



OKLAHOMA
DEPARTMENT OF
**WILDLIFE
CONSERVATION**

Outdoor & Oklahoma

MAY / JUNE 2024

**LET'S CELEBRATE
WILDLIFE DIVERSITY**

**Your Chance To See,
Share, And Science!**



MAINTAINING AND INCREASING SUBSCRIPTIONS TO OUTDOOR OKLAHOMA

Report prepared by Betsey York

Executive Summary

This three-part investigation sought to understand our constituents' subscription behavior and content preferences for the Wildlife Department's in-house magazine production, *Outdoor Oklahoma*.

- **Feedback form**- Create a general feedback form so that current subscribers/readers can comment and provide feedback on their likes and dislikes of various aspects of the magazine. This will collect feedback over time. This piece will not be discussed in this report. Still, it will be continually reviewed by the magazine editor, associate editor, and human dimensions specialist to determine aspects of the magazine that work well and aspects that could be improved. We received eight responses to the feedback form at the time of this report's publication.
- **License holder survey**- We selected a stratified random sample of license holders to survey about the magazine and their general feelings about how they prefer to receive information and what they would desire information about. Previous surveys show that our readers are predominantly male and older than the general population of license holders. Knowing this and aiming to maintain and increase subscriptions, we decided to focus our sample to be younger and more female.
- **Nonrenewals survey**—We selected a random sample of those who once had a subscription to *Outdoor Oklahoma* but chose not to renew it. We only selected those who chose not to re-subscribe within the last five years.

Key Results from Both Non-subscriber and Non-renewal efforts

- 57% of those who had never subscribed were unaware that the Wildlife Department publishes a print magazine.
- 50% of those who have never subscribed prefer digital to receive information. Only 8% of those who have not subscribed hold subscriptions to other magazines.
 - 55% of those under 50 prefer digital, while 56% of those 50 or older prefer print. 52% of females prefer print, while 51% of males prefer digital.
- When asked what topics people would be interested in learning from the Department, the most often selected was “information about fish, wildlife, and plant species in Oklahoma.” This also received the most points in rankings. “How-to’s” and “hunting or fishing license information” finished the top 3. People were least interested in the “funding and budgeting process,” “employee profiles,” and “ongoing research projects.”
- Respondents most often participated in fishing, hunting, and boating, and their interest in reading about these activities in *Outdoor Oklahoma* was consistent. Those activities with a less than “Somewhat interested” rating were boating and swimming. The highest interest levels for reading about activities that individuals participate in were nature photography and hunting. Write-in topics had the highest interest levels.
- Out of all nonrenewals, 66% had subscribed independently, and 18% had been gifted a subscription either by the Department or from someone they know.
- Nonrenewal respondents were satisfied with the magazine, and when asked what they most liked about the magazine, the top 3 reasons appearing most often were the photographs, stories about local areas, and stories about information pertinent to them.
- Only 4% of respondents to the nonrenewal survey were explicitly dissatisfied, but when asking all respondents what they did not like about the magazine, the top three reasons reported were the frequency of delivery- they would like it more often, that they are not connected with the content (although this varied, for example, some people said they aren’t connected to hunting while others reported being disconnected from the non-hunting content), and issues with the subscription service.
- The majority of respondents do not subscribe to other magazines (66%), but of those who do subscribe to other magazines, more subscribe to print magazines than digital. Also, more prefer print magazines than digital.
- Most nonrenewal respondents no longer subscribed because they didn’t know their subscription was ending (59%). 52% of respondents are interested in subscribing again in the future.

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License Holder Survey

The research questions guiding this section were as follows:

- RQ1: What format do license holders prefer to receive information?
- RQ2: What information are license holders most interested in so we can create more relevant content?
- RQ3: How aware are our license holders of the magazine, and do they know how to subscribe?
- RQ4: Are there differences in preference between age and gender of respondents?

Methods

We requested the population of license holders that had been active within the last 12 months. This included fishing, hunting, permits, and any license purchased through the department. The population file contained 687,163 records of varying licenses and permit types. This number was the final record count after de-duplication by customer ID number. We determined the gender breakdown within the population and the population's average age. Previous surveys have shown that our current subscription base is heavily male and older than the license holder's average age. To understand how we can gain new subscribers, we targeted females at a higher rate and younger license holders at a higher rate (Table 1). We removed anyone selected under 18 under the assumption that they were unlikely to have their own purchasing power to buy a subscription to the magazine. We only included those with a valid email address on file in the population to be selected from, as this was an online-only survey effort.

Table 1: Gender breakdown and the average age of the population and selected sample

		Population	Pop. %	Sample	Sample %
Gender	Male	476,326	69.3	5,308	40.7
	Female	163,465	23.8	6,499	49.8
	Unknown	47,372	6.9	1,246	9.5
Average Age		50.9 years		44.6 years	

We sent the first invitation email (Appendix E) to 3,017 license holders on 6/28/2024. We had 100 emails bounce and could not be delivered from this group. Another invitation email was sent to 9,824 license holders on 7/1/2024. From this group, 371 emails bounced. This brings our actual sample able to be contacted at 12,580. A reminder email was sent to both groups, to a total of 12,086 people, on 7/8/2024. A final reminder email was sent to 11,693 people on 7/11/2024. The survey officially closed on 7/16/2024. To encourage responses,

those sampled were offered entry into a drawing for one of twenty Outdoor Oklahoma branded hats for their response.

The survey began by asking about their past subscription behavior to answer our research questions (Appendix A). If they were subscribers or had previously subscribed, they were routed to skip through most of the questions and only asked about their content preferences and demographics. If they were never subscribers or couldn't remember, they continued through the rest of the questions. We then asked about their awareness of the magazine, and if they said they were aware, they were asked if they were aware of how to subscribe to the magazine. We also asked about what communication channels from the department they are familiar with and if they subscribe to any other magazines. If they do subscribe, we asked them to list the magazines that they currently subscribe to so that we can understand the types of content they purchase. We then wanted to know if they felt they would be interested in a magazine from the Department; if they said they would not, we provided an open-ended comment box to explain their disinterest. We then asked about their likelihood to subscribe, if they said they were unlikely to subscribe but they also answered they would be interested in a magazine from the department, we told them to explain these contrasting responses. Then we asked about content types they would be interested in and had them rank those they would be interested in from most to least. We asked how they prefer to receive information (digital or print) and why and what outdoor activities they participate in. Of those they participated in, we asked which they would be interested in reading about in the magazine. Finally, we asked about their gender, age, and license held and provided an open-ended comment box for general opinions or suggestions about the magazine.

Descriptive statistics and charts were generated within Tableau, and more advanced statistics were produced within R Studio. Significance was denoted at the $p < 0.05$ level. Categorical variables were analyzed using chi-squared tests and numerical variables were analyzed using ANOVA.

Results

The survey closed at midnight on 7/15/2024. When it closed, we had 1,012 responses for a response rate of 8%.

Demographics of Sample

We targeted our sample to be younger and more female than the overall population of license holders. The average age of our respondent group was 49.2 years, while the percentage that identified as female was 47%. We purposely selected a higher sample of younger males, while we generally selected a higher percentage of women in our sample. Table 2 displays the breakdown of our respondent group compared to our sampled group of license holders.

Table 2: Number of license holders in each gender and age group within the stratification process

	Sampled group (n=13,053)		Respondent group (n=1,012)		Response rate of Group
Young male (≤50 years)	4,106	31%	300	30%	7%
Old male (>50 years)	1,202	9%	224	22%	18.6%
Female (any age)	6,499	50%	476	47%	7%
Unknown gender (any age)	1,246	10%	11	1%	1%
			Non-binary= 1		

Although the average age of our sample is older than we had hoped (closer to the average age of the population), it likely aided in us receiving younger individuals by oversampling them. We can conduct analyses to determine differences between younger and older respondents and between female and male respondents. We also had far fewer unknown license holders because although they were unknown within their license profile, by asking for gender on the survey, we assigned them that gender in our results.

Subscription Activity

The first question we asked was if the individual was a current, or had ever been, a subscriber to *Outdoor Oklahoma*. Of all respondents, 63% had never been a subscriber, 23% were current or previous subscribers, and 14% couldn't remember. Those who subscribed at one time or another (23% of respondents) were routed to the end of the survey. In contrast, 77% of respondents who couldn't remember or who had never subscribed were asked several questions to understand better their awareness and likelihood of becoming a subscriber in the future.

Breaking this down further, there was a significant difference ($p < 0.05$) when separating subscribers by gender, with 14% of males being a current or previous subscriber while only 9% of females were. There is also a significant difference ($p < 0.05$) by age category, with those 51 and older more likely to subscribe (13%) than those 50 or younger (10%). Finally, license type also contributed to statistically significant differences ($p < 0.05$), with lifetime license holders subscribing at the highest rates (12%), followed by annual license holders (8%) and senior license holders (3%). Age likely contributes to these license breakdowns because the average age of lifetime license holders was 48.4 years, and annual license holders were 43.5 years. The lifetime license holder group was 28% female, while the annual license holder group was 60% female.

Awareness

Most (57%) of those who had never subscribed were unaware that the department has a magazine publication. Of those who were aware, 51% were unsure how to subscribe. There was a significant difference when looking at magazine awareness by gender ($p < 0.05$). Males had a higher awareness rate (25%) than women (18%). Men were also more likely (26%) to know how to subscribe to the magazine than women (22%). There was not a

significant difference in awareness of the magazine by age or by license type ($p>0.05$). There was also no significant difference in awareness of how to subscribe to the magazine by age or license type.

Communications with the Department

Regarding how the respondent group interacts with the Department, 7% said they do not interact in any way. The Outdoor Oklahoma TV show was the least often selected, while the most selected was ODWC emails, followed by the ODWC website.

General Interaction with Magazines

Magazines may be something that people don't subscribe to anymore. Of all respondents who had never subscribed to Outdoor Oklahoma, only 8% subscribed to other magazines (in comparison, in the nonrenewal section of this effort, 33% of those who were once subscribed to Outdoor Oklahoma currently subscribe to other print magazines). Census data from 2022 shows that both circulation and publisher revenue have declined significantly since 2002 ([Internet Crushes Traditional Media: From Print to Digital \(census.gov\)](https://www.census.gov/newsroom/releases/2022/2022-08-10-internet-crushes-traditional-media-from-print-to-digital.html)). We asked what magazines they subscribed to, and 53 people supplied magazine titles. Many magazines centered around hunting and/or fishing topics, such as *American Hunter*, *Bassmaster*, *Buckmaster*, *Ducks Unlimited*, *Bugle*, etc.

Interest in a Magazine from the Department

Of those who had not subscribed to the magazine, we asked them to what extent they thought they would be interested in a magazine that the Wildlife Department publishes. Across all respondents, 15% said they would be very interested, 28% stated they would be interested, and 31% would be somewhat interested (Figure 1). Fourteen percent of respondents said they would be somewhat uninterested, uninterested, or very uninterested. There was a significant difference ($p<0.05$) between genders when asking about interest, with males responding with slightly higher interest than females. There was no significant difference between age categories ($p>0.05$).

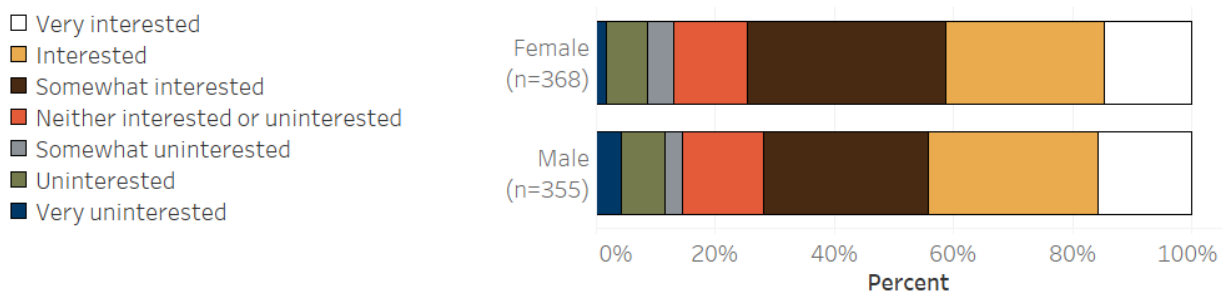


Figure 1: Interest in a magazine published by the Wildlife Department separated by gender

We did ask those who said they would be uninterested in the magazine why they felt that way. Major reasons for being uninterested are focused on things unrelated to the content the magazine does/would contain and being more focused on aspects of its format as a

physical magazine. People often mentioned time constraints, budget constraints, and a preference for reading information for free online. Only a few people stated they are uninterested in fish and wildlife or do not hunt and/or go fishing. Fifty-two respondents filled in an open-ended comment here.

Likelihood to subscribe

After asking about interest in a magazine that the Department publishes, we asked those who said they would be interested how likely they would be to subscribe to one. The most often selected answer was somewhat likely (37%), followed by likely (24%) and neither likely nor unlikely (17%; Figure 2). These respondents did not significantly differ by gender or age categories ($p > 0.05$).

