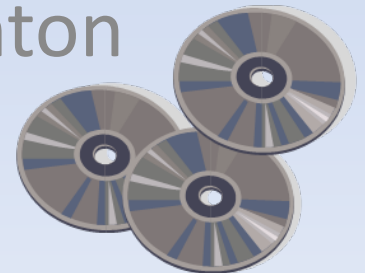




“Start Fishing” DVD

By Bruno Broughton

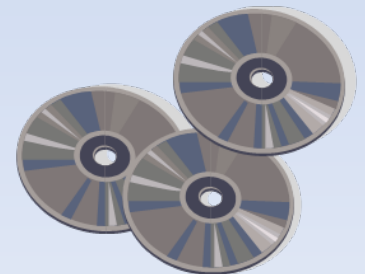


Who is it aimed at?

The 'Go Fishing' DVD is aimed specifically at people thinking about beginning coarse fishing, as well as those who have just taken up the sport. It is equally applicable to adult non-anglers who may want guidance for their children who are thinking about starting to fish.

What the DVD plans to achieve

The DVD is aimed at stimulating interest in angling, providing essential instruction and forming an important future source of information and reference.



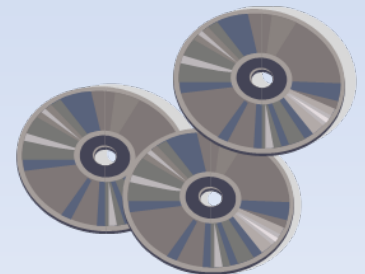
What it contains!

The filming, editing and post-production work were carried out professionally.

- with illustrations
- archive footage
- the completed DVD lasts about 40 minutes.

The DVD helps to answer the questions a would-be angler or a newcomer would ask–

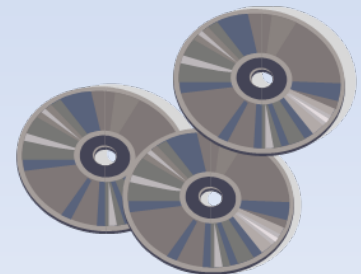
- where and how to fish
- the kit he or she will require
- fish species
- baits and how to use them
- the codes of conduct
- the legal requirements, etc.



The role of the Angling Foundation

The **Angling Foundation** has now arranged for the DVD to be available to companies and organisations who are interested in producing instructional material.

The arrangement will operate under a licence agreement, the key features of which are:-



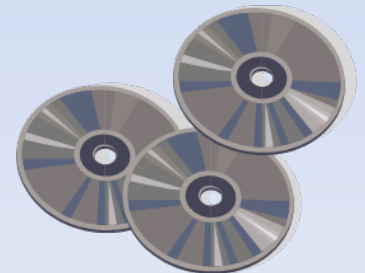
Key Features of Licence Agreement

(A) What you can do!

The Licence holder can produce and distribute unlimited copies of the DVD on a non-exclusive basis

(B) Changes to the DVD!

The packaging and – if appropriate – the beginning and end of the DVD can be altered, providing the core content is not changed

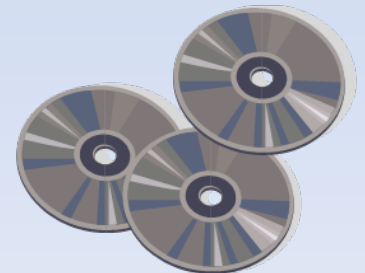


Key Features of Licence Agreement

(C) How much it costs

The rates for purchasing non-exclusive copyright to the DVD are:-

- £1,000 to members (ATA & TAF)
- £1,500 to others in the angling industry
- £2,000 to non-angling organisations & companies



Further Details

Further details will be available from;

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