

LAWRENCE GUNTHER YEAR IN REVIEW 2019



North America's Only Totally Blind Professional Angler
Outdoor Writer, Podcaster and Film Maker

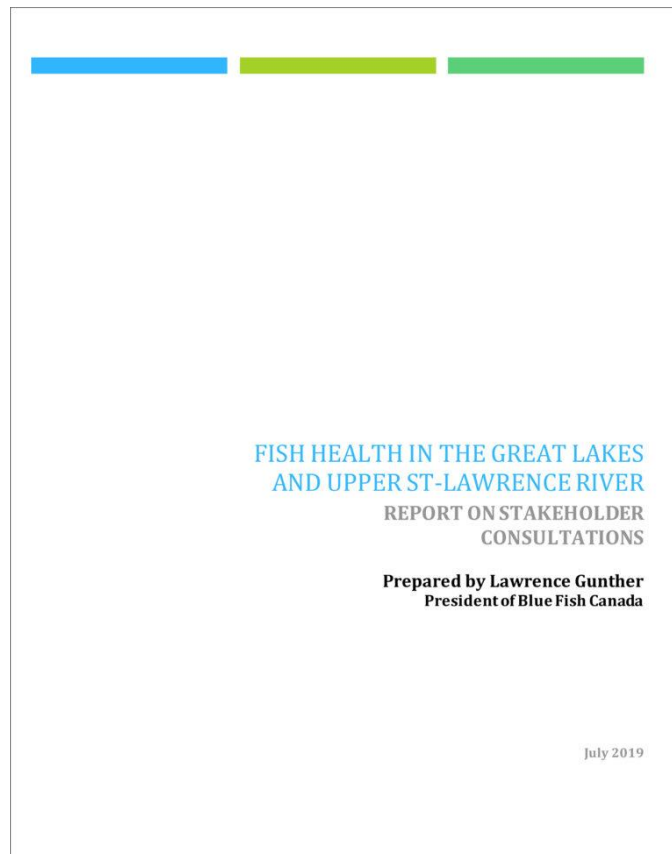
November 2019

TOP 10 HIGHLIGHTS

- 10- Creator/Host -- “What lies below”- airing On CBC and AMI TV
- 9- Exhibitor / Speaker – 10-days exhibiting and speaking at outdoor shows
- 8- Sponsor – Water Docs and Planet in Focus film festivals
- 7- Consultant – Report on Fish Health in the Great Lakes and St. Lawrence River
- 6- Youtuber – Feelthebite TV 20-minute video catching Sailfish using bait-and-switch
- 5- TV Host – bi-weekly 12-minute live TV segments on the Outdoors
- 4- Steward – 52 audio PSA stewardship fishing tips
- 3- Creator – 10-part video series documenting the “Makings of a Guide Dog”
- 2- Podcaster –52 new Blue Fish Radio podcasts
- 1- **Sponsor / Co-Organizer – three Family Fishing Weekend Events**



As the Founder and president of Blue Fish Canada, and Canada’s only blind outdoor writer, podcaster, TV host and film maker, I’m continuously engaging with stakeholders to track and promote Canada’s water quality, fish health and recreational fishing. This includes partnering with local and national fishing organizations, centers of expertise, and fishing resorts. Stay tuned for a report from Blue Fish Canada with more details.





-  52 new Blue Fish Radio episodes aired by 18 podcast broadcasters
-  Features “giants” of the Canadian fishing industry (Bob Izumi, JP DeRose, Dave Mercer, Peter Bowman, Angelo Viola, Jeff Gustafson and more)
-  Includes sponsor recognition in credits and related TW and FB posts
-  Ranks in top-30 fishing podcasts by Feedspot
-  Official podcast of Outdoor Canada Magazine

<https://www.outdoorcanada.ca/blue-fish-radio/>



TELEVISION

Semi-weekly 12-minute outdoor TV segments on “Live from Studio 5”

Monthly 5-minute outdoor TV segments on “AMI this week”

Both programs stream on the web and air on basic cable and satellite TV across Canada.



OUTDOOR WRITER

Authored and published five articles in Outdoor Canada Magazine, Muskie Release Journal and North-East Ontario Tourism.

Official author with Outdoor Canada Magazine

<https://www.outdoorcanada.ca/author/lawrencegunther/>

VIDEOS

New 10-part YouTube series to be released in late 2019 – early 2020.

Documents the outdoor adventure training of seven guide dog trainees, and the selection of my new guide dog.

View teaser: <https://www.webcargo.net/d/16698953/1VAf3wDxdx/>



YOUTUBE/FEEL THE BITE TV

20-minute video featuring fishing for Sailfish in Guatemala.

I master the “bait-and-switch” technique using 8lb mono.

Raised nine Sails, got six bites and had four releases.

Watch video: <https://www.youtube.com/watch?v=eqjlotUT2R0>



Photo of Lawrence with the recently deceased Tred Barta holding a 120lb Sailfish

FILM

79-minute Feature documentary What Lies Below airing on CBC television.

