



OKLAHOMA
DEPARTMENT OF
**WILDLIFE
CONSERVATION**



**ASSESSING PROGRAMMING PERFORMANCE
FOR OUTDOOR OKLAHOMA**

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Executive Summary

The Communication and Education section at the Oklahoma Department of Wildlife Conservation strives to evaluate its programs periodically. This ensures its outlets communicate well about the state's exciting recreational outdoor opportunities with Oklahoma's constituents. One such outlet is Outdoor Oklahoma Television. The Department employs three full-time video producers to produce video content in both broadcast form (to be aired on OETA- the Oklahoma Public Broadcasting Station affiliate) and online via YouTube and other social media platforms. Outdoor Oklahoma has aired on OETA since 1975 and has had an active YouTube channel since 2008. The last time the show was evaluated was in 2019 by an outside firm, Anglin PR. This study surveyed license holders to understand what they wanted from an outdoor TV show produced by their state fish and wildlife agency. It also created "personas" that we could cater our content towards based on the type of viewer we wanted to attract, placing our viewers or potential viewers into buckets based on their responses to the survey. They also did some basic analysis of YouTube analytics. Based on this information, one change was that our producers created content that could interest more non-consumptive viewers.

For this evaluation, five years later, we wanted to dive deeper into the analytics of our YouTube channel and understand what people think of how our TV show is produced. Rather than specifically looking at content and determining what the topics of our produced shows could be, we wanted to know what style of show people prefer to watch, no matter what the content is. This included looking at different styles such as a host-driven show where the host is in almost every scene experiencing the topic of that week's show, a magazine-style production format where several topics are presented within one show as separate segments, a podcast-style show where the individuals on screen are in a studio at a desk, or a documentary style show. For this research, we analyzed our YouTube analytics and used qualitative methods via focus groups to learn why people prefer one style.

Key Results from YouTube Analytics and Focus Groups

- The top performing show uploaded to YouTube from 2019-2024 is the video “How-To: Proper shotgun shooting technique” - a segment clip.
 - There was a good mixture of performance in terms of total views between segments, shorts, and full episodes,
 - Although this video had the top views in this time frame, it had the fewest views in the first 90 days after upload. This means that this video has consistently collected views over time, pointing to the ability that these videos have of being evergreen.
- We have consistently gained YouTube subscribers over time, with most subscribers hitting the subscribe button on the YouTube watch page.
- Shorts, field notes, postcards, and segments have more watch time than full episodes. This makes sense as these are shorter videos focusing on one topic, whereas with full episodes, once a topic is over and the show is in transition, it is easier for a viewer to stop watching.
- Viewers most often find our content on YouTube via YouTube search, suggested videos, and browse features.
 - Browse features work via an algorithm and fill in your YouTube home screen, watch later tab, watch next list, subscription feed, recommended shorts, explore/trending tab, personalized playlist, and browse channels.
 - Suggested videos are the videos on the right side of the screen shown during a current video and are a subset of the suite of browse features
- Our YouTube videos are most often watched on a mobile device, followed by smart TVs, and are watched mainly by males between the ages of 25-34.
- Most participants in our focus groups had watched the show before and currently watch it online rather than on broadcast TV.
- Focus group participants highly prefer how-to videos but would be interested in a variety of types of videos.
- The style of the show most preferred by focus group participants was the host-driven show, where they can build a relationship with the individual on screen.
- Individuals would prefer to watch videos online so that the length of the segment can mirror the correct timing for that information. They thought some videos could benefit from being longer and more in-depth, and time limits don't constrain online videos like broadcast shows.
- Characteristics of a good host are knowledge, respectability, and genuineness. They should know what questions to ask but be learning alongside the viewer so that people can see themselves in their shoes. Some mentioned it would be beneficial to show different ages, genders, and ability levels so everyone can see themselves in the outdoors.
 - Multiple hosts would be okay to establish if one primary host was still evident and the multiple hosts could be secondary familiar characters.

YouTube Analytics

The research questions guiding this section were as follows:

- RQ1: What are the top-performing videos uploaded since 2019?
- RQ2: How much of a video are people watching, and does this follow any trend in the type or length of video?
- RQ3: How are people finding and subscribing to our YouTube channel?
- RQ4: Are there differences in gender and age in terms of what people are watching?

Methods and Results

YouTube has an extensive platform for analyzing a channel's analytics. This information can be viewed by the channel overall or for individual videos. To narrow down our dive into this data, we began by discussing what would be the most informative to our efforts. Based on this information, we created the above research questions. Other interesting pieces of information were revealed as we dug into the data, but these main research questions guided our exploration of viewer data.

