

Wild and scenic steelheading on the Rogue

WESTERN OUTDOOR NEWS

Windy conditions this week should break open more waters

Options, December become the first boats to past limits of white waters at Catalina

Irvine Lake trout go off big time for WCV's SCTG hybrid strippers following

WESTERN OUTDOOR NEWS

Mono County Fishing

Mono County More than fishing

4th annual Stillwater Classic moves to old Double Knot central casting

MONO Activities abound for your family vacation

TURNER'S OUTDOORSMAN'S
WWW.TURNERS.COM

SHOOTING SPORTS OUTDOOR FAIR OFFICIAL PROGRAM

June 6, 7, 8

WESTERN OUTDOOR NEWS

Bishop Creek gives up biggest fish opening day

WCV's Multitask Charter got 3-day yellowtail action at its finest

Trout spur bigger stripers at Castaic

Fred Hall Show
Wednesday, March 2 - Sunday, March 5
Long Beach Convention Center

FRED HALL SHOWS EVERYTHING
Fishing world is joined by off

BACK TO SCHOOL

WESTERN OUTDOOR NEWS

California Lakes Guide

LAKE ELSINORE IS BACK!
Anglers and their accompanying anglers

WESTERN OUTDOOR NEWS

Salmon season possible, say sport groups

LOS CABOS Tuna Jackpot
REVIEW

383
Cabo Cash Cow

Records fall
9 teams collect

SOUTHERN CALIFORNIA'S ONLY SPORTSMAN'S WEEKLY

WESTERN OUTDOOR NEWS

BAJA COAST: "BEST SIGNS OF YELLOWTAIL THIS DECADE," SAY SAN DIEGO SKIPPERS

Opening day was slow but some big tons were in the take.

2.25

FIRST BLUEFIN:
The Shogun does it again, landing the season's first bluefin tuna on the way to Alton, p11

STRANGE BEDFELLOWS:
The DFG has once again accepted a donation from the Humane Society, the nation's largest anti-hunting group, p12

NEW FLEET:
Anglers fishing Lake Elsinore will have a new tackle shop and boat rentals, complete with new boats, to look forward to later this month, p3

WESTERN OUTDOOR NEWS

WONNEWS.com

WESTERN OUTDOOR NEWS: The nation's biggest weekly fishing and hunting newspaper and an online force at WONews.com



The Bible of California sportsmen, Western Outdoor News is in its 57th year of providing weekly reports and features on every lake, landing, hunting area, stream and river from the Oregon border to the tip of Baja. Our legion of local writers and outdoorsmen are dedicated to accurate reports, conservation, and keeping up with the latest in laws, new products and techniques. It pays to be on the WON team because our advertising partners depend on us to get the word out. We move product at the retail level.

In addition to our weekly North and South Editions, readers can find daily information on their favorite waters and hunting areas on WONews.com. We report the news, but we also promote the outdoor lifestyle. WON provides readers and advertisers more than 43 special supplements that zero in on the sweet new tackle, boats, travel destinations and tournaments, many of them our own. In addition to supporting and covering dozens of tournaments and events in Mexico and the West like San Diego's Make-A-Wish, we host our own events. We're the home of WON BASS, the biggest bass circuit in the West, with 14 regions and over 100 tournaments, seven of them featuring the top pros in regional battles, with the circuit culminating at the U.S. Open at Lake Mead.

That's pretty amazing in itself, but we also offer events to thousands of anglers. The WON/ Yamaha Catalina Island White Seabass Tournament, the 27th annual Lake Havasu Striper Derby, and the 7th annual Big Bear Troutfest, the third annual Irvine Lake's Southern California Trout Opener and the largest big-money Tuna Tournament in the world, the 13th annual WON/Yamaha Los Cabos Tuna Jackpot. Bottom line, WON's readers are like us: They don't talk about fishing and hunting, they do it, and they depend on us.

