagram

Fast growing. Young. (photos & video)

You Tube

2nd largest Search Engine. Video = 70% of consumer internet traffic by 2017



WORDPRESS

Content hub to pull in traffic

Facebook.com/orvisflyfishing



- 170K fans/followers
- All blog posts, photos, videos, links & more
- Leverage our 170K fans.

Instagram.com/orvis (@orvis)



- 63K followers

- Leverage our 63K followers.

Twitter.com/OrvisFlyFishing (@orvisflyfishing)



The image shows a screenshot of the Twitter profile for Orvis News (@OrvisFlyFishing). The profile header includes the Orvis logo, the name "Orvis News", the handle "@OrvisFlyFishing", the location "USA", the website "orvis.com/news", and the date "Joined July 2009". It also indicates "2,141 Photos and videos". The statistics show 7,601 tweets, 440 following, 40.2K followers, and 1,377 likes. The main content is a tweet from 2 hours ago: "Meet Tim Johnson of @falconsledge...our Trout Bum of the Week! orv.is/1XfbtYw #flyfishing". The tweet features a large photo of a man in a headlamp and suspenders holding a large brown trout. Below the photo are icons for reply, retweet (3), and like (6). A second tweet from 5 hours ago is partially visible: "It's getting closer... Here's how to tie a Hendrickson. orv.is/1XeTnpX".

- 40K followers
- Leverage our 40K followers.

Start Slow

Choose one or two networks.



Instagram

facebook®

Content!

“Brands can see higher percentages of sharing if they ask the following four questions of their content.”

- Will sharing this content make my consumer look good?
- Will this content evoke a positive emotion, such as happiness or excitement?
- Is this content useful, or does it otherwise contain info that has a strong practical value?
- Does this content tell a story in itself?

[Journal of Advertising Research](#)

Follow Others

Partners, brands, those creating great content.

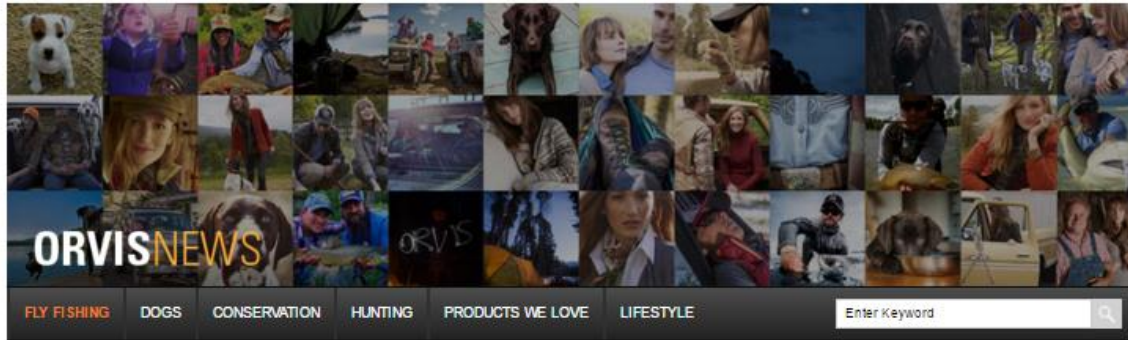
Watch what they do and model.

Share their content.

Orvis News Fly Fishing Blog: Broadcasting Your Brand

Who doesn't want FREE publicity?

Phil Monahan, editor



The Orvis fly-fishing blog celebrates all things fly fishing, featuring top-notch articles, tips, photos, videos, podcasts and the latest fly-fishing news. From trout fishing in the famed rivers of Montana to brown-lining for carp in the urban jungle to chasing sailfish of the coast of Baja, we cover all sides of the sport we love. Regular features include **Tuesday Tips**, which will make you a better angler, and the **Friday Fly-Fishing Film Festival**, made up of the best videos from around the world.