To keep our analysis manageable, we only looked at videos uploaded to the YouTube channel since 2019. Outdoor Oklahoma has had a YouTube channel since 2008.

Views

The most important metric for YouTube analytics is the number of views on your channel. We looked at the number of views that videos have gotten from 2019-2024 and what category of video gets the highest number of views. To better understand the metric of views, YouTube only counts a view when an individual intentionally starts the video and if they watch at least 30 seconds of that video. Videos also fell into one of three categories: full episode- the 26-minute edited video meant for OETA broadcast; a segment- pieces of these full episodes or one-off one-topic videos, or shorts- specifically made for social media sharing. Overall, "How-To: Proper shotgun shooting technique" has gained the highest number of views over time and is categorized as a segment (Figure 1). "Early Spring Catfish and Crappie from the Bank" was the second most watched over time, classified as a full episode video, and number four on the list of top viewed videos represents a video from the shorts category, "Decoy Deer in Oklahoma".

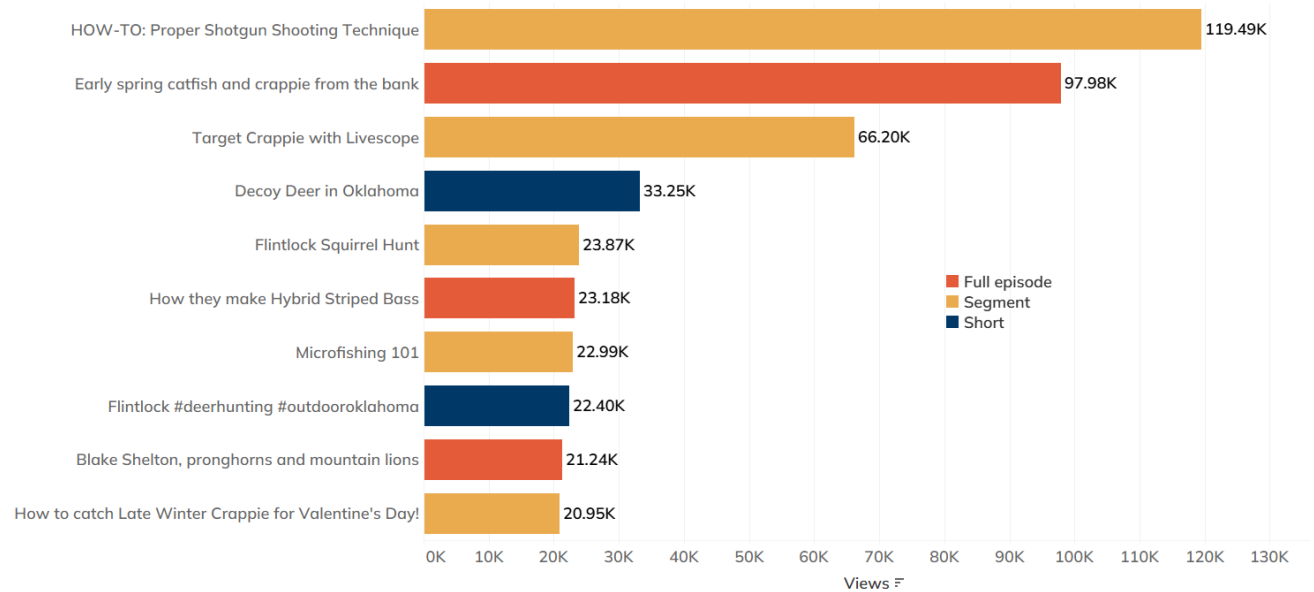


Figure 1: The top ten videos with the most views since upload (2019-2024)

To determine if videos receive more views the longer they have been available on the Outdoor Oklahoma YouTube page, I standardized the videos by the number of views they received in the first 90 days after upload. Table 1 shows the top-performing video from each year 2019-2024 and the number of views they received in the first 90 days. This varies drastically by video. The video that performed the best in the first 90 days was uploaded in 2019, a full episode of 'Early Spring Catfish and Crappie from the Bank'.

Table 1: Video with the most views per year (2019-2024) and their performance in the first 90 days after upload

Year	Top Video of the Year	Views in the first 90 days after upload
2019	Early spring catfish and crappie from the bank	55,830
2020	HOW-TO: Proper Shotgun Shooting Technique	785
2021	How they make Hybrid Striped Bass	4,997
2022	Target Crappie with Livescope	7,097
2023	Flintlock Squirrel Hunt	18,683
2024	OUTDOOR OKLAHOMA 4913 (Prehistoric WMA, etc.)	8,272 (45 days)

Although the top-performing video uploaded within this time frame was the 2020 video 'HOW-TO: Proper Shotgun Shooting Technique', it performed the worst in its first 90 days. This may show how-to videos are the most evergreen type of video produced.