WON Supplement Editorial Calendar 2011

JANUARY

- 1/7/11 Western Houseboat Vacation Guide
- 1/14/11 ISE Sacramento
- 1/14/11 Bass Boat Review
- 1/21/11 WON Bass
- 1/28/11 New Products Illustrated

FEBRUARY

- 2/4/11 Kernville Guide
- 2/11/11 So.Cal Trout Opener @ Irvine Lake.
- 2/18/11 WON Bass
- 2/25/11

MARCH

- 3/4/11 Fred Hall Long Beach Preview
- 3/11/11 Fred Hall Long Beach Program
- 3/11/11 WON Bass
- 3/18/11 Fred Hall Del Mar Preview /Program
- 3/25/11 Lake Havasu Striper Derby Preview & Travel Guide

APRIL

- 4/1/11 Yamaha Catalina Seabass Preview
- 4/8/11 Trailer Boating, 2010
- 4/15/11 WON Bass
- 4/15/11 Eastern Sierra Preview
- 4/22/11
- 4/29/11 Baja Guide to Sportsmans Paradise

MAY

- 5/6/11 Trailer Boating, 2010
- 5/13/11 WON Bass
- 5/20/11 Summer Saltwater Preview
- 5/27/11 California Lakes Guide
Turners/Rahauge's Shooting Sports Fair

JUNE

- 6/3/11 Mono County Fishing Guide
- 6/10/11 WON Bass, U.S. Open Preview
Turners Fathers Day Flier, (16pg insert only)
- 6/17/11 Trailer Boating, 2010
- 6/24/11 California Sportboat Guide

JULY

- 7/1/11 Big Bear Troutfest
- 7/8/11
- 7/15/11 U.S.Open Program
- 7/22/11
- 7/29/11 California Hunting & Shooting Guide

AUGUST

- 8/5/11 San Diego Make-a-Wish Tuna Challenge
- 8/12/11 U.S.Open Review
- 8/19/11 Los Cabos Tuna Jackpot Preview
- 8/26/11 Sierra's Fall Fishing & Hunting Guide

SEPTEMBER

- 9/2/11
- 9/9/11
- 9/16/11 WON Bass
- 9/23/11 Holiday/New Products Gift Guide (production it)
- 9/30/11 Long Range Season Preview & Gear Guide

OCTOBER

- 10/7/11 WON Bass
- 10/14/11
- 10/21/11
- 10/28/11

NOVEMBER

- 11/4/11 WON Bass
Holiday/New Products Gift Guide (insert)
- 11/11/11 Anglers Marine Bass-a-thon
- 11/18/11 Los Cabos Tuna Jackpot Review
- 11/25/11

DECEMBER

- 12/2/11
- 12/9/11
- 12/16/11 WON Bass
- 12/23/11
- 12/30/11

CLOSING DATES: WON - 12 noon Wed. 9 days prior to publication date.
Supplements - 12 noon Mon. 11 days prior to publication date

CIRCULATION 65,980 **TOTAL AUDIENCE** 131,960 (2.0 readers/copy) **PUBLISHED** 52X Per year with 43 special supplements

The on-line resource for active sportsmen!

The screenshot displays the main interface of WONews.com. At the top, a banner for 'IRVINE LAKE HOME OF THE STEELHEAD' is visible, along with the tagline 'CALIFORNIA'S ONLY SPORTSMAN'S NEWS SINCE 1953'. The navigation bar includes links for HOME, CONTENT, EVENTS, DIRECTORY, SUBSCRIPTIONS, STORE, and ABOUT US. The main content area is divided into several sections: 'Featured Blogs' with entries from Carrie Wilson, Steve Comus, and Jonathan Roldan; 'Fishing & Hunting Reports' listing various catches and events; 'Sportsman's Directory' with search filters for region and category; and 'Feature Articles' highlighting local sports events. A prominent advertisement for '50% OFF Tyrnos Single and 2-speed' is also present. The bottom right corner shows a search results page for 'Sportsman's Directory' with a list of entries and a sidebar with additional ads like 'WOOD MAX' and 'HDS'.

Readers can get all of the information on their favorite waters and hunting areas on WONews.com. In less than one year the site has grown to become the most popular site catering to both California's fishermen and hunter's. Featuring manufacturer's product reviews, current reports, opinion blog's by industry experts and access to WON's charters and tournaments, WONews.com is the website for California's active sportsmen.

Readers are out there hunting and fishing, and it's easy for them submit reports — and read fellow

sportsman's reports, from not just the West Coast but from all over the world. Our newspaper has always been the clearinghouse on what's hot, but now fishing and hunting enthusiasts can get it daily. The albacore bite just went off? We've got it! A 1,000-pound marlin caught off Cabo? We're on it! A world record buck taken? It's right there at WONews.com.

As an advertiser on WONews.com you'll reach active, enthusiastic and engaged sportsmen. It's where you want to be on the internet.



