

TAKEAWAYS



FROM THE ATA'S SOCIAL-MEDIA SUMMIT,
"HOW MEDIA CAN GROW BOWHUNTING," ON JULY 8, 2020.

Five well-known members of the hunting media share two guiding thoughts about creating content for the hunting community.

AARON WARBRITTON: "THE HUNTING PUBLIC"

- Accept the responsibility of being an influencer: Anytime you post content, it has the potential to reach folks outside our circle. Think about what you publish and who might watch it before you make something public.
- Work with other groups: Everyone in the industry wants to grow hunter numbers. Work with retailers, manufacturers, state agencies and others to expand your reach and improve your communications. Support your peers and encourage consumers to buy licenses. Provide direct links.

MARK KENYON: MEATEATER, "WIRED TO HUNT"

- Build context into your content: Share the entire hunting story, not just a piece of it. Hunting is a process, and each step is important to the result. Present information accurately and honestly. Adding context deepens understanding.
- Involve newcomers: If you create content for new hunters, involve new hunters to help you create authentic, relatable content. Don't try to remember what you thought was difficult or confusing when you started hunting. Instead, include people experiencing those difficulties now.

NICOLE QUALTIERI: "GEARJUNKIE"

- One story or media piece can change minds: Everything you produce has power, even entry-level stories. Strive to provide meaningful content that supports, empowers and inspires people to hunt. Always consider how your work will affect someone, and aim to get nonhunters to convert to hunters.
- "It's hard to be what you can't see." – Marian Wright Edelman: Most people won't try hunting unless they see others like them doing it. Make bowhunting more inclusive. When writing stories and creating marketing materials, represent people of all ages, sizes, genders, cultures, abilities, social statuses, and ethnic backgrounds so everyone feels they belong.

ALEX ROBINSON: OUTDOOR LIFE

- What's important in hunting? Shift the perspective: The entire hunting experience is not about shooting a big buck. Shift your narrative and focus on how hunters must recruit newcomers. Focus attention on what matters. What will create the next generation?
- Create an engaged audience: Don't concentrate on generating lots of likes, shares or followers. Create value and entertainment. Strive to generate an engaged, dedicated audience that's passionate about hunting and conservation. A small, engaged audience is better than a large, apathetic audience.

CUZ STRICKLAND: MOSSY OAK

- Make food connections: Field to Fork programs are popular. People want to know how to turn a deer into tasty food. Create and share content that shows and explains the process. Share venison's flavorful versatility and health benefits with your audience.
- Create a unified mentoring message: Work together to create messages that excite and encourage hunters to mentor others. We have the platform, opportunity and clout to make a difference and push people in the right direction. The hunting media must focus on growing hunting's ranks to strengthen the hunting community while maintaining support from the nonhunting community.