Percentage of videos watched

Another metric is understanding the percentage of videos our viewers are sticking around to watch. If a video is viewed over 100% of its duration, it is watched multiple times, which is typical for shorts. On longer videos, this could be because someone rewound them to rewatch a section that interested them or if they missed something. We looked at what type of content receives the highest percentage of watch time by classifying videos uploaded from 2022-2024. Within this period, we uploaded 273 videos classified into 12 categories (Figure 2). The category with the most videos was shorts, with 84, with the highest percentage watched. Viewers were making it through the fewest time of commission meetings and Ask an Angler videos, some of the longest videos we upload.

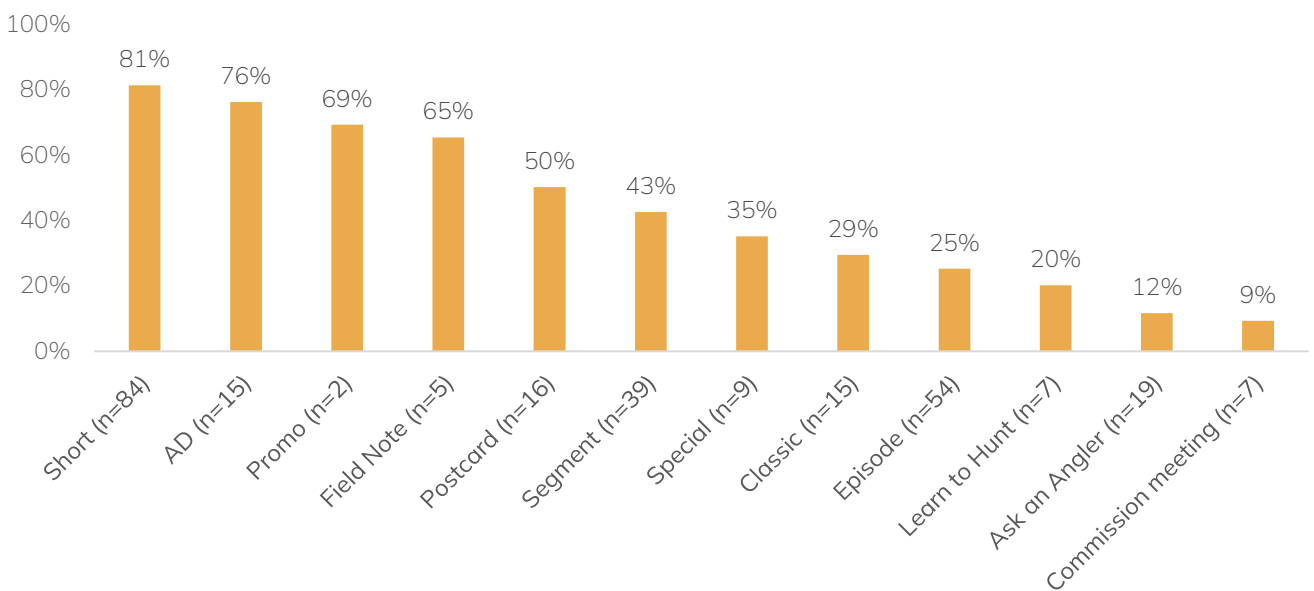


Figure 2: Percent of videos being watched by category of video. Includes all videos uploaded 2022-2024 categorized into type of video

Subscribers

Another important YouTube metric is subscribers. As of December 2024, the Outdoor Oklahoma YouTube channel has 26.6K subscribers, steadily and consistently growing over time (Figure 3).

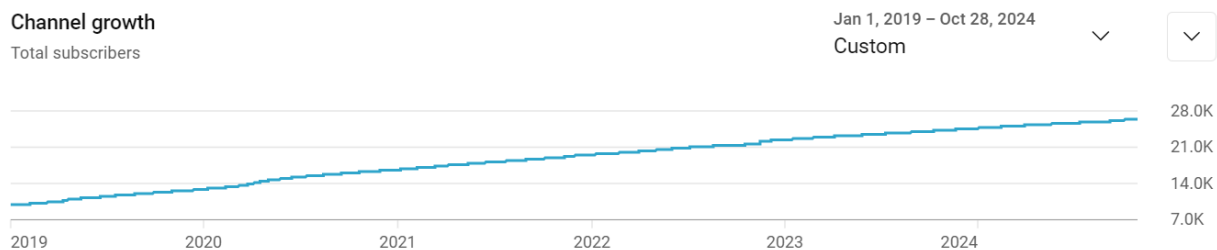


Figure 3: Number of subscribers over time, screenshot of YouTube analytics trend line 2019-2024

Most subscribers began subscribing from the YouTube watch page (Figure 4). This means that they were watching one of our uploaded videos and decided to subscribe. The next most often was from our channel's landing page.