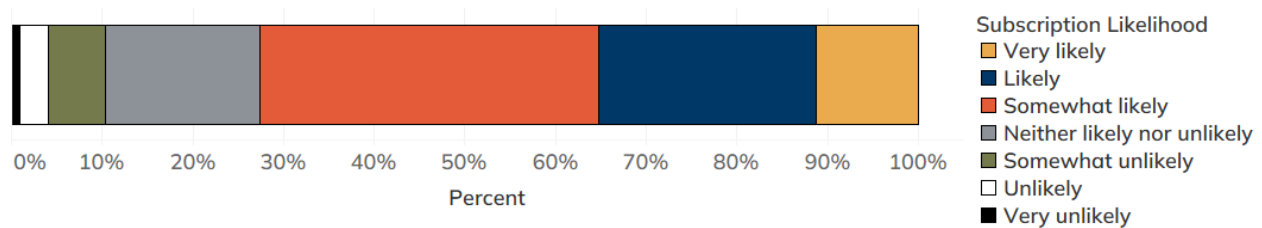


Figure 2: Stated likelihood to subscribe to a magazine of those who said they would be interested in a magazine published by the Department (n=723)

Generally, comparing the likelihood of subscribing to interest in a department magazine is interesting. Of all respondents, 73% said they would be interested in a magazine. Seventy-three percent also said they would likely subscribe to a department magazine. There was higher neutrality in their likelihood to subscribe (17%) compared to their interest (13%). Finally, we asked those who said they would be interested in a magazine but unlikely to subscribe why this was the case. The main reasons stated focused on cost and a preference for online media.

Mode of Content Consumption

We asked those who had never been subscribers to tell us how they preferred to consume content and why they preferred that mode. A slight majority of respondents prefer print (50.1%, n=445) to receive information over digital (50.0%, n=443). Table 3 reports respondents' open-ended comments on why they prefer the mode they do.

Table 3: Themes that emerged when respondents were asked why they preferred the mode they used for receiving information

Prefer Digital	Prefer Print
<ul style="list-style-type: none"> • Accessibility/convenience- can access at any time if they want to reference something or read anything • Easier to store and makes less clutter • Cheaper to produce and subscribe to • Less use of resources/less impact on the planet/less waste produced • Easier to share with friends/family via social media • Faster access to information 	<ul style="list-style-type: none"> • Easier to focus on and keep track of- digital things can be easily discarded • Internet access issues • Easier to absorb and understand an article • Can set aside to read later • Eye strain/easier to read on paper • Pictures better printed • Don't like being tied to looking at a device • Like the physical in their hands • Can share with family easier • Lots of mentions of "old"

Digital or print preference varies based on several different demographic factors. Female respondents preferred print (52%), while male respondents preferred digital (51%). This was not a statistically significant result ($p > 0.05$). This did vary by age with statistical significance ($p < 0.05$). Younger respondents (50 years of age or younger) preferred digital, while older respondents (51 years and older) preferred print (Figure 3).

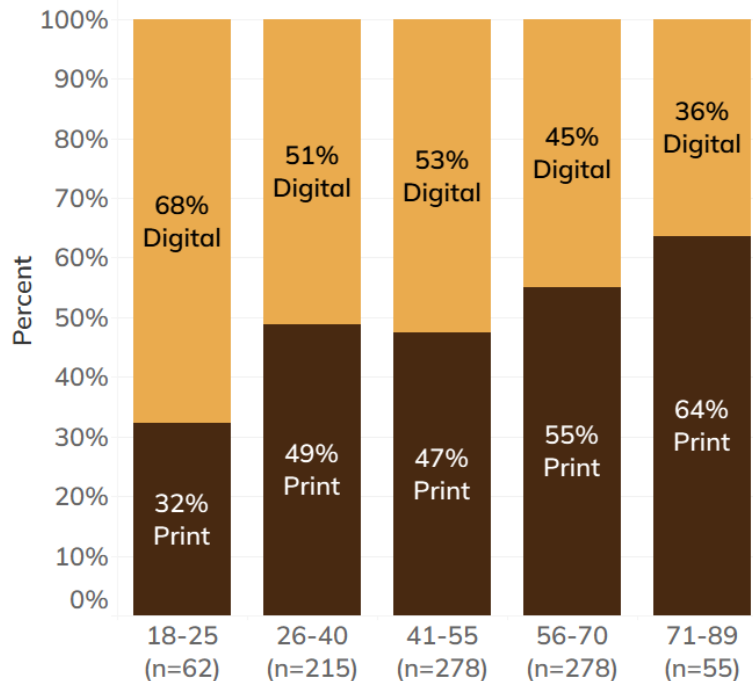


Figure 3: Percent who prefer print versus digital by age

Desired Content from the Wildlife Department

We also asked respondents what topics they would prefer the Department to focus on communicating to them about and those that they selected to rank them. Overall, the most often selected, by 74% of respondents, was “information about fish, wildlife, and plant species in Oklahoma.” The remaining content by preference can be seen in Table 4. We also looked at this from our different demographic groups, and there were slight differences in what women were interested in compared to men and how older respondents were interested compared to younger respondents (Figure 4).

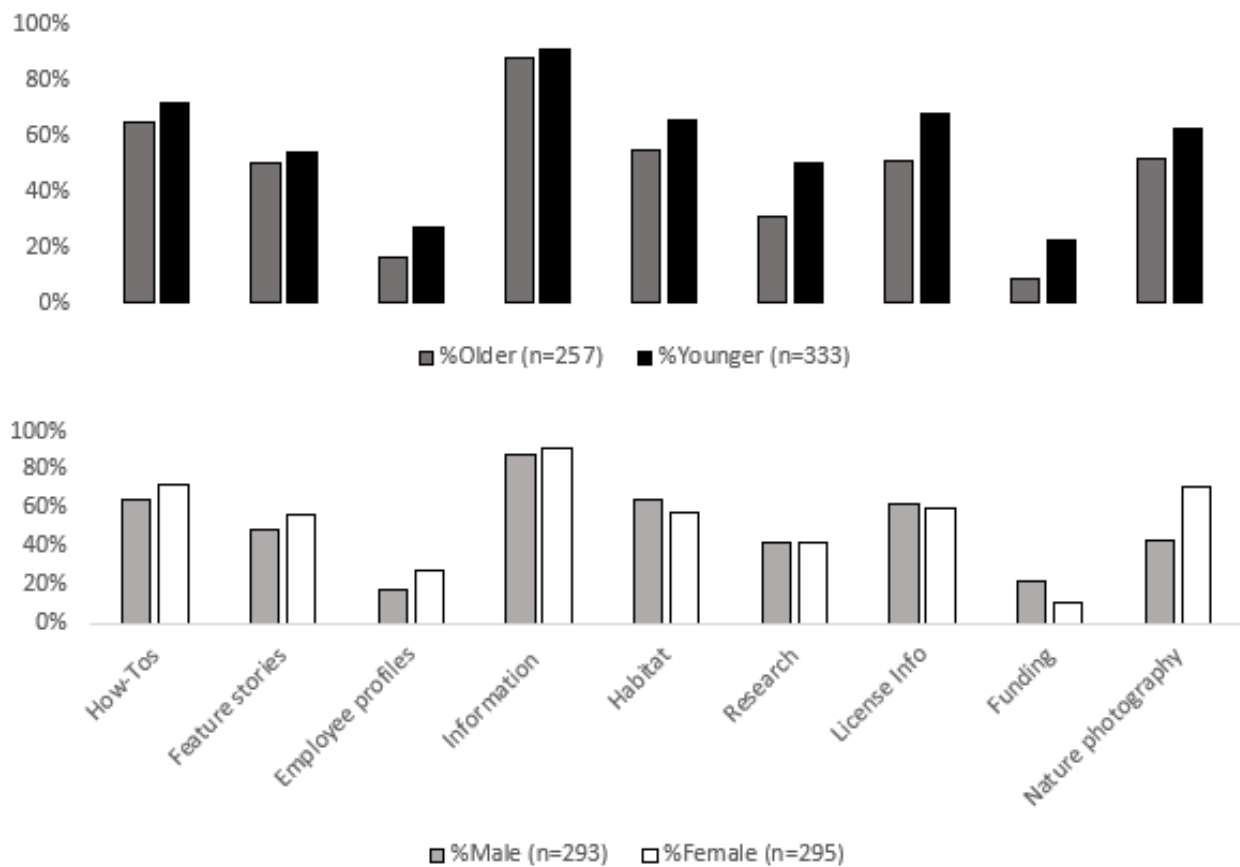


Figure 4: Interest in various magazine topics based on demographic comparisons

To analyze the ranked data, we assigned points to each topic based on how many times they were ranked in a certain way. If the topic was ranked as #1 for an individual, it was given eight points (no individual selected all nine possible topics). If it was selected as a second choice, it was given seven points; third choice, six points, and so on. These numbers were summed across all respondents to give a total point value to different content categories. The topic with the most points was information about fish, wildlife, and plant species in OK (Table 4). The point values stuck to the same order of the percent selected,

from largest to smallest. If we look at those topics that were most often selected as the #1 preferred topic, habitat management topics received the most #1 rankings, followed by information on species in Oklahoma. Two other topics that received many number-one rankings but had lower overall point totals were ongoing research projects and the funding and budgeting process.

Table 4: The percent of respondents that selected different types of content they would be interested in and how many points each received overall. The number of top-ranked selections is also presented in the table.

Topic	Percent Selected	Total Points	Times Ranked as #1
Information about fish, wildlife, and plant species in OK	82%	3639	135
How-To's	62%	2644	52
Hunting or fishing license information	58%	2052	2
Habitat management	54%	1964	206
Nature photography	53%	1824	41
Feature stories	47%	1785	4
Ongoing research projects	37%	1092	75
Employee profiles	21%	528	1
Funding and budgeting process	18%	328	59

We also looked at this using our demographic groups. We conducted the same calculations for the topics when separated by age group and gender and then put them in order by the number of points each topic received. We plotted this, displaying 9 as the most interesting topic for the group and 1 as the least interesting topic (Figure 5). Topics remained relatively consistent, although younger groups denoted the highest interest in license information and nature photography, and women were more interested than men in nature photography. In contrast, men were more interested in habitat management information than women.

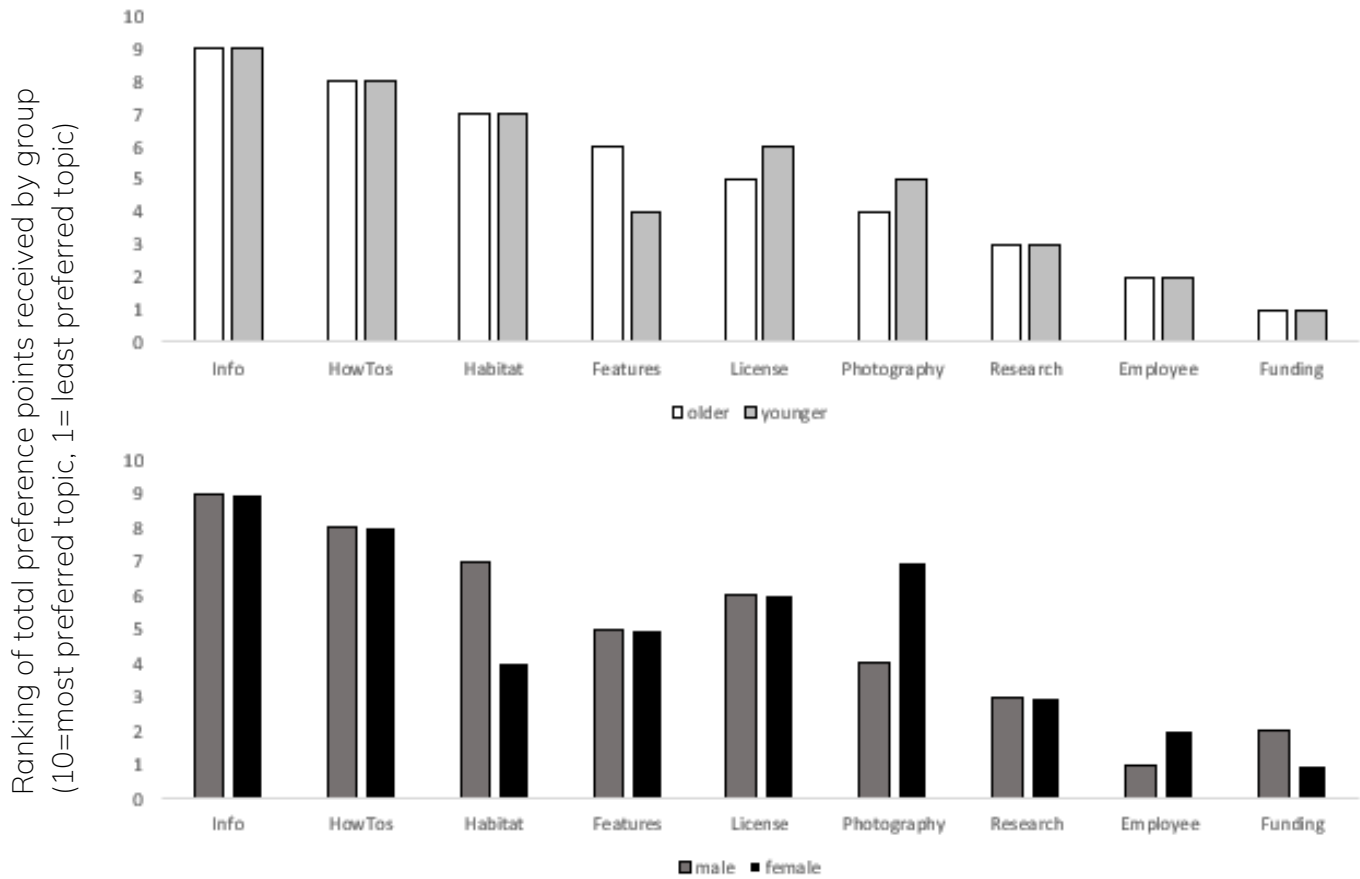


Figure 5: Difference in point totals between age and gender

Recreational Participation

Finally, we asked respondents what activities they participate in and of those they participate in if they would be interested in reading about them in the magazine. Over half of the respondents said they participate in fishing, hunting, boating, swimming, and hiking (Table 5).

