

LUNKERVILLE

2023 MEDIA KIT



GET FOLKS FISHING FOUNDATION



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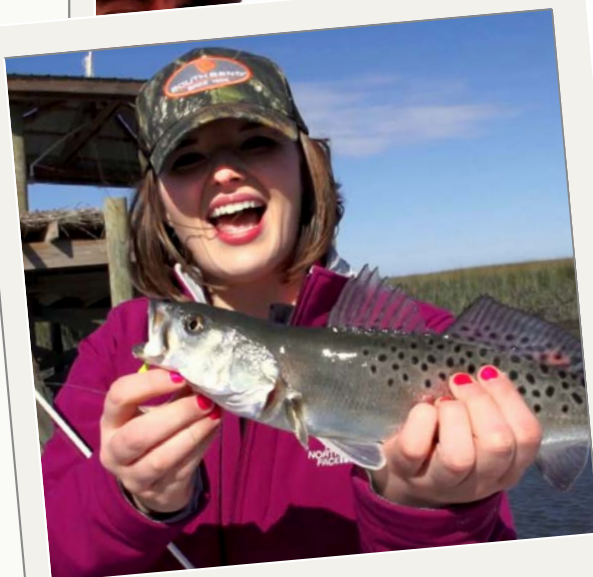
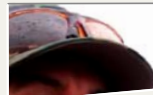
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KATIE C.
AMELIA ISLAND, FLORIDA



PEANUT AND THE LEE HOUSE GANG
LAKE CHAMPLAIN, NEW YORK



REAL PEOPLE ... REAL FISH STORIES
SINCE 2004

LUNKERVILLE

presented by

gff Get Folks Fishing

Manhattan filmmaker Michael de Avila began fishing therapeutically to combat post-9/11 stress, and it quickly became a passion. In 2004, he created the TV series, *Lunkerville*.

In an adrenaline-fueled world, where fishing television revolved around expert hosts and fast-paced competition with pros, *Lunkerville* flipped the script. Mike turned the camera onto the viewer – **"real people, with real fish stories"** – traveling to their secret spots, sharing their special techniques, and making everyday fishermen the expert stars of the day. Where a viewer can think: "Hey, maybe one day I can be on *Lunkerville*!"

Lunkerville was an instant hit. Embracing the nostalgia of fishing, it celebrated the simple joy of camaraderie and the heart-swelling memory of a first catch. In its premiere season on The Sportsman Channel, *Lunkerville* swept the three biggest awards on the network, including 'Viewer Favorite Fishing Show' and 'Viewer Favorite On-Camera Personality'.

The series continued to grow in popularity, increasing its TV audience to reach 150+ million households through syndication on Prime Video, Discovery, PBS, NBC Sports, CBS Sports, and the World Fishing Network. The arrival of social media enabled the *Lunkerville* brand to extend beyond the show: its Facebook page provided a welcoming space where folks who love to fish can post their catches and interact with one another. At over half-a-million anglers strong, it's a thriving community that continues to grow.

Today, after 18+ years on national TV and nearly 200 episodes, *Lunkerville* continues to evolve and push forward the definition of fishing entertainment. Reinvigorated with a fresh mission as the official outreach partner of the *Get Folks Fishing Foundation*, a 501(c)3 not-for-profit, the series will continue to inspire, inform, entertain and engage viewers from all walks of life.



"Mike D. is a wonderfully creative producer and host. Lunkerville was one of the anchor fishing series in the beginning years of Sportsman Channel. It was and still is one of the most unique fishing series on the air."

Jim Seeley

Director of Programming, Sportsman Channel

"Lunkerville is a perfect addition to our lifestyle and travel programming at Discovery. Every episode is unique, exploring the personalities and passion of people who don't make their living from fishing, but who absolutely live to fish."

