

The Captain



Captain Jim Ross is a United States Coast Guard licensed captain and owner of Fineline Fishing Charters in Rockledge, Florida near Cocoa Beach . He is a second generation native and full time fishing guide who is on the productive waters of East Central Florida near Orlando over 250 days a year. Captain Jim's understanding of the feeding habits and migratory patterns of the fish he pursues in the Mosquito Lagoon and surrounding waters throughout the year has made him one of the most respected fishing guides in Florida.

Catch A Memory! Outdoor Radio show



Because of his angling knowledge, Captain Jim was hired by Florida Sportsman Magazine in 1997 as the host of their live weekly radio show covering the fishing action in the Daytona Beach, Orlando, and Cocoa Beach areas along Central Florida's East Coast. Jim hosted this fishing show called "Florida Sportsman Magazine Live" which transmitted from the Orlando area for two years and then from the Cocoa Beach area for another ten. Over that twelve year period Captain Jim helped to educate and influenced hundreds of thousands of anglers fishing throughout Florida. Fisherman from Daytona Beach, Orlando and Cocoa Beach listened each week to hear the latest fishing information on the Mosquito Lagoon, Indian River, and surrounding waters. In 2010, Captain Jim started his own radio show called "**Catch A Memory Outdoors**" which transmits on WMEL 1300 AM from Cocoa. This combo fishing and hunting related show airs live and covers the fishing and hunting action in the Daytona Beach, Orlando, and Cocoa Beach areas of Florida. Thousands of anglers and hunters tune in to hear Captain Jim and his co-hosts each Saturday morning from 7:35 till 9:30 am as they talk about fishing and hunting in the Orlando area.

The “**Catch A Memory Outdoors**” radio show is also available each week on the live U-Stream feed on www.1300wmel.com. Fisherman and hunters who have smart phones can hear the show while on the water fishing or traveling outside of the AM broadcast area. “Pod” casts of archived **Catch A Memory Outdoors** shows are now available by searching for the **Catch A Memory** show on the WMEL 1300 web site.

Television



For the 2012 fishing season, Captain Jim again joins Capt. Rick Murphy and a host of other top professional guides across the state of Florida on the “**Chevy Florida Insider Fishing Report**” television show. Captain Jim returns as the Central East region expert, and covers the fishing action in the Orlando, Daytona Beach, and Cocoa Beach areas for this previously Emmy award winning TV show. Captain Jim will give live fishing reports for the show each week, plus daily live audio reports Sunday through Wednesday on the television shows web site www.floridainsiderfishingreport.com. The show airs on Sun Sports to close to 7.5 million households for 90 minutes every Thursday evening, and re-airs to fishing enthusiasts in the Orlando area three additional times each week from April through September.

The Florida Fishing Report’s content is tailor-made for the fisherman around the Orlando area and across the state of Florida. Captain Jims and the Florida Insider Fishing Report crew want to educate those who fish on where, how, and what to use while fishing. This enables them to spend less time running and more time fishing successfully. Every edition of the show features nine professional captains that each provides a 4-minute live fishing report of what is happening inshore and offshore in their respective areas (9 regions of FL).

Skeeter/Yamaha National Fishing Team Member



In 2008 Skeeter Boat Company celebrated its 60th year of boat building. This same year Captain Jim was named to the **Skeeter boats/Yamaha Motors National Fishing Team**. With this accomplishment he joins a very impressive and exclusive list of

professional anglers. Captain Jim was the first charter fishing guide, and tournament angler in the Orlando area to achieve this prestigious invitation. Captain Jim helps to promote these brands through his various fishing shows, television and Radio shows, and articles both in-print and online across the Orlando, Daytona Beach and Cocoa Beach areas. Capt. Jim is proud to be associated with these industry leading companies. Captain Jim's 2012 Skeeter fishing boat, the amazing 22 bay, is powered by a Yamaha 250 horsepower SHO 4-stroke engine.

Fishing School



In March of 2002 he and a partner conceived and developed the Indian River Fishing Academy. They had thousands of students graduate from this comprehensive fishing school for the six years they ran it. A few of these students have gone on to become tournament anglers and fishing guides. In May of 2006 Jim and his partner released their first DVD, Light Tackle Techniques – Volume 1 through Tightline Productions Inc. It became an instant hit with anglers across the state. This school's concepts have evolved with time and for 2012 Capt. Jim has changed the courses that are available and the name of the school to reflect these changes. The school is now called the **Inshore Fishing Academy**. <http://www.inshorefishingacademy.com>. In 2012 Captain Jim will be teaching these classes solo. He has expanded upon the original schools class ideas and actually created a whole new level of "species specific" courses. These are new in-depth courses designed to help anglers learn how to specifically target speckled trout, redfish, tarpon, cobia, and king mackerel. With seven individual classes to choose from, the new Inshore Fishing Academy courses will help anglers learn at a faster pace than any of Capt. Jim's previous fishing schools. The new Inshore Fishing Academy is now bigger, better and more informative than ever.

Tournaments and Sponsors



Captain Jim competes in various tournaments when he has time and is currently sponsored by Skeeter boats, Yamaha Motors, EZ Loader trailers, Lowrance electronics, Tru-Turn Industries, Saltwater Assassin Lures, Carroll Distributing (Bud Light Beer),

Lamiglas Rod Company. Rapala Lures, Sufix Super lines, Shimano reels, Hook Up lures, Pro-Cure bait Scents, Minn Kota trolling motors, and Costa Del Mar sun glasses.

He has multiple top 25 finishes in the Southern Kingfish Association (SKA), Inshore Fishing Association (IFA), and FLW redfish series professional tournament trails over the past 11 years including being part of the SKA First ever National championship team in the under 23' Class.