



CAROLINA OUTDOOR JOURNAL



FISHING ACROSS NORTH CAROLINA

NORTH CAROLINA

A WEALTH OF FISHING OPPORTUNITY
OUR 29th SEASON

MEDIA INFORMATION





FISHING ACROSS NORTH CAROLINA

INTRODUCTION

Carolina Outdoor Journal is a weekly fishing program designed to highlight the best angling opportunities found across the state of North Carolina. Each week the Journal travels to a different region of the state. One week finds our anglers 30 miles off the coast catching yellowfin tuna and the next week in a farm pond casting a topwater lure for bass.

Following the fishing, **Gear Time** covers the tackle, lures or bait that were used to catch fish. Seasoned fishermen, guides and captains are your instructors.

After Gear Time we join Donna Reynolds in the kitchen for **Simple Cooking**. Fish and Game are Donna's specialty and you won't be disappointed.

With its rich diversity, North Carolina offers fishing opportunities found no where else in the country. The **Carolina Outdoor Journal** is poised and ready to showcase those opportunities weekly on the **UNC-TV** network.





FISHING ACROSS NORTH CAROLINA

REACHING YOUR AUDIENCE

Recreational angling remains one of the largest outdoor recreational activities in the nation as well as one of the most solid industries in the United States.

According to the **2018 National Survey of Fishing, Hunting and Wildlife – Associated Recreation**, America's more than 40 million anglers generate over \$46 billion in retail sales with a \$115 billion impact on the nation's economy creating employment for more than 828,000 people.

Carolina Outdoor Journal can be your vehicle to reach this audience to promote your product, service or message statewide to **UNC-TV's** four million households. **Carolina Outdoor Journal** is a great vehicle to reach this lucrative audience.





FISHING ACROSS NORTH CAROLINA

UNMATCHED VARIETY

Freshwater Fishing: Across the state an angler will find a wealth of rivers, lakes and ponds. Like the coast expect, to find a variety of angling possibilities including largemouth bass, striped bass, pan fish, crappie, yellow perch and catfish. As we reach the mountains the variety continues with three species of mountain trout, smallmouth bass, striped bass and muskie. From wading mountain streams for trout, bass fishing out of a sleek bass boat to fly fishing for pan fish in a jon boat, we cover it all.

A moderate climate allows for year round fishing opportunity in both freshwater and saltwater.

Saltwater Fishing: With the great fishing diversity that North Carolina enjoys, our audience will look forward to a new adventure each week. Offshore North Carolina offers world class fishing for blue marlin, white marlin, sailfish, dolphin, wahoo and tuna. Closer inshore you find king mackerel, Spanish mackerel and cobia. With over 300 miles of beaches, the Carolina coast offers some of the best surf fishing for red drum, flounder and trout found anywhere. Just inside the barrier islands finds a variety of coastal species including red drum, trout, flounder and bluefish. Utilizing the latest in marine craft might find us fishing for king mackerel out of a center console to a flats boat for red drum.

The uniqueness of the Carolina coast draws anglers from around the world.





GEAR TIME

Each week after completing the task at hand (catching fish) our anglers discuss the day. Rod & Reel combinations, fishing line, lures, baits and how to rig them are discussed.

Tips on where and what to look for when fishing for certain species are given. If weather conditions including wind, rain, clouds, sunshine are factors, our anglers explain what they did to make the day successful. The latest in fishing technology as it applies to the day is often discussed.

Gear Time is a great follow up to a successful day on the water.





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SIMPLE COOKING

With more than 20 years experience in food styling and instruction, **Donna Reynolds** brings a wealth of knowledge to every recipe she prepares. As host and producer of **Simple Cooking**, a cooking segment of **Carolina Outdoor Journal**, Donna creates, styles and demonstrates each recipe featured on the show. From tasty coastal dishes featuring fish, shrimp and oysters to game recipes that capture the flavor of the outdoors, she prepares recipes that are **simple and delicious**.

Whether we are fresh off the ocean with a catch of yellow fin tuna or just in from fishing a trout stream, Donna will have one of her signature recipes ready to go.