Aymon Demauro
VP Branded Content
Discovery Channel



NATIONAL REACH

18+ years of national television broadcast make *Lunkerville* an authentic platform to bring the GFF mission to millions of folks. The Recreational Boating & Fishing Foundation's 2021 Special Report states 83% of people aged 6 and over in the US don't fish. With *Lunkerville's* reach, engaged viewers are inspired and encouraged to become new anglers.

DISCOVERY CHANNEL

81 million homes LINEAR + ON DEMAND

- Nielsen rated average 126K viewers per airing
- Broadcasts live Saturday mornings, before Major League Fishing
- Reaches anglers & non-anglers

AMAZON PRIME

168 million members ON DEMAND

- Part of short list of outdoors programs available on Prime Video
- 230k yearly unique streams
- 180,000+ *Lunkerville* minutes streamed weekly and growing
- Reaches anglers and non-angler

WORLD FISHING NETWORK

6 million cable subscribers LINEAR

- 3 *Lunkerville* broadcasts per week
- Fishing programming; most viewers are avid anglers

WAYPOINT TV

50 million homes LINEAR + ON DEMAND

- Broadcasts during Monday Night Bass Block & Saturday mornings
- Available Free on:
- Samsung TV Plus, Pluto TV, Sling, Vizio, Xumo, LG, Local Now, Plex
- 96,000+ *Lunkerville* minutes watched weekly and growing

MOTV

1.57 million subscribers ON DEMAND

- Highest quality outdoor programming available On Demand

FISHING TV

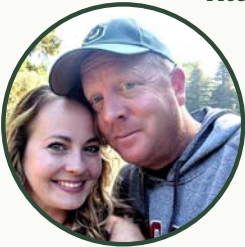
ON DEMAND

- International exposure

WHAT OUR AUDIENCE SAYS

Mike's approach to fishing and story telling give the show a sense of innocence that is lacking in most fishing shows.

The Zicklers
Moses Lake, WA



Lunkerville actually inspired me to start fishing and now it is one of my favorite things to do in the world. Thank you guys for introducing me to this awesome sport and love watching the show.

Jake Brod
Harrisburg, VA



JeRome Simms
Bronx, NY

Lunkerville isn't as much an exact place but a state of mind. It's where I go to share my fishing experiences and where I enjoy reading about the fishing stories of like minded people.

Lunkerville was the first show that really got me hooked on fishing! I was in high school and it made me really excited about developing fishing skills. So much so I started a fishing club at college.



Kyle Caruolo
Cary, NC

I enjoy the different families, people and places taking me where I've never been. The intro and song gives me goosebumps when I hear it. Thanks Mike D!

Heather Reid
Milton, Ontario



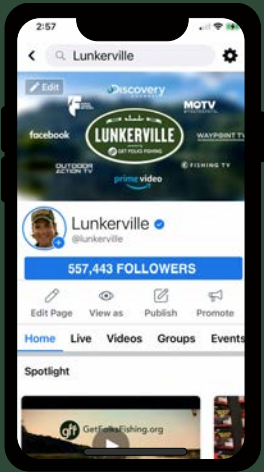
Jose Rivera
Scranton, PA

Lunkerville inspires me to share experiences locally with other fisherman. When I first got WFN it easily became my favorite show.

Watching Lunkerville is like fishing with an old friend. No competition or big egos, just genuine enthusiasm and love for fishing. How fishing should always be.

Steve Whitmore
Barnstead, NH





facebook

567k+
followers



ONLINE COMMUNITY

The idea for Lunkerville was born before the age of social media in an online discussion group, NYBASS.com, where a group of New York bass fishermen interacted, shared tips and fishing reports, and organized meetups.

As an independent filmmaker living in Manhattan, Mike de Avila didn't just fish with them, he produced short videos of other members, and organized fishing get-togethers. Before long, a vibrant community emerged and Mike became the webmaster of NYBASS.com, president of a local fishing club, and soon after, created *Lunkerville*, a TV series based on the simple concept that anyone who has a passion for fishing has something to teach him -- and an audience of viewers.