FOLLOW US:   

SUBSCRIBE TO UPDATES

**SIGN UP
FOR ORVIS EMAIL!**

SUBSCRIBE NOW
AND RECEIVE A

**FREE
ORVIS FISH STICKER**



Photo: "Orvis Girls" on the Run in Southwestern Montana

Written by: Maggie Mae Stone and Jenny Mayrell-Woodruff



Maggie (left) and Jenny shared a three-day tour of some of Montana's iconic trout waters.
Photos by Maggie Mae Stone and Jenny Mayrell-Woodruff

We are #orvisgirls

The genesis of this was two years ago in Missoula, Montana at the Orvis Guide Rendezvous. In a very male-dominated sport, it was no surprise that the few talented and able female anglers...

Orvis.com/news 2015 Stats

- **2.4 million** sessions. Currently running 50k to 60k/week.
- Fly Fishing Facebook page has **171,000+** fans and growing, and our weekly reach can top **one million users**.
- *A brand-builder and traffic-driver for Orvis and for your business.*



Why contribute to Orvis News Online?

- You have a message—that your operation is awesome—and we have the audience. We *amplify* your message.
- It's *easy*, and even better, it's *FREE*



**Providing Content to Orvis News
Gets YOU exposure to a big audience.**

There are many ways to contribute...

Photo of the Day

Photo of the Day: Young Dawson Rocks the Dry Flies

Written by: Phil Monahan



Streamers, schmreamers—Dawson was catching plenty of trout on dry flies last weekend.

Photo by John Herzer

Dawson Herzer—son of John Herzer of [Blackfoot River Outfitters](#) in Missoula, Montana—is already a skilled angler, at the tender age of eleven. (You might remember his awesome [video casting lesson](#) from a couple years ago.) D-Man got to go out in the drift boat with the big boys on the first day of his Dad's birthday-weekend fishing expedition. While everyone else was flogging the water with 6-inch streamers for pike on the lower Clark Fork, Dawson was picking up a few nice 'bows on Skwala stonefly dry flies. It was a cold day, but this is one young angler who is not to be deterred.

Videos

Video: Rainbow Colors on the Lower Blue

Written by: Phil Monahan



Trey Mullen—a guide at [Brush Creek Ranch](#) in Saratoga, Wyoming—returned to his native Colorado to fish the [Lower Blue River](#) and produce this fine video. And I guess he done got himself a drone because he makes pretty good use of it here. And that's a pretty sweet rainbow trout at the end, as well.



Stories

Photo: “Orvis Girls” on the Run in Southwestern Montana

Written by: Maggie Mae Stone and Jenny Mayrell-Woodruff



Maggie (left) and Jenny shared a three-day tour of some of Montana's iconic trout waters.

Photos by Maggie Mae Stone and Jenny Mayrell-Woodruff

Tips and Advice

5 Tips for Winter Streamer Fishing

Written by: Tim Linehan, [Linehan Outfitting Co.](#)



Linehan Outfitting Company guide Sam Stevenson with a thick Kootenai winter bow.
Photo courtesy Linehan Outfitting Company

If you're heading out on the river to fish streamers in winter, you need to think a little differently. Here are a few of my best tips for adjusting tactics to score when the mercury is low:

1. **Keep Moving:** Water temps are significantly lower in the winter, and fish metabolisms slow down considerably. Keeping this primary fact in mind, don't get concrete feet. Covering water will increase your chances of finding a hungry trout.
2. **Fish streamers with less action:** even dead-drifting them will pay dividends during winter conditions. Baitfish are commonly sluggish this time of year especially around and in cover, such as boulder gardens and rip-rap. Cast into cover or along rip-rap banks and let your bug dead drift instead of stripping immediately.
3. **Know where to look.** Trout do not want to expend as much energy during the winter and will move out of faster currents. Look for fish in cover and especially in tailouts, soft runs, eddies, and slower channels.

Every Post Goes to Facebook & Twitter

ORVIS **The Orvis Company**
Published by Philip Monahan [?] · Yesterday at 12:15pm · 🌐

Here's one kid who knows how to sling a Skwala!



Photo of the Day: Young Dawson Rocks the Dry Flies - Orvis News
Streamers, schmreamers—Dawson was catching plenty of trout on dry flies last weekend. Photo by John Herzer Dawson Herzer—son of John Herzer of...

