



American Sportfishing Association's Angling Awareness Award Criteria and Categories

Award Details

- **Deadline for submissions is July 12, 2019.**
- Qualifying pieces must be published between January 1, 2018 and July 1, 2019.
- All submissions must have proof of publication: a PDF of final article as it appears at time of publication (for "print" entries), or a URL link or screenshot (for "digital" entries).
- Snail mail copies will not be accepted.
- There is no charge for submissions.
- ASA membership is not required.
- Limit two submissions per writer, per category.
- Advertisements, marketing, promotional pieces and social media will not be accepted.
- In the event of co-authorship, only one author must complete a submission form.
- An individual article may be submitted only once.
- The awards will be decided by a panel of volunteer judges.
- All winners will be recognized through ASA's communications outlets.
- Winners will be notified no later than August 30, 2019.

ASA created the Angling Awareness Awards to support the Recreational Boating & Fishing Foundation's (RBFF) industry-wide effort to increase the current 49.1 million U.S. anglers to 60 million in 60 months, or by 2021.

For more information, contact ASA's Communications Director [Mary Jane Williamson](#).

ASA Angling Awareness Awards

ASA will award up to six Angling Awareness Awards including up to three endemic awards for pieces published in platforms that speak directly to anglers as well as outdoor lifestyle outlets; and up to three non-endemic awards, for pieces published in platforms not specifically geared to fishing or outdoor activities.

The awards recognize writers who write the most effective consumer-facing content that focuses on: 1) **recruitment** of new anglers into the sport; 2) **retention** of current anglers; or 3) the **reactivation, or re-engagement**, of lapsed anglers into the sport. These three efforts are known within the recreational fishing industry as "R3."

Recognizing the Winners

Up to six prizes will be given, with five category writers each receiving \$300 cash awards, plaques and a customized St. Croix Rod.

The Grand Prize winner will receive a \$1,000 cash prize, a recognition plaque, a customized St. Croix rod and an invitation to attend ASA's 2019 Sportfishing Summit being held October 8-11, at Skamania Lodge in Stevenson, Wash., where the award will be presented. The award presentation will take place on Thursday, October 10, during the awards dinner. ASA will waive the award recipient's registration fee and provide one night's lodging.

All category award recipients will receive an invitation to attend ASA's annual business meeting.

American Sportfishing Association

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Entry Categories

Recruitment

Article inspires fishing participation among audiences who don't currently fish. Themes could include, but are not limited to, the benefits of fishing; the connection between fishing and conservation; fishing is fun, easy and it's for everyone; or equipment and how-to-fish articles for beginners. Each submission must specify:

- Endemic* or Non-endemic**
- Digital or Print

Retention

Article should focus on keeping current anglers fishing. Themes could include, but are not limited to, targeting new species; traveling to find new places to fish; the challenge to learn new techniques, types of fishing or trying new tackle; incorporating fishing into other outdoor activities; competitions; personal growth; or why making time for fishing is important.

Each submission must specify:

- Endemic* or Non-endemic**
- Digital or Print

Reactivation

Article should inspire former anglers to re-join the sport. Themes could include, but are not limited to, the benefits of fishing in today's hectic world, give fishing another try, take others fishing (mentoring), get back to basics, or family fishing traditions. Each submission must specify:

- Endemic* or Non-endemic**
- Digital or Print

* Endemic: Pieces found in platforms that speak directly to anglers, such as sportfishing, boating, "fishing" columns and outdoor lifestyle outlets

** Non-endemic: Pieces found in platforms not specifically geared to fishing or outdoor activities.

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