Lunkerville seamlessly integrated into the new social media landscape in the late 2000's, creating one of the most visited and robust Facebook pages in the fishing space, engaging with viewers throughout America, and the world.

- 15 videos viral with over a million views
- 2 viral videos with over 10 million views
- Jan-June 2022 Facebook reach = 5,698,859

With over half-a-million organic followers, *Lunkerville's* verified Facebook page has become a community hub, an inclusive destination where fans of the show from all walks of life, and levels of fishing skill, interact among themselves and submit original content. Engagement is ongoing as that original content appears regularly in episodes of *Lunkerville*, and future guests are actually chosen from their submissions.

The social engagement crosses over to Instagram and TikTok, with viewer submissions, newly-filmed content and archived segments re-edited to inspire, inform and entertain.



**BELLA'S
FIRST FISH**



**MIKE LEARNS HOW
TO FLY FISH**



**IZUMI'S
LUNKER!**



**JEROME'S
DAY OFF**

AWARD-WINNING EMOTIONAL STORYTELLING

Lunkerville is recognized for its filmic storytelling, and for making every guest the hero of the day. With a documentarian's approach to each episode, *Lunkerville* offers its own kind of emotional brand partnership that other outdoor programming just cannot provide.

Host, Mike D is known for only featuring products that are actually used by him, or his guests. Artfully implemented into each episode's story arc, product integration is organic and authentic — a trusted combination that invariably inspires trial.

We offer underwriting partners a level of professional content creation and national media placement that only a team with decades of combined marketing experience can deliver.

From the production of 15-60 second commercial spots to longer, 2-3 minute segments, that dive deeper into your brand's message or new product initiative, we will work one-on-one with your team to ensure each production deliverable addresses your marketing objectives while seamlessly existing within the *Lunkerville* format.



MARKETING WITH A MISSION

In 2020, the year that tested everyone's mental resilience, *Lunkerville* creator and host Mike D recalled how fishing helped him cope with life during a similarly anxious time in NYC, after 9/11. If only everyone knew how much calm can come from just casting a line into the water. That's when he had an idea to connect recreational fishing with better mental health and determined to start a movement to, literally, get folks fishing.

Building on *Lunkerville's* winning format, later that year he produced a special four-part, "Get Folks Fishing" *Lunkerville* mini-series that aired on Discovery Channel. By reaching a wider swath of households, he hoped to inspire even more people to head outdoors, cast a line and experience recreational fishing – with all its proven benefits for everyday folks facing everyday stresses.

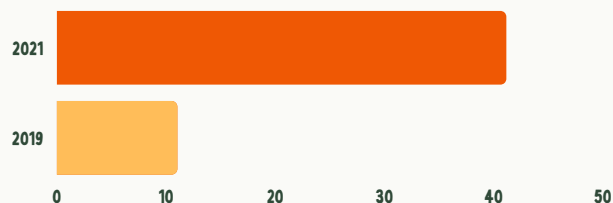
Today, that idea has evolved into the *Get Folks Fishing Foundations*, a registered 501(c)3 non-profit, whose mission is to get folks fishing to better their mental health and social wellness.

GFF Foundation's immediate goal is to partner with like-minded brands and individuals to help further its message through its media & community outreach partner, *Lunkerville*, and also provide fishing tackle to local fishing clubs in schools and communities. Longer term, it aims to provide funding to smaller, regional NPO's and establish recreational fishing outreach programs to get more folks fishing, one community at a time.

Partner with Lunkerville and make a positive impact in helping to get more folks fishing, while reaching and engaging new customers.