ORVIS.COM

15,255 people reached [Boost Post](#)

ORVIS **The Orvis Company**
Published by Philip Monahan [?] · 32 mins · 🌐

These gals know how to handle a fly rod, and they enjoyed an epic three-day tour of some iconic trout waters.



Photo: "Orvis Girls" on the Run in Southwestern Montana - Orvis News
Written by: Maggie Mae Stone and Jenny Mayrell-Woodruff Maggie (left) and Jenny shared a three-day tour of some of Montana's iconic trout waters. Photos...

ORVIS.COM

ORVIS **The Orvis Company**
Published by Philip Monahan [?] · March 3 · 🌐

Take a longtime guide's advice: fish streamers differently when the mercury is low. Here are the Linehan Outfitting Company's top 5 tips.



Classic Tips: 5 Keys to Winter Streamer Fishing - Orvis News
Written by: Tim Linehan, Linehan Outfitting Co. Linehan Outfitting Company guide Sam Stevenson with a thick Kootenai winter bow. Photo courtesy Linehan...

ORVIS.COM

35,332 people reached [View Results](#)

Search

5 Tips for Winter Streamer Fishing

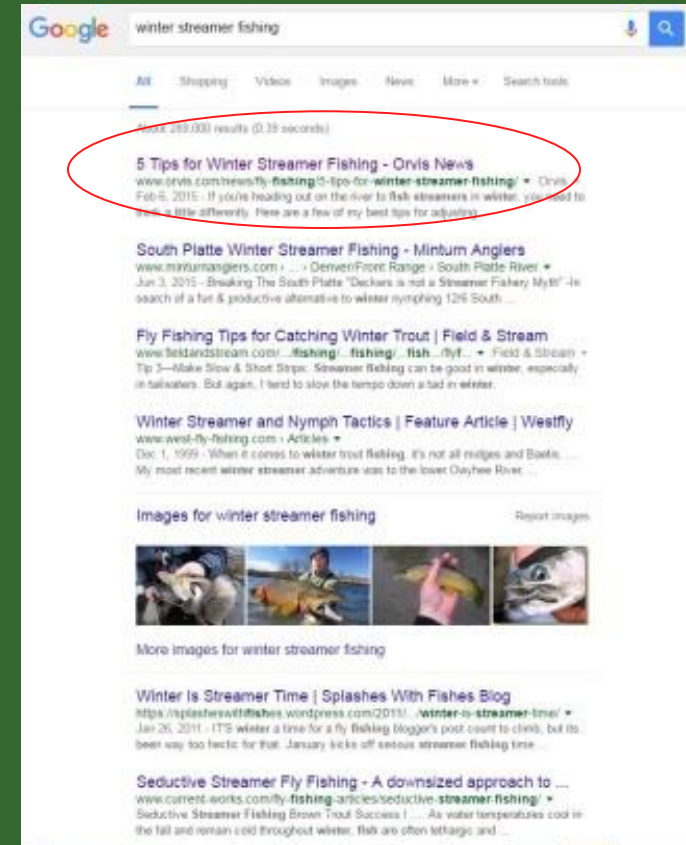
Written by: Tim Linehan, [Linehan Outfitting Co.](#)



Linehan Outfitting Company guide Sam Stevenson with a thick Kootenai winter bow.
Photo courtesy Linehan Outfitting Company

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The screenshot shows a Google search for "winter streamer fishing". The search bar at the top contains the text "winter streamer fishing". Below the search bar, there are navigation links for "All", "Shopping", "Videos", "Images", "News", "More", and "Search tools". The search results are displayed below, with the first result circled in red. The circled result is titled "5 Tips for Winter Streamer Fishing - Orvis News" and includes a snippet of text: "www.orvis.com/news/fly-fishing/5-tips-for-winter-streamer-fishing/". Other search results include "South Platte Winter Streamer Fishing - Minturn Anglers", "Fly Fishing Tips for Catching Winter Trout | Field & Stream", "Winter Streamer and Nymph Tactics | Feature Article | Westfly", "Images for winter streamer fishing", "Winter Is Streamer Time | Splashes With Fishes Blog", and "Seductive Streamer Fly Fishing - A downsized approach to ...".