Table 5: Recreational activities respondents participate in and their average rating of interest in reading about that activity in Outdoor Oklahoma (* denotes that the topic was written in under "other" and may be of higher focus/interest for those who took the time to write it in)

Percent selected (n=895)	Recreational Activity	Average rating (Very uninterested =-3 Very interested =+3)
93%	Fishing	1.2
67%	Hunting	1.3
59%	Boating	0.7
56%	Swimming	0.7
52%	Hiking	1.1
33%	Nature photography	1.4
21%	Birding	1.1
14%	Trapping	1.1
3%	Camping*	1.3
1%	Gardening*	2.3
1%	Kayaking*	2.3
0%	Equestrian*	2.0

We can separate the overall interest in reading about these topics by age and gender. A few interesting comparisons are shown across demographics. For example, females denote a higher interest in reading about hunting and fishing, whereas males denote a higher interest in reading about trapping. Younger audiences are also more interested in reading about trapping than older audiences. Women are also more interested than men in reading about hiking, boating, and swimming. Older audiences are more interested than younger audiences in reading about hiking and birding (Figure 6).

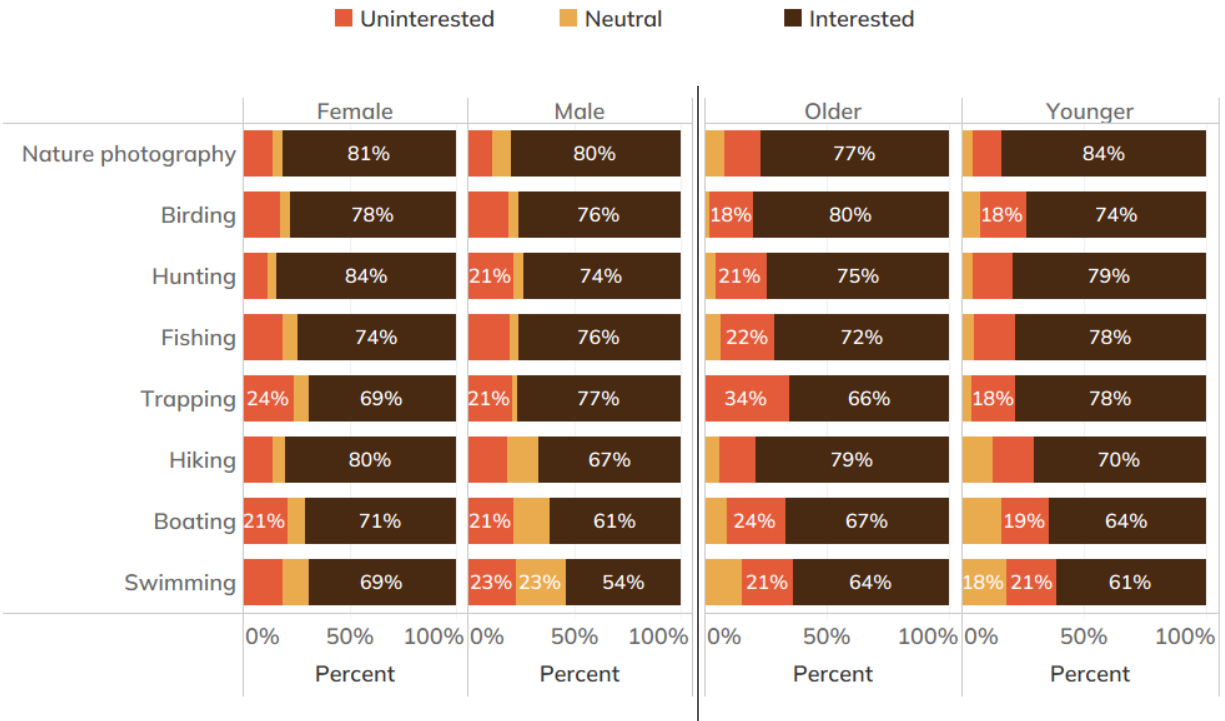


Figure 6: Interest level in reading about different recreational activities separated by gender (left pane) and age (right pane)

Open-ended feedback

The final piece of the survey asked respondents to share any opinions or suggestions they had about Outdoor Oklahoma magazine. These open-ended comments can be seen in Appendix C. Themes in this feedback were wide-ranging. We also allowed those who had subscribed in the past to provide feedback. Respondents mentioned that they feel it needs to be advertised more. Content preferences were also touched on and other recreational activities were mentioned more often than in the nonrenewal survey. Those who hadn't subscribed seemed excited about the Oklahoma-centric topics they could find in the magazine but also were curious about the cost-benefit of the magazine.

Nonrenewal Survey

The research questions guiding this section were as follows:

- RQ1: Were there specific things that subscribers were dissatisfied with that contributed to not renewing their subscriptions?
- RQ2: Are the things that caused people not to renew their subscriptions things we control?
- RQ3: Can we recruit these readers to subscribe to the magazine again?

Methods

We pulled a population of nonrenewal individuals that went back to 2016. After assessing the population of nonrenewal individuals, we decided to survey only those who had not renewed their subscriptions from 2021-2024. We determined that these individuals would be more engaged and have clearer memories of their time as subscribers. We also only selected those who had subscribed to the magazine of their own volition. We did not include those who received the subscription as a gift or got a comped subscription from the Department.

To answer our research questions, we began by asking those who chose not to renew their subscription if they were once a subscriber- this was to ensure that we were reaching the correct address/person, as the addresses may not have been valid anymore (Appendix B). They were taken to the rest of the survey if they said they had been subscribers but were no longer. If they said no or that they were a current subscriber, we only asked them about their preferred communication channels and demographics. The first question about nonrenewals was how they initially subscribed to the magazine. Then, we asked them overall how satisfied or unsatisfied they were. We then provided an open-ended comment box for them to provide their favorite thing about *Outdoor Oklahoma* and another box for their least favorite thing. The next question we asked was about their likelihood to recommend *Outdoor Oklahoma* to others they know and, if unlikely, to explain why. We also asked this group if they subscribe to any other magazines and, if so, to list the titles of the magazines. We also asked this group of previous magazine subscribers whether they prefer to read magazines- print or digital- or if they just don't read magazines anymore. We then asked why they chose not to subscribe anymore and if they would be interested in subscribing again. We then asked this group about their communication preferences from the Department, if they hold a license with the Department, and their gender and age. All respondents were finally provided with an open-ended comment box about anything not asked within the survey.

The survey was fielded as a push-to-web survey. As these individuals selected to participate may be less engaged with the Department (as they either decided to unsubscribe or were not engaged enough to continue their subscription), we wanted to send a physical invitation to the survey. We began by sending an invitation letter. We know that subscribers are an older population of individuals, so we wanted to be able to explain that

there would be a postcard coming with a link to the survey and explain how to scan a QR code. The first letter (Appendix F) was sent on August 23rd, 2024. The first postcard with a QR code link to the survey was sent on September 3rd, 2024. We sent a final reminder postcard a week later, on September 10th, 2024. Once all the postcards were mailed and received, we also sent one email to those with an email on file to see if we could get in touch with them in that way. Out of the sample of 5,004 individuals, only 617 had emails on file. Removing the emails of those who had already responded and not counting those emails that had opted out of Survey Monkey emails and/or bounced, we sent 547 total invitations on September 16, 2024. The survey was closed on Monday, September 23rd, 2024.

Results

When the survey closed, we had received responses from 433 people. Of those 433 people, four said the postcard/invitation did not reach the correct person. This means that we had 429 responses to the survey for a response rate of 9%. The first question also strived to ensure we were reaching the correct people. 89% of respondents to this question selected that yes, they were subscribers but did not renew (377 individuals). 5% selected that they were a current subscriber, and 6% selected that they didn't remember. Less than 1% said they had never been a subscriber.

Subscription Behavior and Satisfaction with Magazine

Of those who used to subscribe, most had subscribed to the magazine independently (Figure 7). Fewer numbers of respondents were gifted the subscription by people they know or from the Wildlife Department.

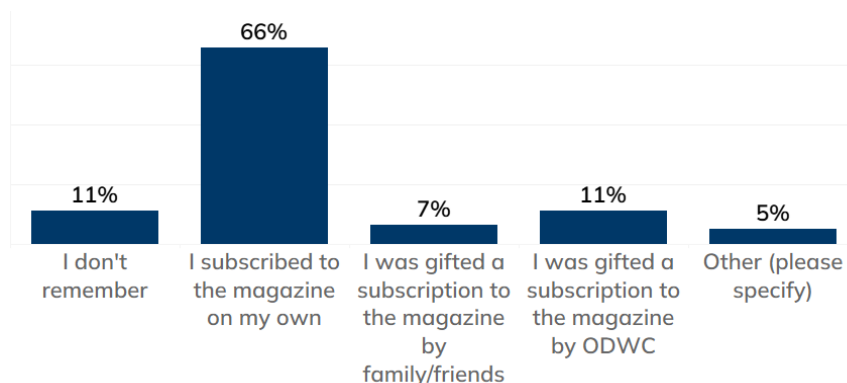


Figure 7: Response to how respondents initially subscribed to the magazine (n=365)

Although these individuals had stopped subscribing, when asked about their overall satisfaction with the magazine during their time as subscribers, satisfaction was very high

(Figure 8). We separated this by gender and performed a chi-squared comparison of respondents' satisfaction by gender. Women were significantly more satisfied than men ($p < 0.05$), but the sample of women was much lower than men.

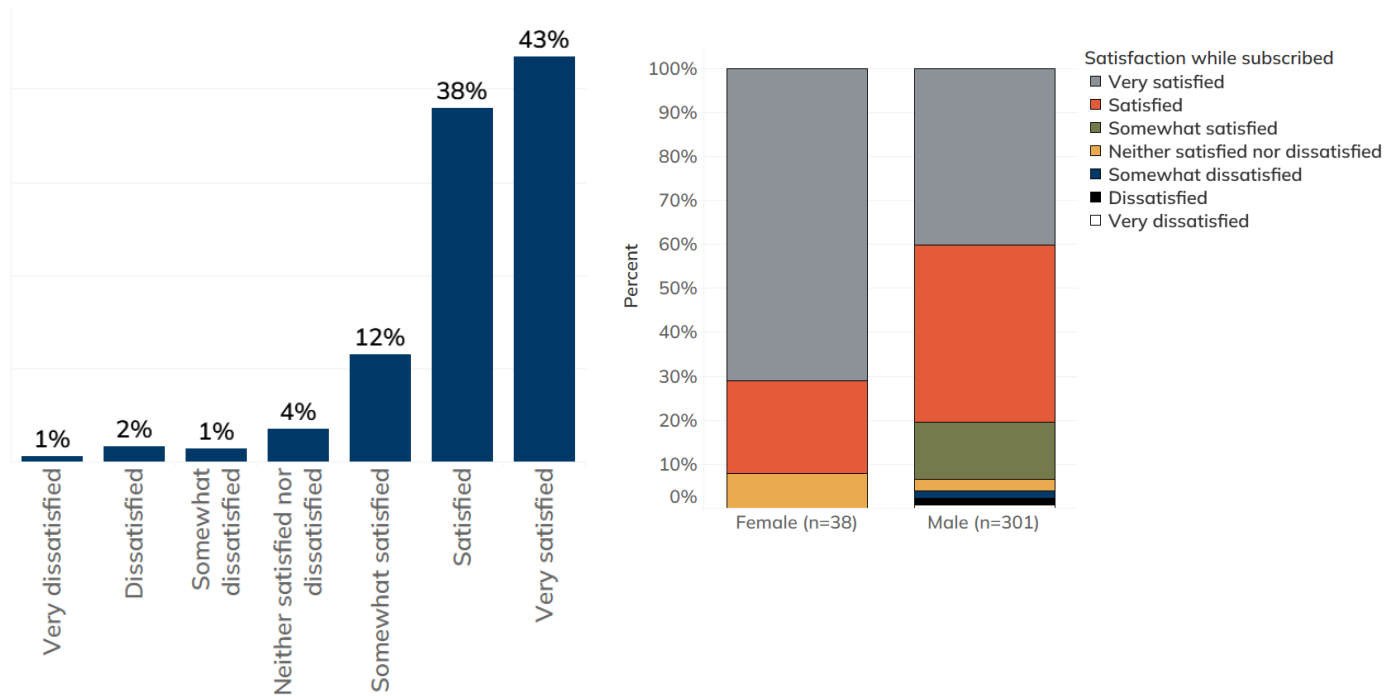


Figure 8: Satisfaction with Outdoor Oklahoma while subscribed. The left panel shows respondents with high satisfaction (n=364), while the right panel shows satisfaction separated by respondent gender.