TODAY'S MENTAL HEALTH CRISIS

Average Share of Adults Reporting
Symptoms of Anxiety Disorder
and/or Depressive Disorder, January
2021 vs. January-June 2019



**Kaiser Family Foundation Report Feb 10, 2021*



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whattowatch

RECENT NEWS

July 22, 2022

**Get Folks Fishing Foundation Offers
Philanthropic Marketing Opportunities to
Fishing & Media Industry Leaders**

May 23, 2022

**Get Folks Fishing Foundation Announces
“Secret Tackle Box” Program**

August 16, 2021

**How New Initiative is Providing Boost to Getting
More People Fishing**

March 18, 2021

**Lunkerville's "Get Folks Fishing" Series
Premieres on Discovery Channel**

September 23, 2019

Lunkerville : Chernobyl Premieres on CBS Sports

[READ MORE NEWS](#)

MEET OUR TEAM



MICHAEL DE AVILA
PRODUCER & HOST, LUNKERVILLE

Mike is an Indie filmmaker who earned a BFA from the renown Purchase College Film Program. He has been producing, directing and hosting the *Lunkerville* TV series since 2004, when in that first year of broadcast, he was voted Viewer Favorite Host on The Sportsman Channel. The show was since honored three times as Viewer Favorite Fishing Show.



ANTHEA LONTOS
BUSINESS & COMMUNICATIONS
DIRECTOR, LUNKERVILLE

Anthea is a former PR Director, Media Trainer and magazine Editor with decades of experience in all facets of consumer and lifestyle branding. As a communications and image consultant, she unexpectedly found a niche in the fishing industry after meeting Mike the year he began *Lunkerville* in 2004. She has since been involved in strategic marketing, PR and new business for *Lunkerville* and now, for the GFF Foundation.



KAZUYOSHI EHARA
DIRECTOR OF PRODUCTION

Kaz is a documentary director, an award-winning photographer and cinematographer, who studied Journalism at Kansai University in Osaka, Japan, and graduated from the Photojournalism program at Loyalist College in Belleville, Ontario. Kaz is a past recipient of a National Magazine Award.