“How Hard is It?”

Very Simple!

All you do is email your content (story and/or photos) to Phil, and he does the rest.

For videos, upload them to YouTube or vimeo and just send Phil the link.

That’s it. *No technical expertise required.*

You can do it from your smartphone.

Repurpose Your Content

If you have a blog, send posts to Phil, and he can reuse them on the Orvis News.

Same goes for Facebook posts.

We will take your content and broadcast it to our large audience. . .for FREE

WHEN LIFE GIVES YOU FREE STUFF,



TAKE IT AND RUN!!

Contact Phil at
monahanp@orvis.com

Learning Center

- Over five hours of video lessons
- Animated knots
- Searchable podcasts
- Links to Orvis Adventures
- 25,000 sessions per week

ORVIS
FLY FISHING LEARNING CENTER

ORVIS HELIOS 2
FEED YOUR ADDICTION

my Learning Center Sign in

Search entire site... Search YouTube

Home Video Lessons Fly Tying Videos Podcasts Animated Knots Choosing Equipment Resources Shop Orvis

Welcome to the Orvis Fly Fishing Learning Center

Whether you're sharpening your skills or are just beginning, this site was created with you in mind. We love this sport, and we can't wait to share it with you. --- Tom Rosenbauer

How to get started

- SIGN IN OR SIGN UP
- WATCH THE VIDEOS
- TAKE A QUIZ
- EXPLORE

Take a Quiz [X]

Each chapter has a quiz at the end. You'll learn more by taking the quizzes because we explain both right and wrong answers and you may pick up some valuable tips.
[Quizzes](#)

SIGN IN

SIGN UP

YOU SHOULD SIGN IN!

When you sign in, you get the following benefits:

- We'll hold regular drawings for great Orvis products from registered users
- You can keep track of your progress on your own page
- You can see which videos you've watched
- When you watch something you want to reference later, you can add videos, articles, or podcasts to your favorites

Fly Fishing Video Lessons

If you're a beginner, start with Chapter One. Otherwise, skip right to the topic that interests you most. Don't forget to take the quiz after each chapter—good luck!

Fly Fishing Basics
You might have heard that fly fishing is just for trout but nothing could be further from the truth.

Bass Fly Fishing
Learning how to fly fish for bass is a great introduction to the sport of fly fishing.

Pike and Muskies
Pike and muskies are the sharks of the water.

Stream Fishing Basics
Moving water adds variety to your fishing.

Basics
[Stillwater Trout](#)
[Bass](#)
[Pike/Muskie](#)
[Stream Fishing](#)
[Nymphs](#)
[Streamers](#)
[Reading Water](#)

Offshore
[Saltwater Flats](#)
[Fly Casting](#)
[Fishing Close to Home](#)
[Choosing Equipment](#)

Other Resources

Fly Fishing Shop Podcasts Fly Fishing Videos Fly Fishing Reports Fly Fishing Schools & Adventures Endorsed Lodges & Guides Orvis Fly Fishing News

Learning Center Videos

- You can embed any of the video lessons on your web site
- You don't need our permission
- We own the rights
- Each video has an embed code that you copy and paste into your site
- Most are short and easily digestible

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FLY FISHING LEARNING CENTER

ORVIS RECON
MAPS NOT INCLUDED

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Search entire site... Search YouTube Facebook


Home Video Lessons Fly Tying Videos Podcasts Animated Knots Choosing Equipment Resources Shop Orvis

Video Lessons ▶ 5: Wet Fly & Nymph Fishing

Fly Fishing Video Lessons

1: Basics | 2: Bass | 3: Pike/Muskie | 4: Stream Fishing | 5: Nymphs | 6: Dry Flies | 7: Streamers | 8: Reading Water | 9: Stillwater Trout | 10: Salmon/Steelhead | 11: Saltwater Flats | 12: Offshore | 13: Casting | 14: Fishing At Home | 15: Choosing Equipment

Chapter Five: Fishing with Wet Flies and Nymphs

 Trout do most of their feeding underwater, and day in and day out you'll catch more trout on wet flies and nymphs. In this chapter you will learn how to fly fish for trout with fish nymphs, with an without a strike indicator, how to rig indicators and weight, and how to fish two nymphs at once.