We then asked them what they liked and disliked about the magazine. Complete responses are in Appendix G, while the top 3 mentioned topics for each are seen in Table 6. When asked about their likes, the vast majority mentioned the photographs. They commented on liking the glossy large photos of wildlife in the state. Related to this, several people mentioned that they enjoyed the reader's photography showcase. Another topic discussed frequently was local stories. The big thing was that they liked reading stories about regional areas, and it varied widely based on what people wrote they wanted to hear about locally, from hunting spots to fishing spots to the local activities around them they could plan to attend. Finally, information was mentioned frequently as well. It seemed like people appreciated the ability to learn from the magazine, but this also varied in terms of what they wanted to know about. People wrote in hunting and fishing tips but just generally liked learning about wildlife in the state.

Table 6: The top reasons respondents expressed for liking and disliking the magazine

Top 3 Likes	Top 3 Dislikes
<ul style="list-style-type: none"> • Photos • Local interest stories • Informational stories about hunting, fishing, or wildlife 	<ul style="list-style-type: none"> • Frequency- prefer more often • Not connected with content • Subscription issues

Likelihood to Recommend and Preference for Magazine Subscriptions

Sixty-six percent of respondents do not subscribe to any other magazines. Fewer respondents subscribe to print magazines, and even fewer subscribe to digital magazines (Table 7). If they subscribe to other magazines, we asked them to list them. All the magazines listed can be seen in Appendix D. Only six respondents selected that they only subscribe to other digital magazines, and the magazines' topics were extremely varied for the digital subscribers.

Table 7: The percent of respondents who selected they do or do not subscribe to different formats of magazines

Subscription Behavior	Percent of Respondents (n=363); check all that apply
Yes, I subscribe to some print magazines	33%
Yes, I subscribe to some digital magazines	7%
No	66%

Similarly, we generally want to know how previous subscribers prefer to read magazines. The majority preferred reading print magazines over digital, although respondents stated that they don't read magazines anymore more often than they prefer digital (Figure 9). Comparing this question to our license holder survey (a younger and more female respondent group) 50.1% prefer to receive information digitally.

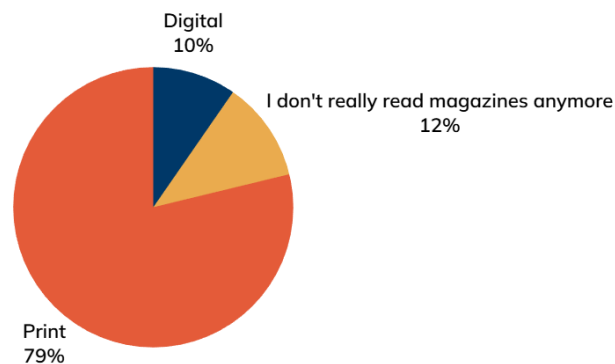


Figure 9: The format in which respondents prefer to read magazines (n=363)

We can also compare this to a survey conducted in 2019 of current subscribers. In this survey, we asked, “Would you prefer *Outdoor Oklahoma* to be printed or online?” This effort revealed that 85% of current subscribers prefer a printed magazine, which is more in line with the print preference for nonrenewals from the current survey of nonrenewals.

Although this group of subscribers chose not to renew their subscription, we wanted to know if they would recommend the magazine to others they know based on their time as subscribers. We specified this by only recommending it to others they know who hunt, fish, or recreate outdoors—the target demographic of *Outdoor Oklahoma*. We know that respondents were highly satisfied with the magazine. Still, comparing that data to the spread of responses to the question of their likelihood to recommend, there is more of a spread from not likely to very likely. Most respondents still said they would recommend (62%), but 20% said they would be unlikely to recommend (Figure 10).

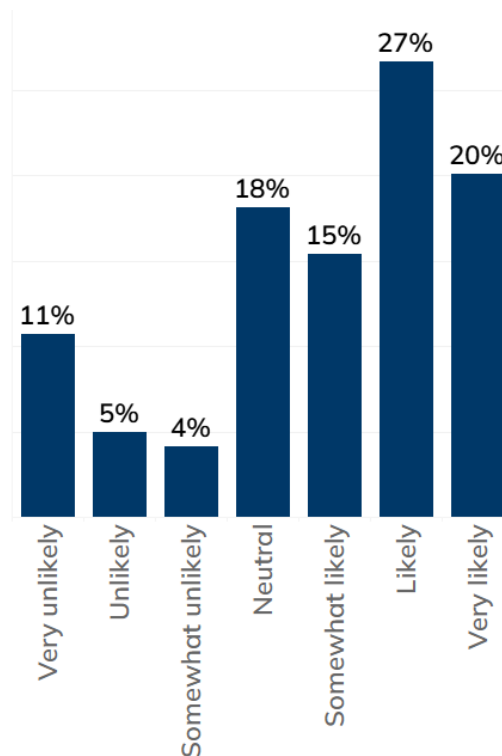


Figure 10: The likelihood of previous subscribers to recommend the magazine to others they know who hunt, fish, or recreate outdoors (n=364)

There was a significant difference in the likelihood of recommending by the format they prefer to read magazines ($p < 0.05$). Those who prefer to read magazines via print were likely to recommend at a rate of 66%, while those who prefer digital were likely to recommend at

43%. Those who don't read magazines anymore stated they would be likely to recommend at a rate of 50%. There is not a significant difference by gender.

We asked those who would be unlikely to recommend the magazine why. Major themes from this open-ended question reveal that people would not recommend it because they had overall subscription issues, no longer subscribe to magazines, or read magazines via print. Content was also a topic of consideration here. Those who wanted hunting and fishing content felt like there was not enough new information for them to learn, so it was not worth it to subscribe. Also, comments about getting information online that is more relevant and timely.

Reason for Lapsing and Interest in Subscribing Again

The most often selected reason respondents no longer subscribe to the magazine is that they were unaware that their subscription had lapsed (Table 8). Something remarked upon was that the frequency of the magazine contributes to this. When the magazine arrives every other month, people are less aware and believe that a magazine arriving more often would keep them more engaged and aware of the standing of their subscription.

Table 8: Reasons why respondents no longer chose to subscribe to the magazine

Reason for no longer subscribing	Percent Selected (n=251)
I did not know how to re-subscribe	6%
I didn't realize my subscription was ending	59%
Not interested in the articles	18%
Too expensive	20%

Many respondents wrote reasons in the "other" option for why they chose not to subscribe anymore. These varied, but some fit closely with the reasons presented in Table 8. There were many reasons that people were just no longer interested in the content. Either they moved away, no longer hunt or fish, or they believed that the content was repetitive and were no longer interested. Another thing written about not knowing how to re-subscribe is that many people had issues with the subscription services, where their order either did not go through or they couldn't place an order. Finally, many respondents wrote that they could get the same information online for cheaper and faster, and this fits with their lifestyles where they don't have enough time to sit down and read a magazine.

When asked if they would be interested in subscribing again, 52% of respondents said yes, while only 9% selected no (Figure 11).

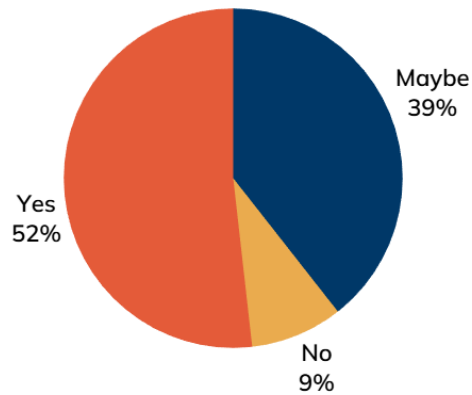


Figure 11 Interested in subscribing again in the future (n=363)

After the question about their interest in subscribing again in the future, we provided an open-ended box for them to explain why they selected the response they did. Table 9 provides a breakdown of the reasons based on their responses. Those who said yes still did have stipulations, so it is more akin to maybe if the content or price changes.

Table 9: Responses given based on their interest in subscribing in the future

Interested in Subscribing again in the future?	Yes	No	Maybe
Please explain:	<ul style="list-style-type: none"> • Just forgot to re-subscribe 	<ul style="list-style-type: none"> • No time • Only want digital • Won't pay for stuff can get for free 	<ul style="list-style-type: none"> • Need new and fresh articles • Price • Frequency of publication (want more often) • If I recreate in Oklahoma again • If the content aligns with interest (although some said interest in hunting, others said want less hunting)

Information and Demographics

Respondents selected that they most often get their information from the Department via emails, followed closely by the website. "Other" write-ins included the Hunting and Fishing Regulations and talking to department employees (Figure 12).

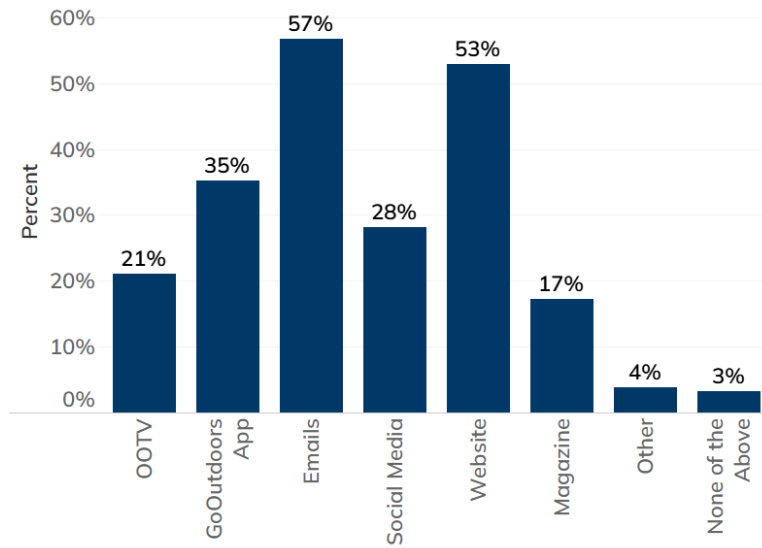


Figure 12: Most often utilized information sources provided by the Wildlife Department (n=395)

We also asked respondents to provide their characteristics, such as license type, gender, and birth year (Table 10).

Table 10: Gender and year they were born of respondents

Gender	Percent of respondent group (n=383)	Year born	Percent of respondent group (n=382)	License type	Percent of respondent group (n=392)
Male	89%	1930-1950	10%	Lifetime	58%
				Annual/5-year/3-year	21%
		1951-1970	51%	Used to hold but no longer do	8%
				Senior	7%
Female	11%	1970-1990	31%	Nonresident	3%
				Never held a license	2%
		1991-2012	8%	Conservation passport	1%

The survey ended by asking for any other feedback they would like to provide, and complete responses are in Appendix H. Some major themes from this open-ended feedback covered content suggestions, pricing, and nostalgia. Diverse comments were made about content. Some said they wanted more content unrelated to hunting and fishing, while others said they wanted more and only content related to hunting and fishing. Pricing is an issue for some. People also want the magazine more often and feel that every other month is not enough issues. They also think there should be a free subscription for lifetime license holders. Finally, some mentioned how content has changed recently and have nostalgia about how the magazine used to be written. They feel there has been more of a focus on diverse content.

Recommendations

- From both survey efforts, the overall sentiment was unawareness. Most respondents to the license holder survey who had never subscribed before were unaware of the magazine. Most respondents to the nonrenewal effort were unaware that their subscriptions had lapsed. We may be able to both increase subscriptions and maintain subscriptions by communicating better about the magazine on our other communication channels.
- There are diverse topic preferences for magazine articles. Some license holders who have never subscribed are interested in hunting and fishing and want more if it; others do not hunt and fish and appreciate more articles about non-game and conservation-focused topics. It is beneficial to cover many topics to appease a diversity of subscribers. Still, for ease of production, the magazine should focus on a constituency and ensure the preferences of that constituency are met.
- Younger non-subscribers and nonrenewals tended to prefer digital or believe they could get information online cheaper or easier. To appease the diverse audience of this magazine, it will be beneficial to maintain the print magazine, while also working towards the creation of a digital version for those with the preference for on-demand content.

Appendix A: License holder survey instrument

Outdoor Oklahoma Magazine

1. Do you currently or have you in the past subscribed to the Oklahoma Department of Wildlife Conservation's print magazine, *Outdoor Oklahoma*?