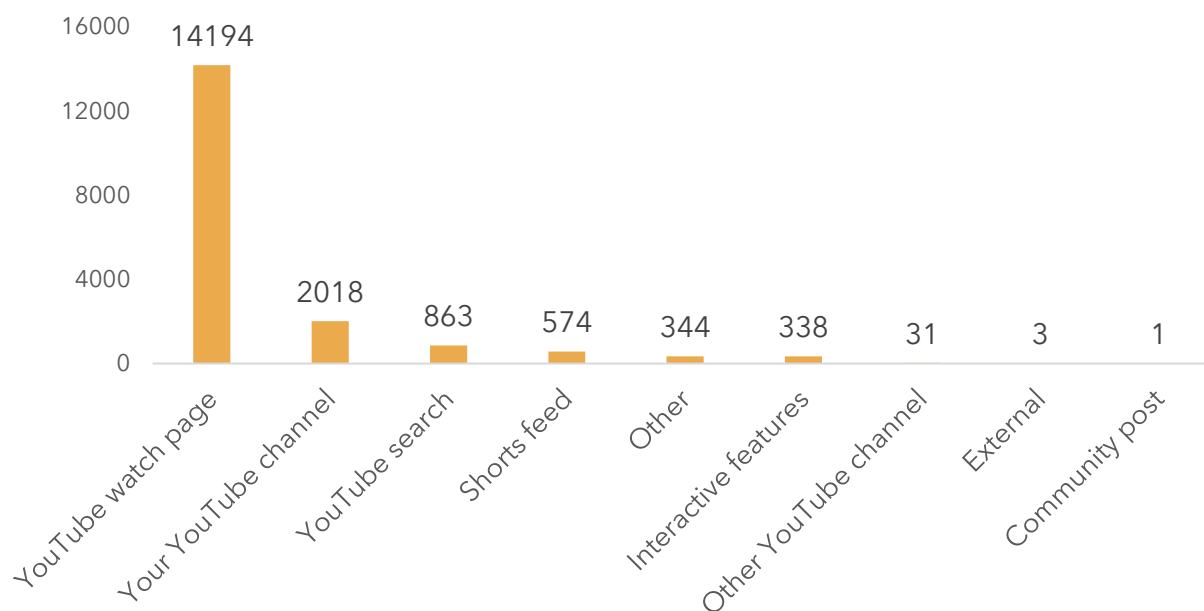


Figure 4: Location from which our new subscribers from 2019 to current are subscribing from

Traffic Source

We are gaining the most views from people using the YouTube search engine to find videos, with over one million views from this feature (Figure 5). YouTube's suggested videos are

also high, as is the browse feature within YouTube. The fourth highest is from external sources, which could be from other pages such as our website or social media pages.

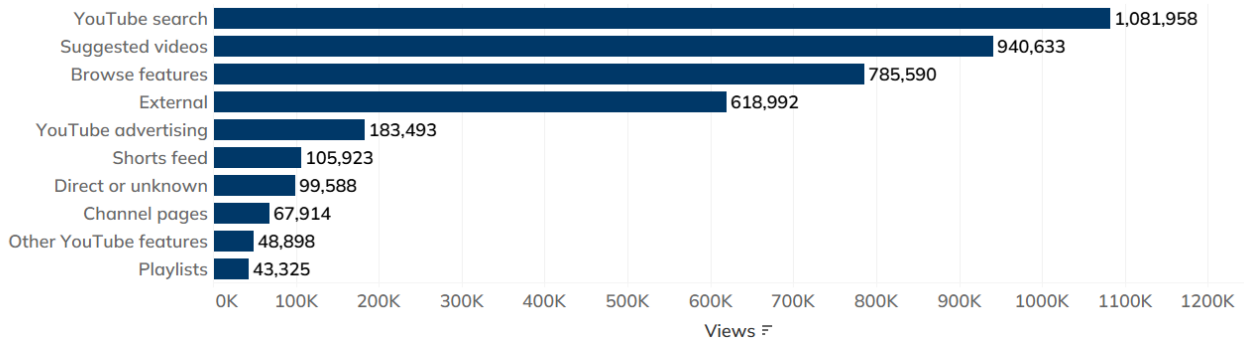


Figure 5: The number of views of Outdoor Oklahoma content via different traffic sources 2019-2024

Device Type

A final important piece of information we would like to report on from our analytics is the type of device users are watching Outdoor Oklahoma videos on. The top device people are watching from is their phone (Table 2). This has over a million more views than any of the other device types, and when this data was exported, it accounted for 53.2% of all views on the channel. In contrast, the mobile phone had the smallest average view duration of only 3 minutes and 44 seconds. The view duration on smart TVs, the second most used device, was almost triple this with 9 minutes and six seconds. The view duration on computers and tablets was comparable. This means that although the total views are much higher on phones, the average view duration is lower, and thus, the mobile phone and smart TV are almost equivalent on the metric of total watch time. This means that there is a place for both long-form and short-form content.

