

Requirements of Orvis fishing reporters

- The Orvis Fishing Reports now get a minimum of 40,000 unique visits per week, which peak in summer at over 52,000 unique visits per week and have become a powerful source of information on the web. These reports are also on the Orvis Iphone and Android apps, which are on over 50,000 phones. The reports are promoted on the Orvis site, on the Orvis blog at www.orvisnews.com, and on the Orvis Facebook pages at www.facebook.com/orvisflyfishing.
- Reporters are set up with a username and password and then enter weekly reports on a web form. Much of the information is static and doesn't need updating weekly (nearest airport, fishery description, recommended tackle).
- Reporters should provide a 200-word description of their fishery, a photo we can use at the top of your report (make sure you have the rights to use it), and GPS coordinates for their fishery (most popular access point is usually the best marker to give us.). We'll give you a web address where you can pinpoint this location on a Google map. We'll also need the location of the best USGS gauging station for rivers or the best tide table location for saltwater destinations. This information should be sent to Matt Weeks at Simple Solutions (matt@simple101.com).
- You must file reports at least once a week. Reporters who can't manage this on a weekly basis or can't arrange to have someone do it for them will be replaced. We can help you and take reports over the phone if you can't get to a computer. Our customers expect the best from Orvis and it's our responsibility to keep these current.
- Blatant plugs for operations and special promotions aren't allowed. Your report should be your advertising—building up trust from customers is the most important thing you can do.
- If your fishing season is legally closed, or in the case of migratory fish if fish are gone for the season, we can close down your report for you. Put some kind of "We'll be back reporting as soon as the season opens" message on your page, remove all fishing tips and extended fishing forecast, remove all hatches and conditions, (the USGS flow reports and tide charts will stay active) but you can keep the recommended tackle up there. People look at these reports and see your contact info even after the season is closed, so make sure you clean up your report so it looks like someone has paid attention to it. If your report is truly closed for the season we'll remove you from our update reminders so you won't have to worry about that.
- Just because you have stopped guiding for the season or if your operation is closed, if the season is open and there are fish to be caught, you'll need to figure out a way to keep the report current. Winter fishing conditions may vary little; if so you can keep the information the same—but you will need to go into your web form each week and hit "save" so the date stays current.

How to get started

- Contact me at rosenbauert@orvis.com with a message on exactly what water or waters you would like to cover. Give me some sort of boundaries (i.e. “The Madison River from Quake Lake to Ennis”). Make sure the water is not already covered in our reports—we only allow one reporter per watershed.
- Once we’ve determined your coverage area, I will then turn you over to our partners in the Fishing Reports, Simple Solutions. Matt Weeks will set you up with a username and password, will give you an address to place your GPS coordinates (so we get your location right on the map), and will walk you through setting up your report. Matt can be reached at matt@simple101.com or 207-591-4033.
- Reports that are updated by 6 am EST will be live on the site later the same morning.
- I can’t stress enough the importance of prompt updates. This site gets the traffic it does because of the hard work of over 200 reporters. It’s not fair to other reporters if your reports aren’t timely, and even more important it’s not fair to customers who depend on the site. If you don’t think you’ll be able to get to the report every week of the open season, don’t sign up. On the other side of the coin, if you want to report more than once a week if conditions change, that’s terrific! You have the ability to change your report every day if you wish.