- Yes, I am a current or past subscriber to *Outdoor Oklahoma*
- No, I have never personally subscribed to *Outdoor Oklahoma*
- I don't remember

Outdoor Oklahoma Magazine

2. Were you aware that the Wildlife Department publishes a print magazine?

- Yes
- No

Outdoor Oklahoma Magazine

3. Do you know how to subscribe to the magazine?

- Yes
- No

Outdoor Oklahoma Magazine

4. What pieces of ODWC communication are you familiar with?

Check all that apply.

- ODWC emails
- ODWC social media (Facebook, Instagram, Twitter, TikTok)
- Outdoor Oklahoma TV Show
- ODWC website
- Go Outdoors Oklahoma app
- Other (please specify)

None of the above

5. Do you subscribe to any other outdoor magazines?

- Yes
- No

If yes, what magazines do you subscribe to?

Outdoor Oklahoma Magazine

6. To what extent do you think you would be interested or uninterested in a magazine that the Wildlife Department publishes?

- Very interested
- Interested
- Somewhat interested
- Neither interested or uninterested
- Somewhat uninterested
- Uninterested
- Very uninterested

If uninterested, why?

Outdoor Oklahoma Magazine

7. To what extent would you be likely or unlikely to subscribe to a print magazine from the Wildlife Department?

- Very likely
- Likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Unlikely
- Very unlikely

Outdoor Oklahoma Magazine

8. You selected that you would be **Q7** in a magazine that the Wildlife Department publishes, and you would be **Q8** to subscribe, what has led to you to being **Q8** to subscribe in the future?

Outdoor Oklahoma Magazine

9. What types of content would you be interested in from the Wildlife Department?

- How-to's
- Feature stories
- Employee profiles (ex. day in the life of a biologist)
- Information about fish, wildlife, and plant species in Oklahoma
- Habitat management
- Ongoing research projects
- Hunting or fishing license information
- Funding and budgeting process
- Nature photography
- Other (please specify)

- None of the above

Outdoor Oklahoma Magazine

10. Of those that you are interested in, please rank them by which you are most interested in to least interested.

- How-to's
- Feature stories
- Employee profiles (ex. day in the life of a biologist)
- Information about fish, wildlife, and plant species in Oklahoma
- Habitat management
- Ongoing research projects
- Hunting or fishing license information
- Funding and budgeting process
- Nature photography
- [Insert text from Other]

Outdoor Oklahoma Magazine

11. Overall, how do you prefer to receive information?

- Digital
- Print

Please explain why you prefer that format.

12. What types of outdoor activities do you participate in?

Check all that apply.

- Hunting
- Fishing
- Trapping
- Birding
- Hiking
- Boating
- Nature photography
- Swimming
- Other (please specify)

Outdoor Oklahoma Magazine

13. To what extent would you be interested or uninterested in reading about your selected favorite outdoor activities in *Outdoor Oklahoma*?

	Very uninterested	Uninterested	Somewhat uninterested	Neither uninterested or interested	Somewhat interested	Interested	Very interested
Hunting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trapping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Birding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature photography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Insert text from Other]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. What is your gender?

15. What is your age?

16. What type of license do you hold?

Check all that apply.

Combination hunt/fish

Hunting license

Fishing license

Conservation passport

Other (please specify)

None of the above

17. Please share any opinions or suggestions you have about *Outdoor Oklahoma* magazine.

Appendix B: Nonrenewal survey instrument

Outdoor Oklahoma Nonrenewal Survey

You have been selected for this survey because, at some point in the last four years, your subscription to the Oklahoma Department of Wildlife Conservation's (ODWC) magazine, *Outdoor Oklahoma* lapsed. We desire to make the best magazine product for outdoor recreationists in Oklahoma and would appreciate your feedback on your decision to not renew your subscription.

For any questions please contact:

Betsey York, ODWC Social Scientist betsey.york@odwc.ok.gov

Don Brown, ODWC Magazine Associate Editor donald.brown@odwc.ok.gov

* 1. Please enter your surveyID number located above the name and address on the postcard that was mailed to you.

2. Did this postcard reach the correct person?

- Yes
 No

If no, please explain if desired.

Outdoor Oklahoma Nonrenewal Survey

3. Were you once a subscriber to *Outdoor Oklahoma* magazine?

- Yes, but I did not renew my subscription
 Yes, and I am a current subscriber
 No
 I don't remember

Outdoor Oklahoma Nonrenewal Survey

4. How did you originally subscribe to *Outdoor Oklahoma* magazine?

- I was gifted a subscription to the magazine by family/friends
- I was gifted a subscription to the magazine by ODWC
- I subscribed to the magazine on my own
- I don't remember
- Other (please specify)

5. When you were subscribed to *Outdoor Oklahoma* magazine, to what extent were you satisfied or dissatisfied with the magazine?

- Very satisfied
- Satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Dissatisfied
- Very dissatisfied

6. What was your favorite thing about *Outdoor Oklahoma* magazine?

7. What was your least favorite thing about *Outdoor Oklahoma* magazine?

8. How likely or unlikely are you to recommend *Outdoor Oklahoma* magazine to others you know who hunt, fish, or recreate outdoors?

- Very unlikely
- Unlikely
- Somewhat unlikely
- Neutral
- Somewhat likely
- Likely
- Very likely

If unlikely, please explain.

9. Do you subscribe to any other magazines? Check all that apply.

- Yes, I subscribe to some digital magazines
- Yes, I subscribe to some print magazines
- No

Please list which magazines you subscribe to:

10. Generally, how do you prefer to read magazines?

- Print
- Digital
- I don't really read magazines anymore

Outdoor Oklahoma Nonrenewal Survey

11. Why did you choose to no longer subscribe to the magazine? Check all that apply.

- Did not know how to re-subscribe
- I didn't know/realize my subscription was ending
- Not interested in the articles
- Too expensive
- Other (please specify)

12. Would you be interested in subscribing to the magazine again in the future?

- Yes
- No
- Maybe

Please explain.

Outdoor Oklahoma Nonrenewal Survey

13. How do you generally receive information from ODWC? Check all that apply.

- ODWC Website
- ODWC Emails
- Outdoor Oklahoma* magazine
- "Outdoor Oklahoma" TV show
- ODWC social media
- Go Outdoors Oklahoma app
- Other (please specify)

- None of the above

14. What type of active Oklahoma hunting or fishing license do you hold?

- Lifetime license
- Senior license
- Annual/5-year/3-year license
- Nonresident license
- Daily license
- Conservation passport
- I used to hold a license but no longer do
- I have never held a license
- Other (please specify)

15. What is your gender?

16. What year were you born?

17. Do you have any other feedback for the wildlife department about *Outdoor Oklahoma* magazine?

Appendix C: Open-ended license holder feedback

- How much do they cost
- I would love to see some additional writings about hunters and fishers, prescribed fire and PBAs, and some of the projects with the different schools.
- I like to do the word searches in them and I quickly browse through it
- Try to get more people interested I only see stuff from yall when I get emails or I have to tag something get ad space and broadcast it a little more
- My husband and I both love it and look forward to read each new magazine
- Would like to see any change in laws and prices for tags or permits.
- I haven't got any real suggestions, other than that y'all keep up the good work.
- More information about fish and wildlife
- Make it interesting for children and include female hunters
- cost is gonna be a big factor in number of subscribers with today's economy If you got a discount for subscribing to the magazine, when you purchase a hunting or fishing license, I would be a good incentive Having the community involved, what published in someway Would be awesome as well
- I enjoy hunting and fishing stories from different parts of the state. I like to see pictures of hunting and fishing records with the story's. I like to read about unusual hunts. Dewey county elk, aoudad steep in sandy sanders, black bear in the eastern parts, pronghorns in the panhandle.
- If it costs taxpayer money and it's subscription fees don't pay for it then it should be eliminated or scaled back to the point its subscriptions cover its cost.
- Detailed information on where to find big foot!!
- More women in the outdoors
- Updates on ways people can purchase licenses/ check in game. Iv shown a lot of people the app (for Oklahoma) they didn't know existed
- Clearly needs more advertising.
- Interested in reading some issues
- Wish there was more local ponds in my county, or a map of accessible public fishing areas, per county
- Great publication with excellent photography and good articles
- I think the Outdoor Oklahoma magazine is great for people that prefer to read from printed material rather than digitally from a computer or TV.
- I bet if you guys gave an option to tack on a set fee for a magazine for renewals you could easily budget for, automate and turn a profit on an outdoors magazine
- It's based on cost-benefit (content) for me.
- I would emphasize how purchases of hunting and fishing licenses affect budget and how it affects management. I've never been stopped in oklahoma by officer or game warden asking for my license. I think many see it as not important. I think license fees go to help conservation.
- I love reading the articles about parks and fishing. I especially love wildlife photography
- Share local small town stories
- Advertise a bit more
- Very informational
- I think the magazine is great, I love the content. As a service member currently stationed overseas, I would love to continue to receive it.

- Now that I'm thinking about it. I'm actually excited
- Please try to make hunting regulations/rules/laws very very easy to find and understand The need to be so easy even an idiot can find and understand them So hopefully we all have a clear understanding!!!
- I'd like to see more about women in the sport
- I think it would be great to offer content for outdoor sports and hobbies such as rving, geocaching, metal detecting, tubing or activities for younger people.
- Thank you for this magazine!
- List of hiking trails, scenic views, and the history of the area.
- Todd Craighead is the bomb 🤝👍
- No suggestions, just complements! My boys love all the pics and designs.
- I actually like it.
- Great information highlighting Oklahoma nature
- It's awesome
- I think this would be a really cool magazine I would just mainly be interested though in Oklahoma related topics
- Camping ideas, we have an RV and camp in Oklahoma alot!
- Good stuff
- I do not have an opinion either way
- My mother gifts me a subscription to Outdoor Oklahoma Magazine.
- Hunting and fishing regulations would be nice to have mailed to me once a year.
- Great magazine
- Features on kayaking would be great too.
- I reviewed an issue online and really like it. I did not know you made a print magazine.
- I wish there was more about the regulations and the regulations are kind of vague
- I love Outdoor Oklahoma magazines, it's just been a while since I've seen one to look through.
- Maybe add more info/pages but honestly a great magazine all around with info on Oklahoma.
- Have a great day
- Love the show and strongly support the Oklahoma department of wildlife!!! Been a license holder since I was 16. Both my boys have licenses as well. Hunting is a passion of ours and has been since I was a little boy hunting with my father.
- All good
- Keep up the good work.
- I love Outdoor Oklahoma magazine, I just wish it had more in it sometimes.
- Keep in forming the public of changes
- Don't have any at this time, but I'd love a magazine
- Really think it is a great idea to have as many different recipes from fish and game as possible.
- I have always thought that Outdoor Oklahoma is a very, very fine publication, and that's saying something, coming from someone with the discerning eye of an English Literature Major!
- I'd like to learn about places in OK to go hiking, swimming, fishing and camping. I'd like to know more about historical facts and local Native American traditions and facts.
- Have locations of great fishing sites.
- I'd love to read about tips on bait for each lake, what's working and not working for hunting in certain areas, how to take care of our hunting land OFF season

- I remember my gma having wildlife magazines
- I love Oklahoma!
- I miss having magazines to flip through, but seems digital has unprogrammed us to enjoy a lot of stuff unless it's online.
- Highlight organizations that support veterans and offer opportunities for vets to do outdoor activities.
- Information for helping disabled people who are interested in hunting and fishing
- It's a good magazine, but unless I have a hard copy in my downtime, I don't find myself reading it.
- Bring Todd craighead back soon! We love him!!
- I think it sounds like a good magazine I'd be interested in reading.
- Great magazine!
- Clearer on minimum size for bass and include more info on lakes like Eucha that have special regulations.
- I don't think the average Oklahoma resident has any idea what ODWC does and what resources are available to them to know more about wildlife and natural resources in Oklahoma. I wish you still held Wildlife Expo, that would allow you to market the magazine to a target audience and conduct large scale recruitment and outreach.
- Locations of where to hunt for quail And a map to where it is legal and safe to hunt .even tour guides would be wonderful
- I love going thru the magazine, and reading about new places and things to do around the state. That's where we get some of our camping and boating ideas.
- Love the magazine!
- Love the magazine and the show
- Keep up the good work.
- I love the magazine. Enjoy the content.
- I caught a 10 pound drum. 19 plus 2 ounce first catch at Indian state park
- Guest features would be interesting.
- No woke trash. No politics. How about more kids fishing/hunting events? How about more in-school archery or trap/skeet stories? How about more veteran events and stories?
- More information about youth hunts like how many deer where killed the year before
- Would love to see highlights of public land access areas within OK.
- It would be nice to learn about different areas of the state for hiking, fishing. Would be nice to learn about species of fish.
- Fantastic photos
- Often events in magazine that we may be interested in attending are already past, making this portion rather useless for attracting those interested in those events. Otherwise love the magazine!
- When I was a subscriber, I always enjoyed the articles and photos.
- I really enjoy the magazine! The one question I have is is it possible to mail it out in an envelope or covered in some way?..... I do not always get my magazine, I feel like since it is so interesting someone borrows it before it gets to my box.
- Enjoy reading
- I really enjoyed reading Outdoor Oklahoma articles and the wonderful photographs in the magazine
- Where do I get a copy or subscription