Table 2: Data on the type of device viewers are using to watch Outdoor Oklahoma (2019-2024)

Device type	Total views	Total Watch time (hrs)	Average view duration
Mobile phone	2,112,778	131,854.7	0:03:44
Smart TV	869,770	132,125.0	0:09:06
Computer	736,709	65,786.8	0:05:21
Tablet	253,721	22,148.8	0:05:14

Finally, we can look at the demographics of our users. This can be done by video, but overall, if we look at the period of 1/1/2019-12/3/2024, our viewers are 87.4% male, and the highest viewer group is 25-34-year-olds (Table 3). Again, if we look at watch time, older audiences watch longer periods of the show while younger viewers are logging higher overall views. There are limitations with this data as the viewer must be logged in, have selected age and gender on their profile, and not be on private browsing. Also, only the logged-in profile is counted. If an account is logged in on a shared device with different genders or age groups watching videos, only the gender and age group of the account holder will be logged in the data.

Table 3: Top-performing videos that were uploaded between 2019-2024 and their associated viewer demographics

Video title	Type of video	%Male	25-34 yo
HOW-TO: Proper Shotgun Shooting Technique	Segment	100.0%	76.6%
Early spring catfish and crappie from the bank	Full episode	95.1%	37.0%
Target Crappie with Livescope	Segment	100.0%	10.0%
Decoy Deer in Oklahoma	Short	98.1%	43.4%
Flintlock Squirrel Hunt	Segment	89.3%	2.9%
How they make Hybrid Striped Bass	Full episode	100.0%	14.4%
Microfishing 101	Segment	100.0%	71.9%
Flintlock #deerhunting #outdooroklahoma	Short	98.1%	25.0%
Blake Shelton, pronghorns and mountain lions	Full episode	95.9%	0.0%
How to catch Late Winter Crappie for Valentine's Day!	Segment	95.4%	8.7%

Recommendations based on YouTube Analytics

- The YouTube analytics platform contains so much information. The analytics should be reviewed annually, if not quarterly, to assess video performance, much like we have done quarterly reviews of social media analytics or website performance. These results should be shared in relation to video production goals at section meetings to foster the sharing of ideas for content that may perform well.
 - It would also be beneficial to log uploads and the types of videos they contain to easily subset analytics analyses in the future.
- Interestingly, the videos that receive the most view time out of their entire run length don't involve hunting or fishing. These are field notes and postcards (although these are also produced under a shorter run length). Creating more general wildlife content and/or any type of content under a shorter run time could increase our overall viewing times.
- Creating descriptive titles and full text in the video description will remain important, as most views come from YouTube searches, suggested videos, and browse features.

- It is essential to remain cognizant that most of our views come from cell phones and creating content that works well for this device.
- Our top viewers are males between the ages of 25-34. This type of group seems to like the how-to videos, as the videos “How To: Proper shotgun shooting technique” and “Microfishing 101” are the most popular with this group. If we want to feed our group of top viewers, we may want to focus on creating how-to content on various topics.
 - This is also the most evergreen video type, and we get the most views over time and brings people to our channel even years after it was created as evidenced by the views in the first 90 days after upload compared to all views over time when it comes to the “How to: Proper shotgun shooting technique” video.
 - Our videos have a lot of R3 (recruit, retain and reactivate hunters and anglers) potential. If we could align some of our video goals with R3 goals, this would then help us to determine our target audience for each video we create and assess its performance based on that target.

Constituent Focus Groups

The research questions guiding this section were as follows:

- RQ1: What is the current viewing behavior of Outdoor Oklahoma by focus group participants?
 - What other creators are our constituents most interested in?
- RQ2: What style of video production resonates highly with our constituents?
- RQ3: What, if any, styles should we incorporate into Outdoor Oklahoma?

Methods

To complete these focus groups, we hired a facilitator. This was a conscious decision, so an unbiased third party would conduct them, and people would feel freer to speak openly about their preference for the show. All questions, facilitation guide preparation and recruiting for the focus groups were done internally.