You will learn how to swing a wet fly, how to use a Reach Cast to get a better drift, and how to set the hook when nymph fishing. We'll help you unravel the mysteries of subsurface fishing.

[Play Entire Chapter](#)

	duration	viewed
1. Nymphs And Wets Intro	00:33	
2. Wet Flies Vs. Nymphs	00:36	
3. Swinging Wets And Nymphs	02:33	
4. Casts For Wets And Nymphs	02:00	
5. Selecting Nymphs	01:51	
6. Challenges With Nymphs	01:16	
7. Detecting Strikes	04:12	
8. Presentation Techniques	00:54	
9. Adding Weight	01:16	
10. Long Vs. Short Line Nymphing	02:26	
11. Changing Positions	00:17	
12. Sight Fishing With Nymphs	01:18	
13. Nymphing From A Drift Boat	01:17	
14. Nymphs And Wets Conclusion	00:19	

[Now Take Wet Flies & Nymphs Quiz](#)

Equipment For This Chapter

- [Helios 2 905-Tip Flex Fly Rod Outfit](#)
- [Superfine Carbon 3-weight 7'6" Fly Rod](#)
- [Dri Release Casting T](#)
- [Vertical Chest Pack](#)
- [Silver Sonic Waders](#)
- [Lightweight Wading Boots](#)
- [Strike Indicators](#)
- [Yarn Strike Indicator](#)
- [Split Shot](#)
- [Forceps](#)

Nymph & Wet Flies

- [Stonefly](#)
- [Prince](#)
- [Pheasant Tail](#)

[Take Wet Flies & Nymphs Quiz](#)

Podcasts

- Can download from iTunes, Orvis website, Learning Center, and Orvis app
- 5-Star rating from iTunes
- Also gets a boost from Midcurrent each episode

ORVIS FLY FISHING

Guide Podcast with Tom Rosenbauer



ORVIS FLY FISHING
GUIDE PODCAST
with Tom Rosenbauer

Subscribe directly to The Orvis Fly Fishing Podcast using:

iTunes RSS

Bill & Tom's Excellent Fly Lists

Published April 6, 2015

55:05

This week I have been asked to narrow my fly selection to three nymphs, dries, emergers, and streamers with one hand tied behind my back because the guy who wrote the question said I couldn't use any of the old standbys (and he even specified them, most of which I would have picked). So I dug deep and also asked my fishing buddy and co-worker Bill Reed to come in and discuss his favorites to see how our lists match. Also in the fly box this week are questions about spotting fish in the water, how to keep a trout on the line once you have hooked it, how to spend \$1500 wisely after your first year of fly fishing, and fly line color. In addition, we have a couple great letters from listeners offering suggestions on eye safety and fishing the UK chalk streams on a budget.

TOM ROSENBAUER



LEARN MORE ABOUT
[TOM ROSENBAUER](#)

OLDER PODCASTS

[2013 Podcasts](#)

[2012 Podcasts](#)

[2011 August-December Podcasts](#)

[2011 January-July Podcasts](#)

Podcasts

- About 40,000 people download these to their personal devices each week
- Beginning a series of interviews with endorsed guides on their local fisheries
- Guides who have been guests in the past report up to a half dozen bookings directly related to the podcast

What's Hot



The Dan Patrick Show on PodcastOne
PodcastOne



Barbell Shrugged - Talking Training and Barbell Shrugged



The Dan LeBatard Show with Stugotz Dan LeBatard



The Dirtbag Diaries Duct Tape Then Beer



The Tony Kornheiser Show
ESPN 980 Audio Vault



The Steve Austin Show - Unleashed!
PodcastOne



ESPN: The B.S. Report with Bill Simmons
ESPN



Art of Wrestling
ColtCabana



GunDudes
Carl



The Orvis Fly-Fishing Guide Podcast
The Orvis Company

Time Period	Downloads
April	87,317
March	186,719
February	144,153
Before Jun 30, 2010 (Legacy)	623,084
After Jun 30, 2010	5,083,123
All Time	5,706,207