- I have shuffled through it a few times. Kinda disappointed I found no wheeled content, but lots of good fish and boating info. Would like stories about bike and off/road parks and rules, location, costs... Tired of having to travel to Arkansas or Colorado to find good Trails!! Thank you for listening. Tc.
- I don't have any opinions or suggestions.
- Love it, great photos
- Thank you for all you do.
- I love the Outdoor Oklahoma show. I work full time, but prices have increased so much on everything, I just have to be careful with how I spend my money.
- I have never it.
- Love mag, especially pics of local hunters & fishermen/ fisherwomen!! Nice to hear what's new in outdoors. Like the old stories of hunts, etc.
- Good
- I love the magazine, it gives so much information & knowledge about some things that I did not know. Thank you for such a a great marriage
- Always interested in conservation related topics in addition to general hunting and fishing
- It would be nice if you could do some articles on disabled and veterans hunting/fishing.
- I have no real opinion
- Really had not thought about it. I plan to be or do more hunting and fishing after I retire
- Take the money you spend on it and spend it on habitat .
- Don't know
- I sincerely enjoy the magazine.
- great magazine
- I really like showing of hunting deers and of course fishing and wild boars
- I have always enjoyed this magazine. Great stories and photos.
- I have enjoyed reading the magazine when opportunity has allowed. I have just subscribed to get my own copies so I don't have to read it second hand now. It is a great opportunity for Oklahoma to show what we have to offer residents and tourists.
- Great magazine for keeping Oklahomans aware of how to get outdoors and enjoy the parks. Have more articles about saving the parks and keeping them free of litter and environmental hazard. Fishing line on the ground is so destroying to mother natures creation. Promote more volunteer park clean ups in needed areas.
- More stories with actual knowledge
- Good idea
- It's pretty good!
- Eagles
- Like it as is
- I really enjoy the magazine
- It's really cool to see how far we've come in hunting and fishing in Oklahoma, thanks to ODWC
- Like to see articles about where to enjoy outdoor activities for free and not requiring motor boats
- Try to have game wardens that do their job and not use it to poach deer
- I haven't subscribed in quite awhile because I couldn't find time to sit down and read. But now that I'm retired, I'm interested in receiving the magazine again. I'm most interested in

southeast Oklahoma where we have 120 acres in the forested mountains. I love trout fishing and deer and turkey hunting.

- They don't keep the magazine updated and stuff tally bad bad
- Include camping
- I love the magazine! I enjoy reading it from cover to cover. I even subscribed to it for a friend's 11 year old son, and for my son in Illinois. Terrific information and pictures.
- It's a great magazine
- Great pictures and content
- Your magazine is great
- Great magazine
- Good magazine
- I'm sure it's a great, informative and interesting magazine.
- It's always full of interesting articles and pictures.
- Its great
- I love it the way it is
- It depends on how much it cost
- Photography is great. Like law enforcement articles.
- Good with pictures of nature and animals that are in Oklahoma- kids like to look at those!
- I'm sure it's a great magazine. I am not too involved in any outdoor activities. I only like to fish when I go with my daughter
- Good job
- Kinda wonder how those who 'put it together' decide how it is to be done.
- It's good for everyone not just for hunting and fishing.
- Thanks for doing this survey. How do I subscribe to your magazine?
- Provide a broad cross-section of photo rich, informative articles.
- The subscription price is important The appearance of the magazine and readability is important. Don't print on yellow or colored backgrounds that absorb the color making it difficult for anyone to read (not just old people).
- It was at one time a very easy publication to read and enjoy. Haven't seen this magazine in several years.
- Subscribed through our business
- i like & enjoy it very much

Appendix D: List of magazines that respondents subscribe to

- Consumer reports, cigar aficionado. Whisky advocate
- Toy Farmer, Heritage Iron, American rifleman
- Garden and Guns / Cowboys and Indians/ American Hunter
- I subscribe to multiple magazines for my waiting room.
- Veterinary journals
- NRA magazines
- Az Outdoors
- Guns and ammo, American hunter from the nra
- Bugle
- NRA, Ducks Unlimited, Guns
- AARP, Wild Sam
- Audubon, Vanity Fair, Cook's
- AARP
- American Rifleman
- BuckMaster
- American Rifleman, AOPA Pilot
- Cowboys and Indians
- Handloader
- Southern Living
- Birding
- South Carolina dept. Of natural resources magazine
- ENR, HBR
- Horse magazines
- Cowboys & Indians
- Hot Rods Fishing
- American rifleman, grit, wood
- Backwoods home and also self reliance
- Handyman
- Taste of home, Bassmasters
- National Geographic, Smithsonian, History
- Trout, Montana game and fish, Compton
- Macworld, cyclist, pop mechanic, Arkansas River,
- American Essence
- Bassinets. Bassmaster southern outdoors in fisherman
- A walk in the woods , American Trapper, Trappers post
- Gun magazines
- Midwest living, religious magazines
- Bowhunter guns and ammo in fisherman field and stream
- Trout unlimited
- NGO ember magazines
- Bugle

- Texas Monthly, Architectural Digest
- SMITHSONIAN, Mother Earth News, Sail
- NRA Rifleman
- NRA magazines
- Model airplane magazines
- American Hunter, Concealed Carry
- Wood and handyman
- American Hunter
- Rock & Gem; Colorado Outdoors
- Woodworkers
- American Rifleman
- Guns & Ammo, American Hunter
- Antique power
- Missouri Kansas and Arkansas department magazines. Many bowhunting, flyfishing, shooting, and whitetail magazines. Over 10 different commercial publications plus the three state magazines.
- Baseball digest
- Buckmasters
- Deer & Deer Hunting, NAW, Traditional Bowhunting
- Fur-Fish-Game, Western Horseman
- FUR FISH and GAME
- Trout, Fly Fisherman, Bugle
- Texas Gardener, Guns & Ammo, Shooting Times, Gun Tests, American Rifleman
- NRA CONSUMER REPORT DUCKS UNLIMITED
- hunting and fishing, ok parks, national parks association, old weaponry, muzzleblast
- Readers digest, birds and blooms
- Bugle
- Rifleman magazine, handloader, Hunt Alaska, guns and ammo
- National Rifleman
- Bassmaster, American Rifleman, American Farriers Journal
- Game and fish South
- Bassmaster, Ducks Unlimited
- American Rifleman, podcasts regarding hunting
- Petersen's Hunting, Sports Afield, American Hunter, North American Whitetail, Guns & Ammo, and many more...
- Wildfowl
- Better Homes and Fitness
- Deer hunting
- Nra magazines
- North Dakota Water
- Kayak Angler, Game and Fish
- Fur Fish and Game

- NAVHDA, Oklahoma Today, DU
- Fine Homebuilding. Journal of light construction
- Boating and Motor Yacht
- Garden and Gun, Covey Rise
- Guns & Ammo Mag.
- various
- Star date
- All of the following state outdoor magazines published by the State wildlife departments: Virginia Wildlife, Arizona Views, Kansas, South Dakota, North Dakota, Wyoming, Montana, South Carolina, North Carolina, Tennessee, Wisconsin, Connecticut, New Hampshire, Kentucky, Arkansas, Pennsylvania, and Nebraska. Other magazines: Aviation Week & Space Technology, Guns, Guns & Ammo, Rifleshooter, Air & Space, and Fur, Game, & Fish.
- Field & Stream, Outdoor Life, Fur Fish & Game

Appendix E: Email invitations to license Holders

First contact:

Outdoor Oklahoma Magazine

Hello [FirstName] [LastName],

You have been selected to participate in an important survey from the Oklahoma Department of Wildlife Conservation. The department has published Outdoor Oklahoma magazine for over 50 years. It is an important piece of our heritage and your feedback and opinions will help us maintain a quality publication that best reflects our license holders. The survey should take no more than ten minutes. Each selected license holder who completes the survey will be entered into a drawing to win one of 20 Outdoor Oklahoma branded hats from the Wildlife Department.

If you have any questions about this survey, contact Betsey York at betsey.york@odwc.ok.gov.
If you have any questions about the magazine, contact Don Brown at donald.brown@odwc.ok.gov.

Please click the button below to be taken to the survey.

Sincerely,
The Oklahoma Department of Wildlife Conservation

Begin Survey

Reminder #1

Outdoor Oklahoma Magazine

Hello [FirstName] [LastName],

The Wildlife Department recently contacted you about your selection to participate in a survey about our in-house magazine, Outdoor Oklahoma. If you have already taken this survey, we appreciate your response. If not, there is still time! As a reminder, each individual who submits their response will be entered into a drawing to win one of 20 Outdoor Oklahoma branded hats.

Thank you for supporting the Oklahoma Department of Wildlife Conservation. Please answer the question below to begin the survey.

Questions? Contact Betsey York at betsey.york@odwc.ok.gov.

Do you currently or have you in the past subscribed to the Oklahoma Department of Wildlife Conservation's print magazine, *Outdoor Oklahoma*?

- Yes, I am a current or past subscriber to *Outdoor Oklahoma*
- No, I have never personally subscribed to *Outdoor Oklahoma*
- I don't remember

Reminder #2

Outdoor Oklahoma Magazine

Hello,

This is your last chance to provide your response to our *Outdoor Oklahoma* magazine survey and have your name entered to win an Outdoor Oklahoma branded hat! Each response is important to us. The survey should take at most 10 minutes of your time.

Please click "Begin Survey" below to provide your responses. [The survey will close on July 15.](#)

Sincerely,
The Oklahoma Department of Wildlife Conservation

[Begin Survey](#)

Appendix F: Mailings and email to nonrenewals

Introductory letter

J. KEVIN STITT, GOVERNOR
WADE FREE, INTERIM DIRECTOR

Wildlife Conservation Commission

Leigh Gaddis Chairwoman	Tim Diehl D. Chad Dillingham
James V. Barwick Vice Chairman	Jess Kane Mark H. Mabrey
Rick Holder Secretary	John P. Zelbst



OKLAHOMA
DEPARTMENT OF
**WILDLIFE
CONSERVATION**

Dear Oklahoma Wildlife Conservation Supporter,

Our records show you were a subscriber to *Outdoor Oklahoma*, the Oklahoma Department of Wildlife Conservation's print magazine. We are surveying former subscribers to better understand why they chose to stop getting the magazine. You have been selected to take part in this survey. Your input will help us immensely in our mission to provide engaging content about Oklahoma's amazing outdoor resources.

Soon, you will get a postcard displaying a QR code that will take you to our online survey. Your views are important to us, and we hope you will scan the QR code or enter the online survey's URL address to participate at your earliest convenience. The postcard will also provide you with your unique survey ID number that you must enter to access the questions and be eligible for prize drawings. **As a token of our appreciation, upon completion of your survey, you will be entered to win one of 20 *Outdoor Oklahoma* branded hats!**

Your responses are voluntary and will be kept confidential. If you have any questions about this survey, please contact Oklahoma Department of Wildlife Conservation Human Dimensions Specialist Betsey York by calling (405) 521-4605 or by email at betsey.york@odwc.ok.gov. The survey should take no more than 10 minutes and will greatly help *Outdoor Oklahoma*. Thank you for supporting wildlife conservation in Oklahoma and keep an eye out for your postcard arriving soon!

Gratefully,

Betsey York

We manage and protect fish and wildlife, along with their habitats, while also growing our community of hunters and anglers, partnering with those who love the outdoors, and fostering stewardship with those who care for the land.

P.O. Box 53465 Oklahoma City, OK 73152 (405) 521-3851

First Postcard



Outdoor Oklahoma

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Tell Us What You Think

As a previous subscriber, please scan the QR code to provide feedback about Outdoor Oklahoma magazine.

SCAN



Picture: Stephen Ofsthun

Have questions? Call 405-521-4605

www.research.net/r/OOMagazine

Reminder Postcard



Outdoor Oklahoma

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Picture: Pratyaydipta Rudra

We have yet to receive your feedback as a previous subscriber to our magazine. Please scan the QR code to provide your response.

SCAN



SURVEY REMINDER

Have questions? Call 405-521-4605

www.research.net/r/OOMagazine

Email to nonrespondents with valid email

Outdoor Oklahoma Nonrenewal Survey

Hello,

The Wildlife Department is inviting you to take part in a survey effort about our magazine, *Outdoor Oklahoma*. You were selected because at one time you subscribed to the magazine, but no longer do. Your feedback is important to us and the survey should take no more than 10 minutes of your time. Your response will help us to create the best product for our customers.

Please answer the question below to be taken to the survey.

Thank you!
Oklahoma Dept of Wildlife Conservation

Were you once a subscriber to *Outdoor Oklahoma* magazine?