To recruit for the focus groups, we first established what types of constituents we would want to hear from so that we could create a screener questionnaire to separate individuals into different groups. We conducted eight focus groups with a replicate for each of four constituent categories: experienced recreationists, beginner recreationists, younger constituents (age 18-30), and nonviewers of Outdoor Oklahoma.

We recruited for these groups in several ways. First, we added a footer to the bottom of emails from the ODWC GovDelivery account. This included communicating with constituents, whether hunting or fishing reports, R3 communications, or news releases. We also recruited on Facebook, which we would likely not do again as this may have contributed to some scammers making their way into the focus group scheduling series. Once we had collected sign-ups via these methods, we noticed that we were not recruiting enough younger constituents, so we sent a targeted email to a random sample of younger license holders. This also recruited some older constituents, as those who were categorized as 18-25 in their license profile had their parent or older family/friend as the contact email on their profile. All recruiting information stated that individuals would receive a \$75 Visa gift card and an Outdoor Oklahoma branded hat for participating in these focus groups.

The screener questionnaire asked if they had watched the show, if they watched the show, how often they watched it, and for how long they had been a viewer. It also asked about their activity in relation to watching other outdoor shows and how they would rate themselves as a hunter and angler (beginner, intermediate, or experienced). It ended by asking logistical questions about their internet connectivity and whether they had the equipment to participate in a virtual focus group. Finally, we asked for age, gender, and contact information.

Once constituents had filled out the screener, they were separated into groups based on their responses, and individual scheduling polls were sent to determine the best time for the

most people to attend. After selecting times, virtual meeting room links were created and sent to participants.

The facilitator guide was created internally to address our major research questions, focusing on the show's overall format and feel and other minor questions about the type of show people would be interested in watching.

The guide (Appendix A) began with an introductory question to get people talking by asking them what outdoor activities they participate in. Then, we transitioned to the focus group topic, outdoor video content, by asking what types of outdoor video content they watch and on what platforms. Then, we focused even further and asked about their engagement with the Wildlife Department, specifically with Outdoor Oklahoma. After this series of questions, we asked participants to rank five different topics by their interest in that type of show. The topics were how-to's, recreational focus, ongoing research projects, departmental activities, and species/ecosystem focused.

After ranking the type of content they would be interested in, we transitioned to discussions on show format. We approached the show format by showing clips of four different types of shows and asking what participants liked and disliked about each style. The styles showcased were podcast/studio, host-driven, magazine, and documentary.

Finally, we showed a clip of Outdoor Oklahoma and asked what people liked, what we could improve upon, if we should apply any of the other styles, and how it would rank compared to the styles we showed.

From each focus group, we received four documents from the facilitator: an audio file of the group, a full transcription file (transcribed via otter.ai), the facilitator's notes during the group, and an Excel file of the rankings the individuals completed of the content they would prefer to view. We met with the facilitator to debrief and receive their thoughts on common themes across groups. To dive deeper into each group, we used NVivo software to code each group and separate aspects of each transcript into themes to organize.

Results

We conducted eight focus groups with 44 participants. Table 4 shows the breakdown of these groups. The longest group lasted around 2 hours and 15 minutes, with the shortest group lasting around one hour and 45 minutes. This allowed rich conversations with significant feedback.

Table 4: Focus groups complete with reported participants per group

Focus Group Date	Type of Group	Participants
Nov 4, 6 pm	Experienced	6
Nov 6, 6 pm	Experienced	6
Nov 7, 6 pm	Beginner	6
Nov 9, 12 pm	Young	6
Nov 11, 1 pm	Beginner	4
Nov 13, 6 pm	Nonviewer	4
Nov 18, 12 pm	Young	8
Nov 18, 6 pm	Nonviewer	4
Total participants:		44

To get to know the groups better, we first asked about the outdoor recreation they take part in. We got a good mix of people who recreate in different ways. The majority mentioned their hunting and fishing activities. Still, younger groups and beginner groups had other aspects of outdoor recreation that they mentioned, and understandably, in those groups, it was touched on that they would like to see more information about nonhunting and nonfishing activities such as hiking, backpacking, canoeing/kayaking, birding, and gardening.

Once we knew about the makeup of our group individuals, we asked about the video content they watch related to the outdoors. Nearly every single individual who took part in these groups watches outdoor content. People watched a wide diversity of content creators. There was consistent mention of the Bear Grease podcast, Hunting Public, and Meat Eater (full lists of content creators each group watches can be seen in the summary table in Appendix B). A common thing that people watched without mentioning specific creators was fishing tournaments. There was some mention of broadcast shows people watch, such as information on the Outdoor Channel, but it was often streaming apps on their smart TVs, such as the Mossy Oak app and World Fishing Network.