2011 WON BASS Tournament Trail

WON BASS is one of the oldest and most respected tournament organizations in the United States. Since the late 70's WON BASS has acted as a breeding ground for local and national talent. The ranks of WON BASS read like a "Who's Who" in tournament bass fishing. Using a unique "Shared Weight Format", WON BASS offers a number of professional and amateur level events with over 100 tournaments per year to choose from. Additionally, WON BASS is supported by its own monthly publication which is inserted within Western Outdoor News.

■ **WON BASS CIRCUIT** – Consisting of six 2-day events in an Northern and Southern region, the WON BASS circuit typically runs a January through June schedule which attracts local and nationally recognized bass anglers. With an entry fee of \$500 for Pro and \$225 for AAA anglers, the WON BASS circuit has become known as the "working man's circuit" due to its affordability in today's economy. Anglers typically compete for a fully rigged bass boat and other cash prizes at each of these WON BASS circuit events.

■ **WON BASS U.S. OPEN** – This is the grand-daddy event in West Coast Bass Fishing. Started in 1981, the U.S. Open was the first big money bass tournament. Now entering its 28th year, the 3-day U.S. Open is widely recognized as the toughest competition in all of professional bass fishing. With an overall payback worth hundreds of thousands of dollars, the U.S. Open attracts anglers from Japan, Australia, Mexico, and the United States to compete for a first place pro prize of over \$100,000. Entry fee for the U.S. Open is \$1,600 for Pro anglers and \$600 for AAA anglers.

■ **WON BASS TEAM EVENTS** – With 14 regions encompassing the Western United States, the WON BASS Teams circuit offers nearly 100 single day competitions, which lead to the year end team championship fish-offs. These team events also act as a springboard for anglers to advance up into the WON BASS Pro circuit. Entry fees for WON BASS Team events start at \$120 and with various side pot options available for anglers. Thousands of teams compete annually in the WON BASS Teams regions for cash paybacks running in the thousands.



28th Annual Lake Havasu Striper Derby

The largest Striped Bass tournament of its kind in the Western United States, the WON Lake Havasu Striper Derby has drawn 18,000 teams to the shores of Lake Havasu during its 27 year tenure. This 2-day team tournament is ideally suited for families and the grass roots level angler. Awards are presented to the top 15 teams with special awards given in Father-son, Father- Daughter, and Husband-Wife division. Fun in the sun is what the Striper Derby is all about with Weekend events including a beach party with live band, bar-b-cue, and casting contest. The tournament concludes on Sunday afternoon with the awards ceremony and grand prize drawing for a new boat & motor package going to one lucky contestant.



7th Annual WON – Big Bear Lake October Troutfest



The largest trout fishing event held at Big Bear Lake bar none! Attracting a full field of 1,000 anglers from all over Southern California, the scenic alpine backdrop of this venue makes for the perfect location for a fishing event. The TroutfesT is a 2-day grass roots level event designed to be fun for all members of the family. Anglers compete and win prizes in 4 categories – Adult Male, Adult Female, Junior Male, and Junior Female. Thousands in cash and prizes including the grand raffle prize of a boat and motor package are awarded during this event. On top of all this, tagged fish worth \$80,000 are planted in the waters of Big Bear prior to the TroutfesT. In the past 6 years, the TroutfesT has given back over \$63,000 to the Big Bear Municipal Water District specifically for fisheries enhancement on Big Bear Lake. The economical entry fee of \$75 for adults and \$50 for kids keep them coming back year after year to this WON event.



3rd Annual Irvine Lake Southern California Trout Opener

Geared towards the angler who wants to stay local to do his fishing, The Irvine Lake Trout Opener drew more than 700 anglers in only its second year. Designed for the casual angler, the 2011 Irvine Lake SoCal Trout Opener will award prizes not only for tagged fish, but in four angling divisions as well. Anglers competing in Adult Male, Adult Female, Junior Male, and Junior Female categories can fish from shore, boat, kayak, or float tube in an attempt to win a bevy of prizes. All anglers have a chance at winning as prizes not awarded to tagged fish will roll over into a general raffle. The Irvine Lake SoCal Trout Opener finishes off with a grand raffle prize for a new boat & motor package. A nominal \$40 entry fee ensures maximum participation from fishermen and maximum exposure for event sponsors.