PARTNERSHIP OPPORTUNITIES AVAILABLE

INQUIRE



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inquiries@lunkerville.com

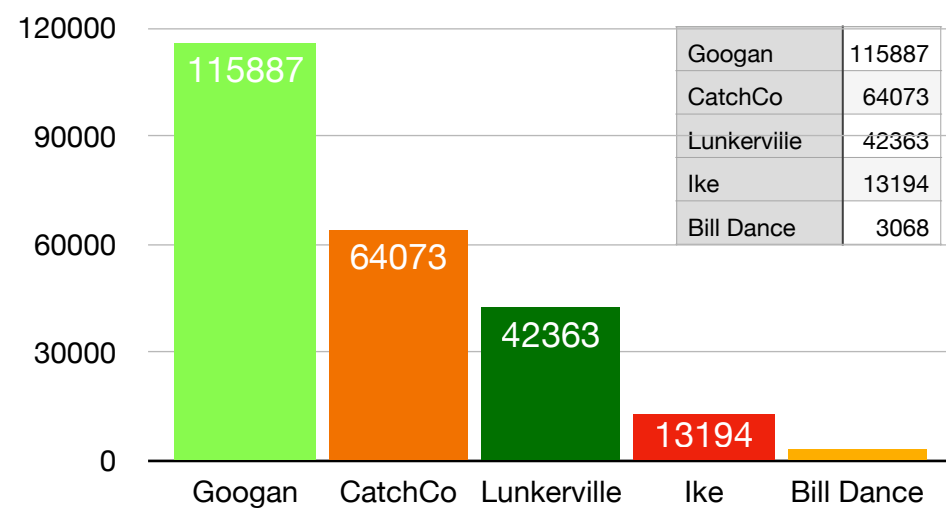


www.lunkerville.com

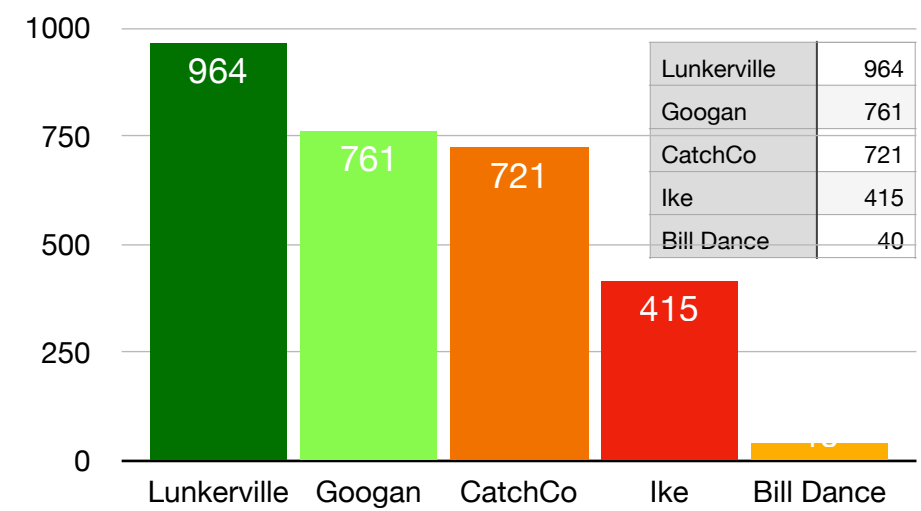
TikTok Comparisons 10/20/22 - 11/20/22



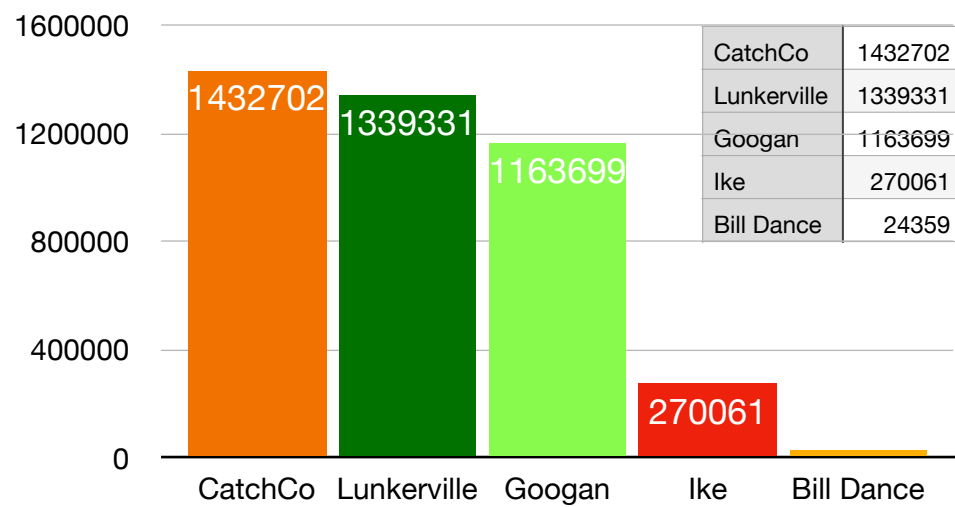
Likes