Viewing Behavior of Outdoor Videos

Participants stated they watch the majority of their outdoor video content online. This makes sense based on the creators that the respondents reported watching, as most are online creators rather than broadcast TV shows. Even if there was a preference for

broadcast content, those who preferred broadcast said they don't pay for cable or don't have regular TV and only have streaming.

"I prefer watching on TV, except from the lack of control. You know, from watching it online, I can stop if I need to go do something, come back to it. But it's, it's just more convenient watching on TV." -Experienced recreationist

"YouTube, I think a reason a lot of people enjoy it so much is you can determine how much you want to watch. So if you only got 10 minutes, you can watch 10 minute video. Also, it's so on demand that if I'm in the mood to watch it, I don't have to look at, okay, this is on at 630 I'll have to wait till that's on. I can watch it anytime, whenever it's on demand." -Beginner recreationist

"We don't even have, like, a cable TV service or anything like that. It's just internet and, you know, we got YouTube and Amazon and all that good stuff. I mean, I've got like, a local antenna, just where you know when the weather gets super bad, but that's about it." -Beginner recreationist

People like the convenience, the breadth of topics available to them, the price, and the fact that online, you can get suggestions and notifications when content you want to watch is available.

"I just think also on your phone. It's more practical nowadays than watching it on a TV, just because of the amount of streaming services that are available versus cable. And it's like everyone said, it's more accessible, but also just the practicality of it nowadays."

-Younger audience

"The good thing with YouTube is that the more you like, the more you watch stuff, the more it populates into your feed.and it suggests things that that are in your you know, if you like tractors it, it'll say you might like this video, which is, I think, really cool. Yeah. So the more you watch it, the more it learns what you like, and it's more entertaining."

-Nonviewer

Engagement with the Wildlife Department

Once we knew about their general interaction with outdoor content, we focused on interaction with the Wildlife Department and the information we put out. We first asked about how participants generally interact with the Wildlife Department. Participants interact with the Department in a variety of ways. The GoOutdoors app was the most

reported way people interact, followed by the website. There was direct in-person contact with the department from the experienced recreationist group, and the younger audiences mentioned social media. In terms of interaction specifically with the show Outdoor Oklahoma, lots have watched. Still, a consistent sentiment is that whether they watched it religiously when they were younger or remember seeing it occasionally on the TV growing up, people found it again later in life by seeing it on YouTube. If people discover or rediscover the show, it is found online, not on broadcast TV.

"I grew up watching Outdoor Oklahoma. I remember this child, you know, days that would come on, it was like, I mean, you were setting the TV waiting for that show to come on. Every week, I went through a stand of time where I really didn't watch it until about three years ago, four years ago, found it on YouTube again, and it was like, the best thing ever." -Experienced recreationist

"I grew up watching it as a kid on TV, and then kind of lost track of it, and probably, like, say, a couple years ago, three, four years ago, rediscovered it on YouTube, and kind of worked my way back through a lot of the episodes, and now try to keep up with it pretty regularly. But yeah, that's where I watch this on YouTube." - Experienced Recreationist

"When I was still working, same history for me, watched on OETA years and years ago and through the years and then again, transitioned, I don't know when, maybe 10 years ago or so, to seeing it online. Never went back to TV. I don't even know if it's on I guess it's on TV still, but I never watch it on TV." -Beginner recreationist

Ranking of Interest in Various Show Topics

The next section of the focus group asked about the types of shows people would be interested in viewing. We proposed five types of shows (Figure 6) with examples of what that type of show could be about. In the future, it may be beneficial to propose only the category of show rather than give examples because people latched on to the topic presented in the example titles rather than the type of show. How-to's seemed popular with all groups, with the highest ratings from experienced individuals. This may be because they feel confident about accomplishing something by watching rather than being shown how to do it in person. How-to's were also of interest to both beginners and younger audiences as these individuals are at the point where they want to learn new skills.

"...the how tos are my number one as well. Just same thing, like learning, seeing different stuff, seeing how people may do something different than the way I was taught, and just kind of seeing how it all works." – Experienced recreationist

(on ranking how-to as number one) "...it's because, for me, I want to go hunting. But the thing is, like, unlike you, I don't have anyone to hunt. Like, I'm a first generation American, and there's really no one to help guide me, you know, and all my family and friends, they don't do any of that." -Younger audience

(on ranking how-to as number one) "...usually there's going to be kind of things, especially because, like I said, I'm a newer Hunter. So there's a lot of hunting things I don't really know a lot about, especially like how to hunt on public land. That's just something I have no idea. And so that would be very interesting to me." -Beginner recreationist

Beginners were highly interested in species/ecosystem-focused as they may be less focused on the consumptive aspect of wildlife. Younger groups were interested in ongoing research topics, and experienced recreationists and nonviewers were interested in watching recreational experiences.