2011 Yamaha/WON Catalina Seabass Jackpot Championship

Slated for May each year, the Catalina Jackpot is based out of Two Harbors on beautiful Catalina Island. Kicking off the saltwater season, the Catalina Seabass Jackpot is an extended single day event in which teams of up to six anglers target white seabass, yellowtail, and halibut. Optional cash jackpots add to the fun and payback of this popular saltwater tournament.

13TH Annual Los Cabos Tuna Jackpot



The granddaddy of all west coast tuna events, the *Western Outdoor News* Los Cabos Tuna Jackpot has awarded millions of dollars in cash and prizes to its thousands of participants over the past decade. Heading into its 13th year, the Los Cabos Tuna Jackpot is part party, part tournament with the town of Los Cabos as the venue backdrop. Scheduled for the first week each November, the Los Cabos Tuna Jackpot boasts more than 100 teams of up to four anglers who pursue tuna, wahoo, and dorado over the course of this two-day tournament. Optional side jackpots up to \$10,000 are available for those who feel lucky. With over \$600,000 in cash and prizes, the Los Cabos Tuna Jackpot is the richest tournament of its kind.

California's only weekly newspaper for hunters and sportsmen.

If a trigger is pulled, an arrow is nocked or a cloud of blue smoke from a muzzleloader can be seen, you can be assured that Western Outdoor News is reporting on it.

With 56 years of experience in the fields and hills and marshes of California — and even Baja, surrounding western states and Texas — our writers live the experience and talk about it in words that other hunters understand.

We shoot the guns, use the shells, pull back the bows and outfit with the very latest to keep our readers up-to-date on where to go, what to use, what works best and how to get the most out of your hunting day. You want hunters who buy? We have them!



Steve Comus' column on new guns and ammo appears bi-weekly in WON



WON offers 52 weeks of hunting features, zone coverage, first person accounts, WON staff on-the-spot reports, along with a column on hunting dog training and tips.

Editorial Calendar Highlights 2011

3/4/11	Spring Turkey Outlook: A look at the numbers and top public and private lands to hunt
3/11/11	Gearing up for Your Turkey Challenge.
5/6/11	SHOT Show Review: New shotguns/ammo.
5/13/11	SHOT Show Review: New big game rifles/ammo
5/20/11	SHOT Show Review: Latest in Optics
5/27/11	SHOT Show Review: Clothing/Accessories
5/27/11	Turner's Shooting Sports Fair at Raahauge's
6/17/11	Pigs on Parade: Beat the mid-summer heat and stick a wild boar, tactics and guides
7/15/11	Deer Season Preview
7/29/11	CA Hunting & Shooting Guide
8/12/11	Dove Season Preview
9/2/11	Hunting mountain quail during the early season
9/9/11	Waterfowl: Preview of season
9/16/11	Waterfowl: Gearing up with newest shotguns, ammo, clothing, waders, decoys.
10/21/11	Targeting ducks during the November doldrums
10/28/11	Big game hunting: Prospects for season, sidebars on popular calibers, copper bullets, scopes, boots.
11/4/11	Upland Game tactical gear, boots, ammo, vests, new shotguns
11/11/11	Upland Game Outlook
11/25/11	Upland Game: Where to hunt on public land, private clubs, Mexico

Get onboard with WON Charters to hook up with Western Outdoor News readers and the worlds largest sportfishing fleet!

- With more than *twelve* WON Charters scheduled for 2011 you can sample your product to our active readers – *your* customers, while on the water in the ultimate field test environment.
- Connect with the West Coast's most knowledgeable charter boat captains.
- Feature stories & sponsors press covering every trip in *Western Outdoor News* and on WONews.com.
- Year round promotion for all WON Charters in the pages of *Western Outdoor News* and on-line at WONews.com.

All this adds up to WON Charters being trips that sportboat operators, anglers and sponsors want to be a part of. For more information on the program, contact Chuck Buhagiar, WON's Director of Sales and Marketing, at (949) 366-0030, ext. 34.



WON covers the best events in the west!

Lake Isabella Trout Derby

Held in March, the Lake Isabella Trout Derby is the largest amateur trout derby in the country. 2010 was the derbies 21st year and a whopping 8,900 anglers participated in the event. Over 200,000 dollars in cash and prizes is awarded for this great family event. Lake Isabella is one of California's premier fishing lakes and is nestled in the beautiful Kern River Valley. For many years, Western Outdoor News has published a very successful recreational guide for Kern River Valley and Lake Isabella, which helps promote the derby.