Ten water quality / Fish health stories told by anglers and fishers from across Canada.

in April 2020 will begin streaming on the web.

Link to Trailer: WWW.WhatLiesBelow.Ca



EXHIBITS – SEMINARS

17 seminars ranging from 30 to 60 minutes

Venues included: Ottawa Boat Show's CSFL Super Tank, Toronto Sportsman Show's Outdoor Seminar stage, high schools and fishing and conservation clubs.

MAINSTREAM TV/RADIO/PODCAST COVERAGE

Twice guest on Outdoor Journal Radio.

Feature guest on podcasts including Tom Rowland, Ugly Pike and Fish Nerds.

4-minutes on CTV Morning news:

<https://ottawa.ctvnews.ca/video?playlistId=1.4306565>






YOUTH AND FAMILY FISHING

Co-organizer of 2 family ice fishing derbies and one shore fishing event on Family Fishing Weekends.

Provided each family / participant with shoreline clean-up kits, EagleClaw circle hooks, tin weights and floats, fish ID cards and tips for handling fish.

Events included:

-  Harbour Harvest Ice Fishing Derby - Feb 17
-  Ottawa Family Fishing Ice Derby – Feb 19
-  Remic Rapids Family Fishing – June 29




TOURNAMENTS

Competitions included: 2-Bass, 3-Walleye, 3-Muskie and 1-Carp -- 9 competitions in total.

Performed in the top 25-percentile, but no wins.




SOCIAL MEDIA

 Over 150 original Posts shared with groups and influencers across Canada.

 Includes sponsor hashtags and tags.

 Twitter and Facebook accounts include:

 TW/@LawrenceGunther

 TW/@BlueFishnews

 TW/@WhatLies_Below

 FB/LawrenceGuntherE

 FB/BlueFishCanada

 FB/WhatLiesBelow



CONFERENCES AND WEBINARS

Participated in 11 conferences and webinars focused on water quality, sustainable recreational fishing and citizen science.

Authored consultation report:

 "Fish Health in the Great Lakes Basin and Upper St. Lawrence River".

Link to report: <https://bluefishcanada.ca/resources/fish-health/>



IN STORE APPEARANCES



Continue to represent and promote the brands and products of my sponsors at in-store events throughout central and eastern Ontario

PUBLIC SERVICE ANNOUNCEMENTS

Produced audio and video stewardship tips now being aired on 3rd-party podcasts and websites including:

52 1-minute audio stewardship tips: <https://bluefishcanada.ca/resources/blue-fish-tips/>

12 5-minute video stewardship tips: <https://bluefishcanada.ca/resources/feel-the-bite/>

BLIND FISHING BOAT



Promoting access to the outdoors and the participation of people with disabilities.



Publish seven new blogs featuring relevant tips, techniques and technologies.



Responded to numerous requests from people, family and friends experiencing vision loss seeking information about adaptive fishing.



OUTDOOR SHOWS

Exhibited ten days at:



Ottawa Boat Show Feb 21-24



Toronto Sportsman Show March 13-17



Musky Odyssey [Oshawa] April 13



WEBSITES AND BLOGS

Published 38 blogs on seven websites under my control.

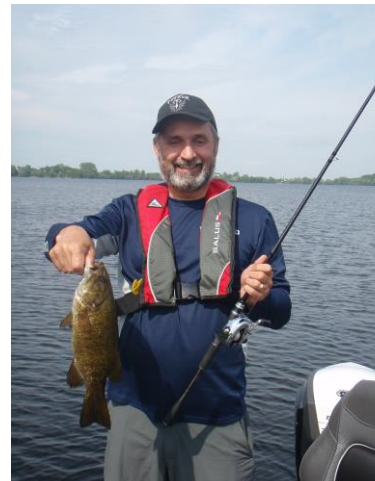
Sponsor logos and links appear on splash pages.

-  www.LawrenceGunther.Com
-  www.BlueFishRadio.Com
-  www.BlindFishingBoat.Com
-  www.BlueFishCanada.Ca
-  [www.OntarioCarp" Fishing.Com](http://www.OntarioCarp)
-  www.WhatLiesBelow.Ca
-  www.Lake2Plate.Com

SPONSORS AND AFFILIATES

SPONSORS	AFFILIATIONS
Ranger Boats	Master Promotions Ltd.
Shimano	Canadian National Sportsman Show
Evinrude	Ontario BASS Nation
Four Wheel Campers Canada	Handicap SCUBA Association
Orleans Boat World	Musky Canada Inc.
Trokar	Nature and Outdoor Tourism Ontario
Scotty	Canadian Sport Fishing League
Navionics	Outdoor Canada Magazine
Lowrance	Ottawa Region Walleye League
Torqeedo	Keep Canada Fishing
Ultra Tungsten	Discover Northern Ontario
PortaBoat	Outdoor Writers of Canada
Salus Marine	Accessible Media Inc

Thank you for your support !



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