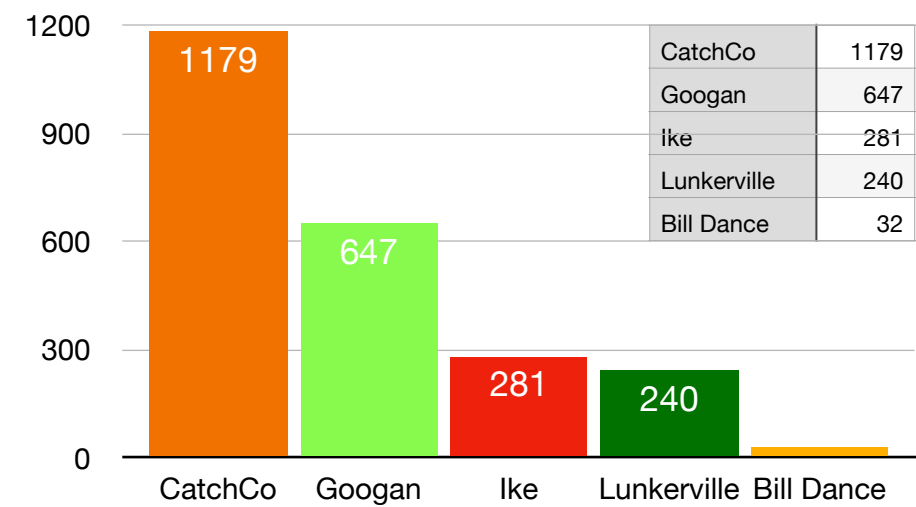
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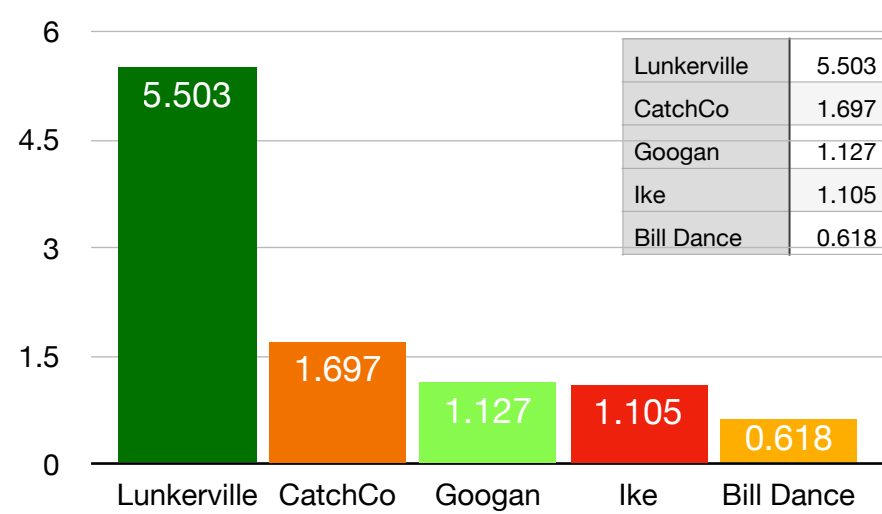
Views



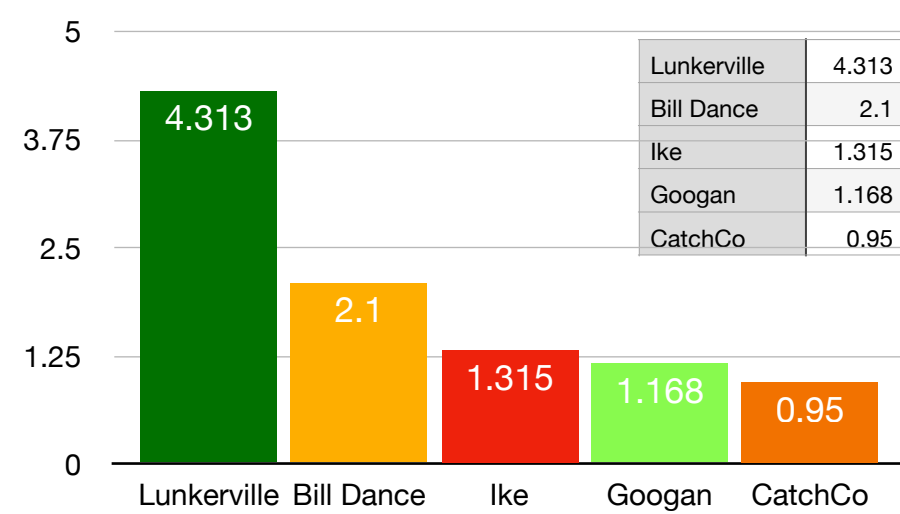
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Engagement Rate day %



Engagement Rate post %



GET FOLKS FISHING FOUNDATION