Page 1 of 1 | 10 per Page | Now Displaying 1 - 6 of 6

EXPORT

Downloads by Episode

Search:

Title	Release Date	Downloads			Total	Action
		April	March	February		
Bill & Tom's Excellent Fly Lists	2015-04-06 16:00:35	17,907	0	0	17,907	DETAILS
The Best of Tom: Upstream or Down	2015-04-01 15:29:30	17,623	0	0	17,623	DETAILS
Orvis Hunting and Shooting Podcast: Over-Unders vs Side-by-Sides	2015-03-27 16:16:17	3,137	4,889	0	8,026	DETAILS
Our Leader on Leaders: Tom Interviews Perk Perkins	2015-03-16 13:01:54	2,743	17,631	0	20,374	DETAILS
The Ultimate Streamer Episode -- until our next one -- with Mike Schmidt	2015-03-08 20:35:52	2,516	15,260	0	17,776	DETAILS
A Lifetime of Trout	2015-03-01 23:53:40	1,833	19,181	0	21,014	DETAILS
The Lord of the Flies Returns	2015-02-06 17:45:56	1,482	4,935	22,889	29,306	DETAILS
10 Things I Wish I had Known About Fly-Tying When I Started	2015-01-30 21:33:21	1,583	4,487	17,653	26,524	DETAILS
Fly-Tying Tips with Tim Flagler of Tightline Productions	2015-01-21 15:20:10	1,079	3,287	5,844	28,562	DETAILS

Fishing Reports

- Other than individual fly shops in their areas, the most reliable fishing reports on the internet
- In August of 2014, we had 72,997 sessions via mobile and 122,903 sessions directly to the web site

Fly Fishing Reports and Conditions

Welcome to the most complete report of fly fishing conditions in North America. Our professional reports are updated weekly with stream and river flows, tides, recommended flies and equipment, and special fishing tips for the most important fly-fishing destinations in North America. Plan your next fishing trip knowing you'll arrive without any surprises—or discover some new fishing destinations in your area.

-North America Locations - Select One- ▾

"Red Hot" Fishing Areas

[CO - Roaring Fork River](#)
[UT - Provo River](#)
[VA - Tidal portion Potomac River](#)

"Excellent" Fishing Areas

[Alaska/Canada](#) [U.K.](#)

Green States:
Reports available

Gray States:
Reports coming soon

Fishing Reports from around the world
from The Angling Report

International Fishing Reports

Fishing reports

- Nearly always in the top 10 in Google natural search, often in the top 3.

GOOGLE fishing report bitterroot river montana

Web Maps Shopping News Images More ▾ Search tools

About 29,500 results (0.56 seconds)

Fishing Trip In Montana? - polarismontanavacations.com
Ad www.polarismontanavacations.com/fishing ▾
Plan A Stay With Us So We Can Make Sure Your Trip Is A Good One.

Bitterroot River | Montana Fly Fishing Reports & Conditions
www.orvis.com/fishing_report.aspx?locationid=7264 ▾ Orvis ▾
Apr 6, 2015 - Current fly fishing reports and conditions for Bitterroot River in Montana! Get the latest up to date fly fishing report for Trout - rainbows, browns ...

Upper Bitterroot River Fishing Report | Missoula Area ...
www.grizzlyhackle.com/river-reports/view/bitterroot-river-at-darby/ ▾
Our Missoula, Montana fishing reports for the Clarkfork River, Bitterroot River, Blackfoot River, Missouri River and Rock Creek are brought to you straight from ...

Bitterroot Report | The Kingfisher Fly Shop
www.kingfisherflyshop.com/blog/.../fishing-reports/bitterroot-report/ ▾
S-trout1_small. Bitterroot Fishing Report – 4/13. loon-1 ... Clark Fork River Fishing Report - 3/17. Bitterroot Fishing ... Missoula, Missoula International Airport, MT.

Fishing Report - Missoula Montana Fly Fishing
missoulamontanaflyfishing.com/fly-fishing-report/ ▾
Missoula Fishing Report for the Bitterroot Blackfoot and Clark Fork Rivers. Current River Conditions and Hatch report straight from the guide boat.

