



TIGHTLINE

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Striper bass on the line

By Dean L. Fowler

Looking for a workout, preferably something more interesting than an hour on an elliptical (device)?

Well, head to an East Coast estuary or an inland reservoir and angle for one of the most prized sport fish in the U.S.

The striped bass is admired and highly valued throughout its native range from New Brunswick on down the East Coast to around Florida, and a few locales in the Gulf of Mexico.

Because of its fighting ability and massive size—30-pound fish are not uncommon—and fine flavor, it's one of the most sought after fish in the U.S.

Striped bass also flourish in inland reservoirs. Quite by accident, some striped bass were trapped in the Santee-Cooper chain of reservoirs in South Carolina when they were impounded in the early 1940s.

These landlocked fish adapted well to their new freshwater homes.

Enough free-flowing river habitat upstream of these reservoirs existed to allow striped bass to make spawning runs up the Wateree and Congaree rivers.

Once fishery managers discovered that stripers could develop trophy fisheries in large lakes, they began stocking them in earnest.

Today, you can catch striped bass in

inland waters in 31 states.

But there's more, and it's immeasurable. To many an angler, the most important thing about this sleek-shaped, powerful game fish is the adrenaline rush you get when it's on the end of a line.

That's a cardiovascular workout that beats any elliptical!

Dangers of BUI

Alcohol affects judgment, vision, balance and coordination. A boat operator with a blood alcohol concentration above .10 percent is estimated to be more than 10 times as likely to die in a boating accident than an operator with zero blood alcohol concentration. Passengers are also at greatly increased risk for injury and death - especially if they are also using alcohol.



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Giant Salvinia

Invasive plant creates giant headache in the South

By Bob Pitman

Its scientific name couldn't be more appropriate: *Salvinia molesta*. This floating plant has a predilection for being a problem. It's often called "the world's worst aquatic weed" for good reasons.

In common terms, it's known as giant salvinia. Giant salvinia isn't a towering plant, but it grows voluminous. Unchecked, it rages out of control spreading over water surfaces, doubling the area it can cover in as little as five days.

It has become a giant problem in Texas and Louisiana where it was unintentionally introduced. The plant threatens all southern-tier states where warmer conditions

suit the plant. The plant made its way into the open waters of Texas in 1998.

Once established in open water, boat movement most likely spread plant fragments to several east-Texas lakes including Toledo Bend, Caddo, Conroe, and Sam Rayburn, as well as to several Louisiana lakes.

Anglers and boaters lost open water and fishing opportunities, and related businesses lost some livelihood. Ducks lost habitat, and lake-front property dropped in value

Giant salvinia is only one among a list of other aquatic invasive plants. One thing they almost all have in common is that invasions of these plants cost much money to control— not eradicate, but control.

Hydrilla and Eurasian water milfoil are two such examples. Both are native to Asia and Europe. Hydrilla forms extremely dense colonies growing from bottom to surface in water up to 20 feet deep. Water milfoil forms dense colonies from the bottom to the surface, the colonies making boating and angling impossible.

Hydrilla has its "Typhoid Mary," tracing its origin in the U.S. to one aquarium dumped in a Florida canal by one person. This irreversible action will have ecological and economic costs that will never go away.



What is Branding?

By Orana Velarde

If we look at the traditional definition, a brand is an idea, name, symbol or any other feature that identifies a product or service and differentiates it from the competition. Branding is the process of giving a product or service the power of a brand.

But branding is not just a logo or a color palette; it's much more than that. Assuming your branding only goes as far as a few visual assets will just limit your business growth and impact.

There are many definitions of branding out there, but our favorite one comes from our friends at The Futur; "Branding is a gut feeling about a product, service or company."

Branding is all about how a business makes you feel. It's about how you perceive it, remember it and ultimately buy from it and become a loyal customer.

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WE ARE NOT JUST FISHING, WE ARE CONNECTING WITH A HUGE ANGLER AUDIENCE.