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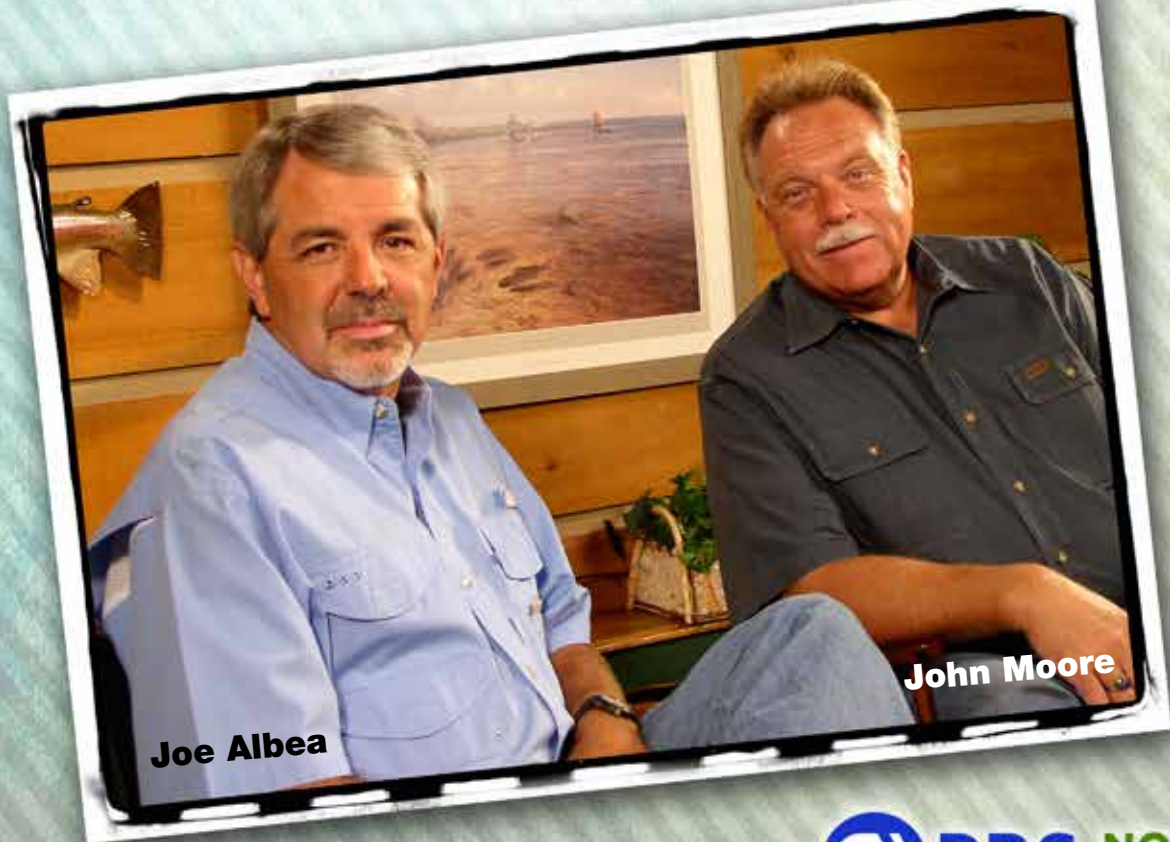
CO-HOSTS

Joe Albea & John Moore

Carolina Outdoor Journal is produced by Joe Albea Productions, a division of Southeast Media Services, Inc. Hosted by **Joe Albea and John Moore** – both are lifelong residents of North Carolina and have years of involvement in outdoor writing, photography, radio and television broadcast production. They both enjoy all facets of the Carolina outdoor experience from fishing the outer banks surf to floating a mountain river for smallmouth bass.

Joe Albea is an award-winning outdoor photographer and the producer of **Carolina Outdoor Journal**. His still photography has graced many magazines and his video images have been used in television and video productions across the country. Albea has traveled extensively abroad and to every corner of North Carolina with his camera.

John Moore has 43 years of radio and television broadcast experience. He has co-hosted the Journal since the beginning of the series while operating a very successful marketing and advertising firm. Very active in his community, Moore has countless hours of volunteer service under his belt.





FISHING ACROSS NORTH CAROLINA

SPONSORSHIP LEVELS

PBS NORTH CAROLINA 2022-2023 Rates



Major Sponsor (Annual)

Open/Close :10 Billboard with
Full video and audio
\$15,000



Supporting Sponsor (Annual)

Shared :10 Billboard (company logo
/web address), half page
\$10,000



Promotional Sponsor (Annual)

Shared :10 Billboard (company logo
/web address), quarter page
\$5,000



FISHING ACROSS NORTH CAROLINA

PBS-NC

Saturday: 5:00 pm

PBS-North Carolina Channel

Saturday: 7:00 am
Sunday: 12:00 pm
Monday: 10:00 pm
Tuesday: 3:00 am
Tuesday: 11:00 am

PBS-Explorer Channel

Saturday: 6:00 am
Friday: 3:00 am

All Sponsors and their website links will be listed on the Carolina Outdoor Journal Website



Coverage Description

Carolina Outdoor Journal is seen across North Carolina and portions of three adjoining states. Included are the cities of Myrtle Beach and Greenville/Spartanburg in South Carolina. Virginia Beach in Virginia and the northern tier of Georgia.

*All sponsor web sites are promoted on the Carolina Outdoor Journal web site.

Households – 4 million

CONTACT JOE ALBEA FOR MORE INFORMATION

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