- Yes, but I did not renew my subscription
- Yes, and I am a current subscriber
- No
- I don't remember

Appendix G: Nonrenewal respondents likes and dislikes

Most Liked

- All of the pictures and information about hunting.
 - Pictures of wildlife
 - Articles and pictures
 - Occasional story about observation efforts or "how to" fish , hunt, etc articles
 - Oklahoma outdoor content in general, and the wildlife photography
 - Pictures and articles
 - The articles about hunting
 - State deer pics
 - The information on new laws, locations of where to hunt, fish, and events such as hunter safety course location and dates.
 - It was a great publication
 - Love the Outdoors and Oklahoma
 - Photos
 - Learning of new projects in Oklahoma.
 - Current events concerning Oklahoma outdoor and wildlife.
 - Most of the stories were good. Variety of small game news /articles.
 - Articles and photos
 - The article about the parks
 - I don't recall one specific feature that I would call "favorite. I liked that the stories are of local/ regional interest.
 - Enjoyed the articles about hunting in Oklahoma and the unique Oklahoma animals.
 - Articles
 - I liked the information
 - Photography of wildlife and information on habitat
 - The photography
 - Stories about wildlife
 - Great photos and information.
 - Hunting fishing info. Photos
 - The pictures and articles, when I first had a subscription smartphones weren't yet invented
 - The photographs and most of the articles
 - Pictures
 - The coverage of all things outdoors in Oklahoma
 - All of it.
 - Keeping updated on things and the photography
 - variety of information
 - Information about hunting different areas of Oklahoma Fishing information
-
- The articles

- Articles about hunting and fishing
- Wildlife and landscape photography
- Get a picture of local conservation, success, struggles, etc...
- Listed hunting seasons
- All sports and wildlife
- Photography
- Native non game wildlife articles and education.
- Wildlife
- The game warden stories along with the awesome pictures
- Wildlife
- Places and things I didn't know before reading it.
- Learning about native animals and the calendar.
- Photos
- Big game hunting and hunting products articles
- Information,
- photographs
- Everything.
- All the animals story and local area stories.
- The native animals to our state. And the calendar highlighting our WMAs, native plants and animals. Loved the photography!
- Pictures and Articles
- Annual Game Report issue
- The awesome photography
- The articles in it about hunting.
- The articles that was in the magazine
- Personalized stories of Oklahomans and their interactions with the outdoors in the state.
- Cover to cover
- Content and pictures
- Wildlife pictures
- pictures
- Stories about the outdoors in Oklahoma
- It has good information about conservation in Oklahoma and I enjoy reading about the outdoors
- The stories were good, and I liked the photography.
- The photography, and the articles about specific animals or plants
- The photos!
- Learning about parts of the state that I have not been to yet. And the photos
- Stories
- Places to visit with wonderful pictures
- I enjoyed all the different articles and content.
- Informational.
- The stories and pictures

- Photos
- hunting/fishing
- Wildlife info articles and management practices.
- I just liked all the different content.
- Info on local fish & game activities
- Pictures are always good
- The stories on habitat
- Local info vs national like other magazines
- Pictures
- News about OK wildlife
- Pitchers and the articles.
- Stories
- Beautiful photography
- It covers Oklahoma
- No favorite
- I liked the magazine e but am overwhelmed with content. I might re-subscribe.
Were all overwhelmed with subscriptions
- Hunting and fishing information
- The insights into different areas and wildlife options
- I don't remember
- The pictures
- The outdoor articles
- Photography
- Everything
- The content was good
- Great photos and info
- Great photography and info on wild places and hunting and fishing in Oklahoma.
- Photography
- All of it
- Photos and articles
- Enjoyed articles
- Articles about hunting and fishing
- Photography
- Photos and native wildlife
- The photography issue and fishing news.
- I enjoy hunting and fishing and outdoors activities in Oklahoma
- Stories
- Feature animal inside back cover
- Info about local outdoor opportunities and locations.
- A couple of articles
- Stories of fishing

- Photo contest results and informative articles
- The entire mag
- Articles and pictures
- General items concerning hunting and fishing. I don't remember specific details.
- Easy read and it covers the whole state.
- Wildlife content, hunting and fishing locations and reports.
- It is something my 6 year old and I read together
- No one thing
- That it was articles about Oklahoma
- Amazing photos
- The photography
- Variety of the articles. It covered subjects I am interested in.
- No favorite
- Useful information
- Enjoyed the articles and photos
- Hunting and fishing information
- Wildlife facts . Stories game information game information
- All of it
- Informational articles
- Pictures and Articles
- Stories of youth hunt fishing stories and pictures. The columns were very informative.
- Pictures of wildlife.
- Local information
- The stories and photos
- The articles and pictures.
- Fish and game in Oklahoma
- Photos
- The pictures of the native wildlife and plants.
- Current updates on all hunting & fishing relevant to Oklahoma.
- Local conditions
- Wildlife pictures
- Hunting or fishing articles.
- A great ODWC publication
- The pictures & animal stories
- Articles about hunting and fishing
- Everything
- Information and updates about Oklahoma outdoor opportunities
- The wildlife photography, and the recipes.
- Fishing
- The photos were amazing
- Reading articles and checking out all the pictures
- Seeing different things to do and see.
- I enjoyed all of the magazine

- All of it was great.
- News about upcoming events and things to do. Photography.
- Articles and Pictures Lots of good information
- Photography
- Articles and pictures.
- PHOTOS AND ARTICLES
- Wildlife information
- Photography
- Variety of topics
- The articles surrounding Oklahoma outdoor and updates.
- Articles
- Beautiful photography
- Fishing articles
- Great photos and getting to learn about various animals.
- Species Spotlight
- Calendar
- Stories
- Articles
- Articles about different areas of Oklahoma
- The pictures
- WMA deer population on public land archery
- The oklahoma wildlife pictures
- The variety of topics.
- pictures
- The photos and articles
- The diversity of the articles
- Hunting or fishing topics, game Warden topics
- Articles about the controlled hunt drawings
- I liked the short game warden stories stopping poaching.
- Hunting & fishing articles.
- Wildlife photos
- Photographs and articles about biologists work and all topics other than hunting.
- Fishing. How to articles. Would be liked.
- Photos
- Yearly Showcase
- All of it
- Hunting, fishing, wildlife articles, and Big Game report/special hunt issue. Game warden stories and cuffs and collars(critical to success of readers as this shows direct action from dollars). Higher level species reports and field reports. Ie. The woodpecker report recently published. That was great. Also fantastic are the landowners making property more wildlife friendly. Would love to see hunting and fishing lease holder bios who are putting time and money to make smaller investments into improving wildlife.

- The wealth of information about Oklahoma wildlife resources & outdoor events
- Don't remember
- Pictures
- Timely articles
- Annual member photo edition
- Deer harvest surveys
- Nature photos; non-hunting outdoor activities.
- Tips
- Photo contest
- When they had more hunting and fishing stories.
- Don't recall, we enjoyed them
- The articles pertaining to the outdoors in our local areas.
- The photography and articles
- The photos
- Variety of outdoor/ wildlife
- Pictures
- The story's about places within a fess hours drive from my home.
- Articles and photographs.
- article variety
- Articles & photos
- Pictures
- Easy access to seasons.
- Harvest stats
- Reading about others outdoor experience.
- I don't remember as anything standing out.
- All
- The different articles and pictures if wildlife.
- I liked seeing others successful hunts.
- Seasonal hunting & fishing articles
- Learning about our states wildlife
- variety of content and the seasonal nature of everything. focusing on fishing and turkey hunting in spring and fall is focused on hunting.
- Different articles and species spotlight at the back
- Harvest reports and calendar
- Photos and annual harvest info
- Supporting ODWC
- Photos
- Information on fishing and camping in Oklahoma.
- Really good articles and pictures.
- WMA articles
- Last page

- Just about everything
- The articles about Oklahoma wildlife
- Don't remember
- Articles about where to hunt where to fish where to camp where the access points are to hunt state property
- The variety of topics and photos
- I enjoyed looking at the natural wildlife found in Oklahoma.
- talking about things local to my area
- Wide variety of topics
- The articles are great.
- Liked all of it
- Game Warden experiences
- Everything going on in Oklahoma But do like deer hunting
- Pictures. Also some of the articles.
- Hunting and WMAs
- Quality articles and pictures
- It was free info about Oklahoma outdoor opportunities
- Updates on all new laws for Oklahoma.
- Hunting tips
- Everything
- Stories about local areas.
- The highlights of events and peoples pictures
- I liked learning about the animals in the state and locations.
- Learning about all the outdoor activities in Oklahoma
- The calendar and articles about wildlife
- Wildlife facts and statistics
- The pictures and the stories from the fish and game wardens.
- The discussions on the animal habitat
- Oklahoma back yard content.
- My favorite was reading about techniques to hunt and fish, the biological about the fish and game, what they eat, predators.
- The "local" update of areas of interest and activities.
- Beautiful pics
- Information pertaining to Oklahoma
- Learning about rule changes and discovering new things/new hunting opportunities. It was valuable in the beginning of my hunting journey.
- Stories
- All of it.
- Loved the big glossy pictures of wild game.
- Tips in articles about specific places in would frequent
- All
- It's about Oklahoma
- Articles dedicated to Oklahoma hunting, fishing, flora and fauna

- Photography, especially of wildlife
- The different articles.
- I liked getting it but I never sat down to read the magazine.
- We enjoyed the outdoor activities and events. We also loved the wildlife/photo contests.
- outdoor photography
- Pictures
- Hunting stuff
- Good articles
- Stories about upland bird hunting, and stories about the game wardens.
- Great photos!
- Very nice pictures and articles. The calendar was great too.
- Fishing
- All things outdoors
- Don't remember
- The beautiful photography! Plus, I was not from Oklahoma, so I wanted to learn all about what Oklahoma had to offer throughout the state while I lived there. I love the outdoors and love to fish, so I subscribed to your magazine.
- Wonderful photography.
- Loved all aspects but especially liked the photography.
- subject matter
- The pictures and content.
- Wildlife knowledge and hunting and fishing updates.
- Pictures
- Reviews of native animals/fish.
- Photos
- Photography
- The quality of pictures
- All the articles and information...
- Fish and everything fish
- Pictures

Least favorite

- Over time, the magazine was half the size as the earlier publications of the magazine.
- Paying for it.
- The hunting articles.
- Paying for it and finding time to read it. The price wasn't unreasonable at all, I just didn't justify it when I didn't consistently read it.
- Wall to wall hunting info in certain articles.
- Articles about photography
- Non game animal

- Bi-monthly
- I only received two or three copies out of a three year subscription.
- Hunting stuff but others like it.
- All the ads
- I received 4 months first time
- Only 6 issues a year
- Advertisements
- Graphic design
- More pages would be nice
- The price
- Not enough content
- No frequent enough
- Having to wait for another magazine
- Would like to have it every month
- Not enough issues throughout the year
- Publishing frequency. Would like to be seen in more frequently!
- Not enough text
- Too much focus on hunting
- Seemed irrelevant and mostly had stories about general happenings and celebrating people. More interested in how to be a better fisherman and conservationist.
- Not enough content
- Only came every 2 months
- Any subject other than Oklahoma fishing n hunting or archery or guns
- It would be nice if it was monthly and not just every other month
- I don't remember that much. It's been several years.
- Long articles
- Would rather have electronic Ability to read
- Articles
- Ads
- frequency
- Frequency
- Wish it was bigger (more articles).
- Lack of Articles on hunting
- Too much hunting and fishing focus.
- Advertisement
- Advertisements
- Fishing
- Needs to be monthly.
- Ads
- Hunting pictures

- Hard to say because most articles that I saw, I didn't like I didn't read endangered fish endangered bugs. I appreciate things like that, but not going to read three pages about it.
- All the pictures of dead animals, especially those with children smiling with their kill. I didn't like to show the magazine to my grandchildren.
- I hardly ever looked at any other after the photography showcase
- That it only came once a monthly 😞
- Didn't come enough
- I ordered a year, but only received 2 magazines.
- Articles on fishing
- Information not specifically related to hunting and fishing
- Kids page because he is an older gentleman so not interested
- Not enough on hunting and fishing
- When it went to more conservation stories.
- Never received a copy
- As a senior on social security only, I gave it to my grandson but just can't afford it anymore.
- I wish it was a monthly issue
- Get tired of all deer artic li e.
- It's pretty thin
- Only 6 issues a year
- The 2 wasted magazines on hunting data that can be posted & applied to the App
- The articles about a person or accolade or huge kill.
- I'm a hunter and fisherman. It seemed not enough focus was on those two areas.
- The customer service sucked I put in my order it was like 6 to 8 months before I got an issue and I didn't get a full year's worth. A rip off
- Needed more content
- Would like to see it as a monthly publication.
- Things that didn't pertain to hunting
- Fishing articles
- The majority of articles didn't interest me
- Management articles
- Too much generic information
- frequency, would like it more often!
- Too many photos
- Not enough information
- I think it needs to have applications for controlled hunts available for hunters.
- Calendar that couldn't be pulled out of the magazine and had no pertinent info like hunting seasons.

