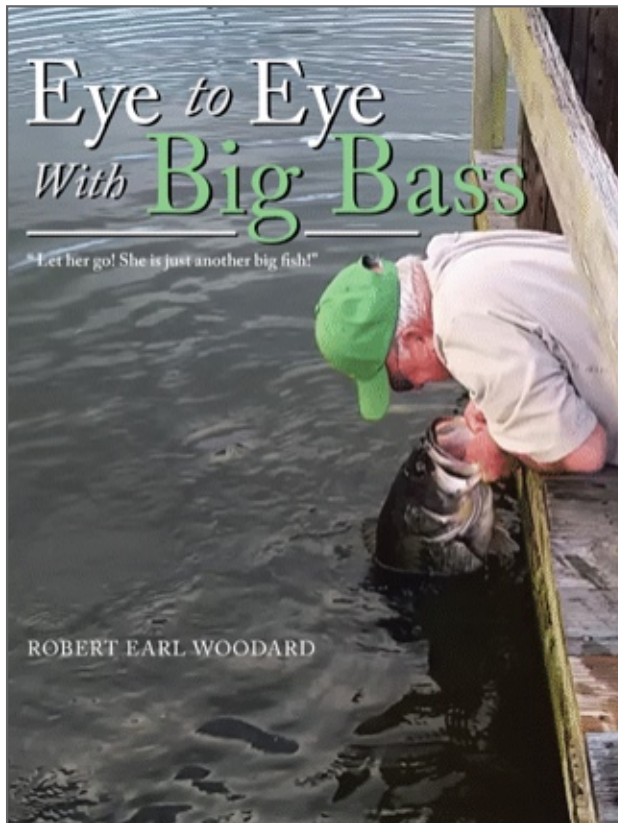


Eye to Eye with Big Bass

Robert Earl Woodard

Genre: Nonfiction



Goal:

Generate traditional press interest in author and bass fishing expert Robert Earl Woodard and his book *Eye to Eye with Big Bass*

Strategies:

- Targeted media in Alabama to highlight Robert's local/regional ties
- Targeted national U.S. media focused on fishing, outdoors/nature/camping, men's interest, and farming/agriculture/aquaculture

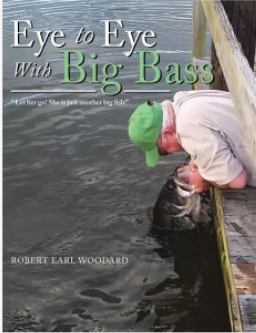
Results:

- **131 media outlets** picked up the press release via PRWeb with a combined total of more than **138 million potential impressions**
- Secured interviews with niche outdoors publications *Desert Rat Outdoors* and *Sportsman's Spotlight*; a book giveaway feature with the *ChiWulff fly fishing blog*; and a review with the *Midwest Book Review*
- Journalists with *Fishing Tackle Retailer*, *Chicago Daily Herald*, *Dayton Daily News*, and *The Fishing Line* requested a copy of the book for review

MAY 07 2018 Talking Bass With Robert Earl Woodard

Like 11 people like this. Be the first of your friends.

A big tip of the hat to Danielle Grobmeier and the folks at [Lavage](#) for reaching out to me about this book and connecting me with the author! ~DesertRat



Seasoned Fisherman Releases Beginner's Guide to Growing, Catching Trophy Bass
Robert Earl Woodard twines personal anecdotes with tried and true techniques in new book

BLOUNTSVILLE, Ala. (Feb. 12, 2018) – An experienced bass fisherman, whose video of him catching a more than 16-pound bass by hand went viral in 2016, has published his practical beginner's guidebook to growing and catching trophy bass.

An interview with the author was featured in the Desert Rat Outdoors website.

Bass Fishing

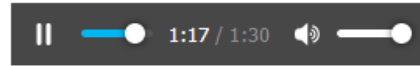
by [David Sparks Ph.d.](#), [click here for bio](#)



Program: **Sportsman's Spotlight**

Date: **March 06, 2018**

Click on the play button to listen to report.



Download Report: [Bass Fishing.mp3](#)

An experienced bass fisherman, whose video of him catching a more than 16-pound bass by hand went viral in 2016, has published his practical beginner's guidebook to growing and catching trophy bass.

In "Eye to Eye with Big Bass: 'Let Her Go! She is Just Another Big Fish!'," author Robert Earl Woodard details the bass movements, behavior and feeding patterns that factor into a successful catch and delineates his own lake construction and management practices, which he uses to grow trophy bass and house his pet bass. Woodard also delivers colorful accounts of his numerous Alabama fishing trips and reflects on the nuanced techniques he's acquired over decades of catching and interacting with bass.

The book was featured in the Sportsman's Spotlight radio program on AgInfo.net.

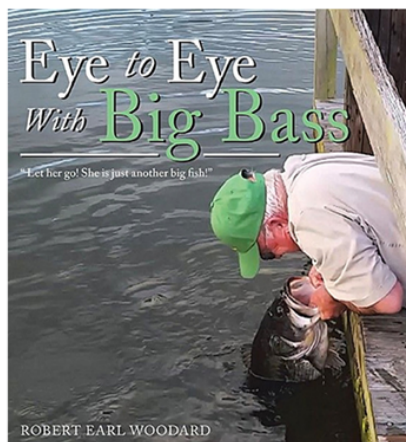
New Chi Wulff Giveaway: Eye to Eye with Big Bass

by MARK MCGLOTHLIN on MARCH 12, 2018
in CULTURE, BOOKS, ART

For the second time in as many months, I've had the chance to pick the brain of a very skilled, very experienced fly fisher who spends a great deal of his fishing time chasing bass.

Rick cut his piscatorial teeth, as did many of us, chucking bait and hardware with family and friends from his youth; he, as did many of us, fell in love with fly fishing during a later stint in the Northern Rockies.

Rick happened to catch the fly fishing bug while playing scholarship football in Laramie years ago, and after a stint in law school (don't hold that against him), ended up back in Wyoming and Idaho for the majority of his career. His own kids have settled in Texas, prompting him to split time between his beloved Wyoming and northeast Texas.



The book was offered as a giveaway in the ChiWulff fly fishing blog.

The Fishing Shelf

Eye to Eye with Big Bass
Robert Earl Woodard
AuthorHouse
1663 Liberty Drive, Suite 200, Bloomington, IN 47403-5161
www.authorhouse.com
9781546213062, \$33.99, PB, 52pp, www.amazon.com

Synopsis: "Eye to Eye with Big Bass: 'Let Her Go! She Is Just Another Big Fish!'" by fishing expert Robert Earl Woodard is about how to catch and grow big bass!

The book was reviewed by the Midwest Book Review and featured on their website.