San Diego Make-A-Wish Tuna Challenge

The West Coast's single largest saltwater event. Held in September with nearly 200 teams and 1,300 people in attendance at last year's awards banquet, this is a must-attend event. Western Outdoor News has always supported this worthy event and will be lending a hand again in 2011.



■ Meet the editors



PAT MCDONELL:

As the editorial director of Western Outdoors Publications for 26 years, Pat McDonnell has fished and hunted all over the world, from Brazil's famed peacock bass waters to Alaska's steelhead and salmon waters. A graduate of San Diego State University in Journalism, he coordinates the staffs of the weekly newspaper and magazine. An avid skiff fisherman, he was a founding member of United Anglers of SoCal. He also directs the Cabo Tuna Jackpot and Catalina White seabass tournaments for WON. McDonnell, 56, is married with two daughters and resides in Carlsbad.



RICH HOLLAND:

Senior Editor of *Western Outdoor News* and editor of *WON BASS*, Rich Holland brings a strong and diverse fishing background that includes two decades as saltwater editor for the paper and a tournament coverage portfolio that ranges from bass to billfish and tuna to flyfishing. "I caught my first trout when I was four and my first bonito when I was eight," says Holland. "I got my first shotgun when I was 12 years old. I can't decide if my favorite fish is a steelhead, a yellowtail or a calico bass and I'm still trying to catch a tuna over 200 pounds. If I ever do, maybe that will be my favorite fish."



BRADLEY SCHWEIT:

Western Outdoor News fresh water editor living in Mission Beach, Bradley Schweit, has spent the past 16 years focusing on the pursuit of California's prolific striped and largemouth bass. From San Diego to Santa Barbara, and points northward, Schweit has hit countless fisheries, earning him the nickname, "Freshwater Guy," and ultimately leading to the creation of his "Schweitzer" column which covers the freshwater angling realm from A to Z. Schweit currently resides in Encinitas, California with his Labrador and 18 1/2-foot Champion bass boat.



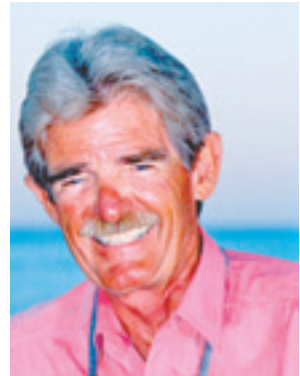
BRANDON HAYWARD:

Saltwater Editor Brandon Hayward is a licensed captain and incorporates the knowledge and know-how obtained as a crewmember on San Diego Sportfishing boats for 10 seasons to the readers of *WON*. His weekly Tackle Room column in *WON* talks about new gear, rigging and trends in Southern California sportfishing and his 2009 book "The Southern California Angler" that details sportfishing tactics is in its third printing.



BILL KARR:

Bill Karr has spent 23 years as a full time staffer with Western Outdoors Publications. He is now in his 20th year as *WON's* NorCal Edition editor. Karr was raised with fishing and hunting experiences, marsh management and duck club ownership, bird and big game hunting in the United States, Canada and Mexico. He resides in Placerville and also has a home on the East Cape in Baja.



GARY GRAHAM:

Gary Graham is regular Baja columnist and feature contributor to *WON* and is well-known for his saltwater fishing expertise. A native Californian, his knowledge is shaped by decades of experience. He has mastered fishing with fly, conventional and ultra-light tackle, from beaches to a multitude of species to the offshore fishing techniques for billfish. An IGFA Representative for Baja. He holds a 100-ton captain's license and boasts a long string of tournament wins and IGFA records in California and Baja waters.



BUD NEVILLE:

A veteran staffer, Bud Neville has worked for Western Outdoors Publications for 20 years covering Northern California saltwater fishing, as well as several other regions in California. Neville works in broadcasting, and has been recognized by the Outdoor Writers Association of California for "Best Radio Report." Neville grew up in the Sierra foothills and still lives there with his wife Deanna and three children, Ryan, Desiree and Conrad on the family's 65-acre ranch near Foresthill.



PAUL LEBOWITZ:

Paul Lebowitz is *WON's* respected and nationally recognized kayak fishing columnist and California's Outdoor Writer of the Year for 2009. The affordable and sneaky little boats are increasingly popular and deadly fish catchers. The native San Diegan who has camped, hiked, paddled and fished his way across the West also covers other facets of the fresh and saltwater fishing worlds for *WON*, often shining a light on lesser-known pursuits such as abalone diving or lobster hooping.

Western Outdoors Publications

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