- Not enough info about various birds, insects, passing through Oklahoma.
- It was small
- It's another thing I have to put in the trash
- While I totally respect hunters and their role in conservation, I personally didn't enjoy seeing harvested animals in the photos of those types of stories. It's just me. I'm not complaining, I just chose to "scroll past it" if you will. Fishing doesn't bother me. Eating deer that my Dad harvested, didn't bother me. I know the hunt is good for the health of the herd. It's just me. I don't like seeing those pics. I'm a softy to some extent.
- Ads
- Too much self promotion of employees.
- Really didn't have one
- Wasn't think enough
- Needs more coverage of public hunting opportunities and area open to public need more resources and education for controlled hunt opportunities
- Would have liked to receive them more often.
- The calendar issue
- The cost
- Infrequent issues
- Student essays and calendars.
- It only came every other month
- Mostly stuff I already knew
- Hunting
- Not much that interested me in the magazine
- Cost
- It was mostly about hunting and I don't hunt.
- Politics and politically correct environmental issues. It's ok to have a camp fire.
- Hunting
- Lack of publication quality
- Waiting on the next issue
- ADVERTISING
- Lack of fishing content

- For starters, i feel the targeted sections for youth and young kids is mis matched w how they receive their media. Kids are not subscribers, kids get their media from phones, plain and simple. So coloring pages etc are lost space. Secondly, the magazine feels at times more like an internal publication. Employees spotlights etc. The fact that ODWC has systematically disconnected from the public. Not that its the magazines fault, but we no longer have the expo, selman bat watch, check stations, etc. These were all good things to have in the magazine, and for the wildlife department. In the absence of contact, people become disconnected to the agency. So when the legislature comes after the money or tries to roll law enforcement or even the whole agency under legislative control, their wont be anyone to defend it or stop it by contacting their legislators. This is a vague statement, but I feel like, lots of the hunting and fishing articles have diminished and been replaced w more articles reflective of urban life and urban opportunities. I also feel like urban folks are not the subscribers. The photos are indicative of checking boxes so that their are representations urban folks in the proper ratios rather than pics from the lake store pin up board. Again.....these are my feelings and perceptions and generalizing many issues not one magazine one time.
- Ads
- Advertisements
- Cost
- I am not a hunter, so that interested me the least.
- I only recieved 2 copies when I had a 3yr subscription
- It's not personable enough for what I was hoping for. I was hoping for more regular hunter context.
- Lack of content
- Lack of good stories about upland bird hunting.
- Not enough issues (I understand the expense in the publication)
- Not getting my magazines I paid for
- Rarely received the magazine.
- That I didn't get my magazines. They never made it to my address.
- The fact that I tried to change my subscription address several times, and never got my subscription moved to my new address.
- The over-emphasis on hunting
- The price...
- They misspelled my name on address
- Wasn't monthly

Appendix H: Open-ended nonrenewal feedback

- I'm not a hunter and rarely fish anymore, so more articles relating to back-yard wildlife. More how-to articles, like attracting bats and building bat houses, etc. Also articles on how even snakes are beneficial animals and why.
- Thank you
- Give a senior discount.
- Become the Wildlife Department magazine, not the Hunting and Fish Journal, maybe start up that for those enthusiast.
- None, you guys do an amazing job with it
- It's a great magazine for anyone interested in hunting & fishing in Oklahoma.
- Great magazine
- Wonderful magazine
- I believe there is an issue with my subscription. I have not received a magazine since the readers photo entry edition. Please look into why I am not getting new editions. Thank you.
- Magazine is great!
- Keep up the good work
- Keep up the great work. Maybe an online version would be beneficial.
- I would love to proof read the article prior to print and suggest changes to spelling/grammer errors
- Nope just keep jp tje good work!!!
- Bring back the show.
- You do a really good job!!
- Far to many Outdoor Oklahoma rerun's... In-depth articles on state hunt / fish locations In-depth program or arrivals on OLAP w emphasis on how to use the on line web site - overly complicated.. Pre-season arrivals or programs on upcoming hunt seasons w emphasis on successful hunt techniques and state hunt opportunities Program / article on hunt drawing Program / article series on state parks and what each has to offer single or multiple day visitors Program / article on Okla Youth hunt group that volunteers to take young men/women on first hunt. A terrific program that doesn't get the publicity they deserve. Program / article series on single / multi day float opportunities in Okla. Think most familiar w Illinois but several other navigable rivers. Articles / programs that highlight local clubs or organizations w emphasis on outdoor sports / activities. Recently saw Outdoor Okla program on annual bow maker gathering at Lake Carl Blackwell during spring break. I live North of Stillwater - had no idea this was available!
- Your TV program is excellent. I use your web site on an occasional basis mostly for regulations. I don't want to discourage you, but I'm afraid that printed media is almost dead. And yet, I still subscribe to the daily news paper.
- When I would receive it my wife and I both enjoyed it.
- keep up the good work!
- I find value in the magazine and appreciate the diversity of articles.

- Just think there should be more issues for the year maybe cover more of the law praised changes in an issue and do more coverage of the public hunting and fishing areas that are open to the public for the readers to get a better over view of the area and maybe offer a new up to date public land atlas for the wma's and pha's and new up to date lake atlas
- Less about titles and sport only stuff and more on education and conservation
- Keep up the favors for our state.
- Great publication
- More fishing articles would be amazing
- Offering the calendar for renewing or subscribing was great until one year I actually paid for a calendar and it took several months to get after I had to call about it
- I like the magazine, will renew.
- Great magazine
- I would say just make it cheap with the kind of articles fishermen and hunters are looking for. Have lots of advice on both from experts and wardens.
- Maybe separate magazines for hunting from fishing
- Keep up the good work, I do appreciate you and want wild places and hunting and fishing traditions alive in Oklahoma for generations to come.
- I believe the magazine is well presented, but much of the information contained in the magazine is not of interest to me.
- I'm relatively new to Oklahoma and the game & fish opportunities have been disappointing, especially on public lands. I travel out of state to enjoy hunting and fishing
- Keep up the great work
- Always looked forward to it
- I don't find the renewal process clear and straightforward. I am not clear if it is a renewal or just trying to get me to subscribe for more additional years. There is just so much spam, Phishing and deceptive marketing, it is hard to know who to trust. For instance, I receive "game and fishing" magazine, however I did not order it, pay for it nor know how to cancel it.
- No you guys are great
- More of the kids magazines my daughters love the kid "activity" type edition. One that's geared to kids, I'd subscribe to that immediately
- I feel if you are on a true mission to find out honest, objective, and subjective, reasons for feeling the magazine has "lost its way", a citizen panel, or one on one, open ended conversations, id be more than happy to come to the office, and look at recent issues together and find the way back to serving the average subscriber. It would be great to look forward to the magazine in the mailbox again. As a side note, there are many parallels to the outdoor oklahoma tv show which suffers from many of the same issues. I have tons of ideas for shows/articles that would bring laser focus back to them both. I know its a difficult job for articles and ideas, but i think having serial contributors makes that process that much more difficult.

- I hope you're going to continue to provide the critical services you perform for many more generations to enjoy our great State.
- Alot. It won't fit in this box
- I enjoyed the magazine for a number of years, but then it seemed to change and wasn't as interesting and informative.
- I like the magazine, but the increases in fees and licenses has cut into my budget.
- Send me a renewal
- Let's do it again
- Great magazine needs more issues
- It's a fantastic magazine
- Love the photography and the articles are interesting. It is a good magazine.
- I'd like to see more about state record bucks.
- Nothing specific at this time
- ODWC IS A GREAT ORGANIZATION
- It's a good magazine
- Keep up the good work
- I'm trying to share the outdoors with my grandkids teaching them to love nature to hunt fish camp. For all ages a how to and were to magazine
- The magazine was excellent!
- No. Really enjoy the magazine
- Enjoy the magazine. Great articles. Great information. I just no longer subscribe to magazines. Partly due to cost and partly due to getting information online.
- It's a good magazine but online is quicker and easiest
- I liked it.
- Really like the magazine, just don't read magazines anymore.
- Was a time and place for a magazine, just like a newspaper...don't see them much anymore
- Increase number of issues to subscriptions.
- Lifetime licensees should receive Outdoor Oklahoma (hard copy and / or digital) at no charge, IMO.
- I enjoy the magazine. I just forget to renew
- The magazine includes very good hunting and fishing articles. Would like to see more native wildlife information. Especially endangered wildlife.
- I have a desire to see it again (preferably in a print format). I recall that the photos, articles, and print quality were very good.
- Sure wish I could get episodes of Outdoor Oklahoma on TV. I used to watch every show. Here in Kansas the whole state wildlife department has a "I really don't give a crap" attitude. When I hunted ducks around Kaw Lake in the past, I met ODWC personnel whom I thought went above and beyond their duties. If I were governor, they would get a 50% pay raise. Keep up the good work you guys. You are doing a helluva better job than your neighbors to the north.

- It was an excellent print magazine - I never read the online version when my subscription was abruptly changed to digital and just let it lapse, along with my out of state license.
- I sure appreciate the opportunities to access the land, lakes, and rivers.
- More fishing, hunting and camping articles and photos to match articles.
- nonresident license costs increased significantly this year. Of all my friends in Texas who hunt there normally, they are not returning this year. I would expect your nonresident subscribership to decrease.
- It's a professional, well-produced periodical. Perhaps a creative method could be developed to remind subscribers when they're nearing expiration. Perhaps this is it?
- Would like to see more in depth articles on tactics for hunting and fishing
- I would like to see more about the positive side of bowfishing! I still remember an article from like 20 years ago a guy made strawberry pop and cereal to fish with and made dough balls need more articles like that! I like what the old timers used before we went to the store and bought everything
- Please don't stop publishing a print magazine. We used to live in Alabama, and it was a sad day when they decided to switch to digital-only. We basically stopped reading their beautiful magazine.
- I enjoy the magazine and my kids like to see the photos of the wildlife.
- It's a great magazine!
- My wife enjoyed the wildlife photos and informative articles.
- We enjoy the magazine very much.
- At points I noticed a lot of content was identical to the TV show. I would also like to see more in-depth articles. Also more content regarding controlled hunts.
- I asked to receive the magazine when I renewed my fishing license, but somehow didn't happen
- Maybe if you have a lifetime license you also get lifetime subscription to the magazine. Or a lifetime subscription so you don't have to renew every year. Or some swag when you renew ie hat or knife cup coffee mug. Higher subscription you buy the bigger the gift could be.
- Would like WMA spotlights to highlight resources and game available
- Cost is key. Everything is too expensive these days and household budget cuts must be made.
- Make a digital and print option available if not already. Probably auto-renewal would help
- Great magazine
- I don't remember unsubscribing. I would like to receive the magazine still.
- This should be free with a lifetime license.
- KEEP POLITICS OUT OF THE MAGAZINE. GENDER, GLOBAL WARMING ETC.
- Get the old farts out of the loop and get some young bloods taking the reins! (From an old fart)
- Keep reaching out to the youth of Oklahoma
- No, but thank you for asking.

- I would be more likely to tune into a podcast. I also think print media is outdated and a waste of resources.
- Yes lots actually I also have some many opinions of the wildlife dept itself but I doubt you care really
- No You're doing great!
- great work for many years keep it up
- I don't like \$100 resident bear tags. I have a lifetime license and saying it doesn't cover bear is bullshit.
- Thank y'all, keep up the hard work!
- Only that I do enjoy it, and read it from cover to cover when I have a subscription...and a license.
- When I have time to read it was informative.
- Keep it old school. No green energy propaganda.
- Would like some articles on hiking and hiking trails
- Not really keep up the good work. I like the magazines need a easier way. To renew the magazines.
- It's great and informative magazine. Great articles.
- Well don't know if possible but something about public hunting would be great like more details into where u can camp and maps. I personally am in Waukomis so Canton would be my place to hunt but really unsure where I can camp and hunt. Also at salt plains but know that hunting is controlled hunting. Got drawed my first year but nothing since then. Would love to go again . Maybe more info on trails. Hit one at salt plains on river road behind bathroom it was pretty cool. Would like to know more . My daughter 7 year old girls loves the pics in the magazine, maybe do like a kids addition sometime or like a bonus . Hopefully that gives some ideas for future story's
- Love the magazine.
- I like it but not useful when I done fish grand lake anymore
- have a blessed day.
- I JUST DON'T LIKE TO READ ANYMORE. IT IS A CHORE AFTER WORKING ALL DAY
- I've been a active Scout member for 20 years. My children and grandchildren are scouts, as well as my husband. We always support all conservation efforts in our state.
- The show and magazine are both very good. Todd is a great host
- It's a great magazine but I would like to see a magazine each month.
- Happy to support conservation through my license purchases. Might consider more via the magazine in the future
- Can you give a senior discount?
- I like it !
- Good work. Keep it up!!
- Just the go outdoor app
- No, good publication.
- I would like to see fish stocking reports along with wildlife arrival notices or just passing thru

- Plan to retire and move to Oklahoma, lots of public land to hunt , not like Texas where if you look at wildlife they want to find a way to charge you \$\$\$\$..👤