



## **Florida's Favorite Sports Team** **MEDIA INFORMATION**



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### **AWARD-WINNING "CHEVY FLORIDA FISHING REPORT" PREMIERES FEBRUARY 1 GIVING ANGLERS JUMP START TO SPRING SEASON**

*Each Episode Provides Customized LIVE Reports from Experts in Regions Across Florida with Information on the Latest Hot Spots, Techniques and New Product Segments in Series Targeted To Florida Saltwater Fishing Enthusiasts*

**ORLANDO** – Sun Sports' **CHEVY FLORIDA FISHING REPORT** launches its fourth season next **Thursday, February 1, at 7pm** (live in S. FL; airs at 9:30p in N. & Cent. FL).

Popular with anglers across the state for its one-of-a-kind live regional reports, its tips and features on equipment, and its entertaining format, the 90-minute weekly series is launching earlier this year. The February start will provide important news and information during the winter/spring season, a time of year that can present unique challenges for anglers.

**Capt. Rick Murphy**, who co-hosts the show with **Whit Watson**, says a key advantage to the earlier start is that it gives offshore fishermen up-to-the-minute access to important winter time information. "Offshore fishing is red hot this time of year," said Murphy. "With cold fronts sometimes every 3-5 days, anglers will benefit from getting professional advice from our experts on what to do during these changing conditions."

Through numerous e-mails, phone calls and comments sent to the show's hosts, guides and to the network, fans of the show have been asking for an expanded season and earlier start. When asking when the show will return, they cite the valuable and timely reports from across the state, the entertaining segments and the product information provided each week.

Pioneered by Sun Sports, the Emmy-Award winning **CHEVY FLORIDA FISHING REPORT** is a 90-minute live weekly series that is undoubtedly the only show of its kind currently on television. It's an entertaining, fast-paced and informative show that gives Florida's fishing enthusiasts a full news report each Thursday evening on where the fish are biting, what's biting, tips from some of Florida's most renowned anglers, product information, and segments on conservation and education issues. Alongside co-hosts Murphy and Watson, **Dave Ferrell**, editor of *Marlin Magazine*, offers new product reviews and demonstrates fishing techniques on each episode as well. With live reports from expert anglers in eight different Florida regions (see next page), the show has quickly gained a loyal and growing audience with its unique presentation.

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The **CHEVY FLORIDA FISHING REPORT** is returning for its fourth season on Sun Sports along with **GMC OUTDOORS**, a dedicated fishing/outdoor programming block which airs Thursdays, Fridays and Sundays on the statewide regional sports network. Capt. Rick Murphy's "Sportsman's Adventures," "Guy Harvey's Portraits from the Deep" and World Publications' "Sport Fishing Magazine" also air on Sun Sports, along with many other popular outdoor shows. Sun Sports' sister network, FSN Florida, offers numerous outdoor and fishing shows as well including "FLW Outdoors."

The 2007 season of the **CHEVY FLORIDA FISHING REPORT** kicks off **Thursday, February 1, at 7pm (LIVE in S. FL; airs in N. & Cent. FL at 9:30pm after Lightning game).**

**REGIONAL EXPERTS REPORTING LIVE EACH WEEK ON SUN SPORTS'**  
**"CHEVY FLORIDA FISHING REPORT" (Thursdays, 7pm)**

**NORTHEAST**

**Capt. Scott Guthrie**

An inshore fisherman for the past 15 years, he's also a professional redfish angler. A veteran of the pro Redfish Tour with three major victories on the FLW and Redfish Cup.

**NORTHWEST**

**Capt. Jeff Hagaman**

18 years of expertise, insured and licensed Captain with the U.S.C.G. An angler with top three wins in both the "Professional Tarpon Tournament" & the "FLW Redfish Tour." Inshore light tackle specialist from Tarpon Springs to Boca Grande.

**CENTRAL EAST**

**Capt. Rodney Smith**

A conservation-minded angler and outdoor photo journalist. Has been a professional fishing guide, is the publisher of "Coastal Angler Magazine," and the author of *Catching Made Easy*. Also holds IGFA world records on both spinning and fly tackle.

**SOUTHEAST**

**Capt. Mike Holliday**

An award-winning writer, photographer and owner of Fish Tales Guide Service, and one of the best-known guides on the east coast. Editor of "Florida Fishing Weekly" and author of *Sportsman's Best/Inshore Fishing*.

**SOUTH**

**Capt. Dave Sutton**

A U.S.C.G. licensed and insured captain with 20 years experience. Owner of "On the Flats" Guide Service. Also an established outdoor writer, photographer and columnist for many of the regional sport fishing publications.

**SOUTHWEST**

**Capt. Ron Hueston**

A south Florida native he has over 20 years experience fishing the bays, back country and coastal Gulf waters from Florida Bay to Englewood. Began fishing the FLW Redfish Tour in its inaugural year, and is an annual top contender.

**CENTRAL WEST**

**Capt. Geoffrey Page**

A native Floridian born and raised in Sarasota. Specializes in fishing for tarpon, snook, redfish, and sea trout, on artificial lures - hence the name Artifishall Guide Service. Fishes entire central west region and then some, and along with Rick Murphy, Scott Guthrie, and Ron Hueston, fishes on the Maverick-Yamaha Redfish Team.

**PANHANDLE**

**Capt. Pat Dineen**

A U.S.C.G. licensed captain who has lived/fished in Destin./Ft. Walton Beach area for 30 years and fished throughout the Bahamas last eight winters. Owner of Flyliner Charters, Inc., and one of the state's flyfishing experts. On the Pathfinder Boats and Orvis Professional Guide programs.

- SUN SPORTS/FSN FLORIDA -