Bitterroot River | Freestone Fly Shop
freestoneflyshop.com/rivers/bitterroot-river ▾
The Bitterroot Valley itself is lush by Montana standards, and is also located in a sort of banana belt. The Bitterroot River has moderate fly fishing pressure in ...

Bitterroot River | Montana | Fishing Report | Westfly
www.west-fly-fishing.com ▾ Montana ▾ Fishing Reports ▾
You should find Skwala stonefly adults in the upper and middle sections; they should provide large dry fly action all month. They might start to fade about the ...

Fishing Reports

- Honest description of conditions
- Reports are updated weekly or else...
- Endorsed operations that fish the river always have a link back to their listing
- Some operations say this listing is more valuable than the Orvis catalog
- Only one reporter per river
- If your operation is on a river that we do not have, we are always delighted to add new rivers

Fly Fishing Reports & Conditions | Montana | Bitterroot River

Bitterroot River, Montana Fly Fishing Reports & Conditions

Missoula, MT

45°F

Cloudy

[Hour-by-hour](#) | [10-day](#)



Reported by [Blackfoot River Outfitters](#)

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my tips of the week

The Bitterroot has been dropping since mid last week - spring fishing is upon us and its been good. We have already experienced some exceptional dry fly fishing on the Root. If the water continues to drop, it should be great all week. Consider those little backwater channels and riffles - fish will move out of their winter lies and into that thin water when the level jumps (if it does this week). As per usual, fish nymph rigs or drop drier in the morning then swap to the single dry in the afternoon so you can fish tight to the wood and shore. Be sure to call the shop in Missoula to get up to the minute recommendations. Blackfoot River Outfitters 406-

Fishing Report Last Updated: 4 / 6 / 2015

FISHING REPORT
FLY PATTERNS
WATER FLOW & TIDE CHART

Orvis-Endorsed guides nearby:

[Blackfoot River Outfitters](#)

[Montana Hunting and Fishing Adventures](#)

Water flow: 1160cfs and dropping at Darby and 2220 at Bell Crossing - both about 200% above normal!

Visibility: 36 inches

Water temperature at mid-day: 40 Degrees F

Water condition: Stained

Best time of day to fish: Fishing from about 1pm - 4pm will be your best bet for dries, all day for nymphs.

Best stretch: The entire river should fish well this weekendExpect better numbers above Hamilton but some good ones are coming from the Stevi area.

Best access point: Multiple fishing access sites throughout the river.

Fly fishing hatches in order of importance:

Midges, BWO, March Browns (2-3pm were awesome), and Skwalas. Double dry set up, Skwala and March Brown in the afternoon was great. Nymphing stone patterns until then, Natural Double Beads and Rubber Legs. Big Grey Drakes should be showing up any day now...

Fish species: Trout - rainbows, browns and cutties - whitefish

Fishing season: Year round

Nearest airport: Missoula International Airport (MSO)

Recommended fly fishing leader: [9 Foot Leader](#)

Recommended fly fishing tippet: [3X Tippet](#)

Fishing Conditions

Red Hot ▶

Excellent ▶

Good ▶

Just OK ▶

Fish somewhere ▶ else this week.



THE ALL NEW SILVER SONIC

[Watch the Video](#)

Bitterroot River Description

The panoramic mountains of the Selway-Bitterroot Wilderness towering above this river make for an unforgettable setting. The Bitterroot affords anglers over 80 miles of varied freestone trout water ranging from riffles and runs to undercuts and deadfalls. This river's largest fish often rise to dry flies even in non-hatch conditions. One of our guides claims that "If you catch a fish on the Bitterroot, you ..."

[read more](#)

Techniques & Tips

Dead drifting nymphs under a thing-a-mabobber. Drop about only 5 feet to your first fly then add about 15" tippet (ONE SIZE SMALLER). You should be heavy enough to tick bottom every 3-4 casts - if not add weight or drop them deeper. Fish this till noonish then go dry dropper, double dry (skwala w. march

#OGR16