"...love learning about all the different species. And it seems like every time I turn around, there's a new species here in Oklahoma that I was unaware of. And I don't know. I just love seeing stuff like that. And I love research projects, seeing, you know, populations that have been in decline making a comeback and and stuff like that." -Beginner recreationist

"My number one is ongoing research projects I liked. I'm a, I'm a, I'm a science major. I really like that stuff. I like to see what we're doing, to be able to track what we have going on. I think we were, I mean, we can't just have a state, and we can't hunt it as hunters and fishers and not know what's going on in our state, not keep up with that. I think is a big, big is important to me." -Younger audience

Figure 6 shows the full rankings of the groups. Overall, how-to's were most popular across all groups, followed by ongoing research projects, recreational activities, species/ecosystems, and department activities. A key point is that many people said that even though they ranked one type higher than another, they would be interested in all. There weren't any that they would be completely turned off by.

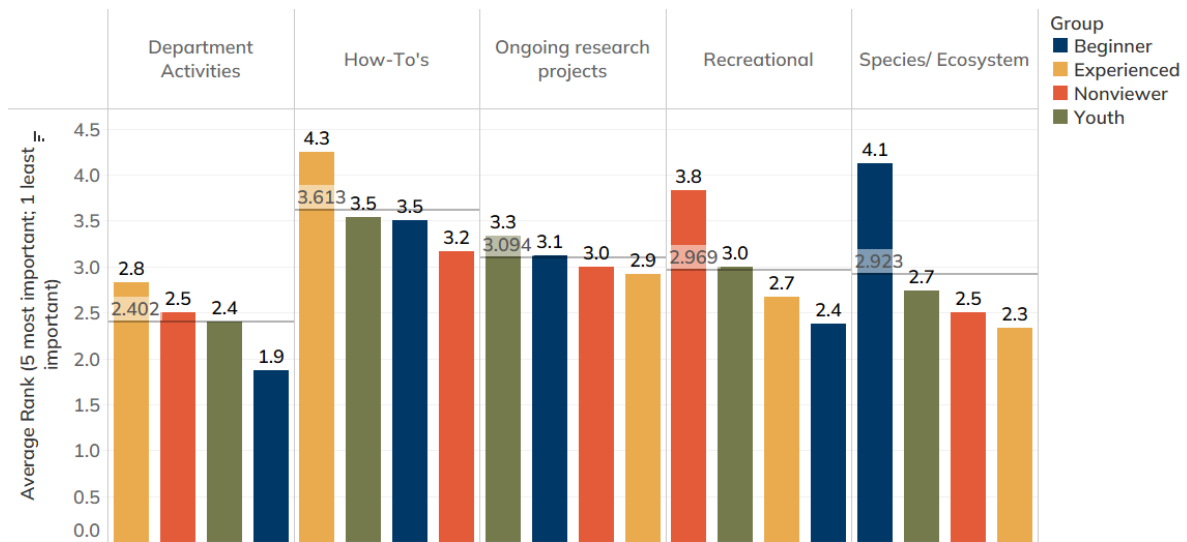


Figure 6: Compiled rankings of what type of content viewers would prefer to watch based on the focus group they participated in. Replicate focus groups were combined by their category of group, and the overall average across all groups is seen for each category.

Styles of production

In the main section of the focus group, we showed 2-minute clips that have been edited and condensed. Each of these two-minute clips focused on a style of video production and how the information was presented. The facilitator asked the participants not to focus on the content that was being presented but to focus on how the information was being presented. The styles we showcased were studio/podcast style, magazine style, host-driven, and documentary. After each clip, we had the individuals discuss what they liked and didn't like and had some follow-up questions about each type.

Studio/Podcast

The first type we showed was a studio/podcast-style show with a clip from the Pat McAfee show on ESPN. Generally, people could see the positives of a podcast-style show and think that the connection you get from the conversation could be good but should be slowed down to one topic for a wildlife show.

"I do like the feel of it, how it is just kind of like, you know, just guys talking and chatting. And kind of going back and forth and just kind of, you know, passing the subject around again, like the different camera angles and different shots, and you kind of see, you know, how people are reacting to what's being said, and as was mentioned already, to like the set pieces and everything imagery seemed on point as well to me." -Experienced Recreationist

"I did like the collaboration, having different people there bounce ideas off of and just to keep a bit more of a casual conversation, instead of being really formal." -Younger audience

The clip we showed may not have been the best clip to showcase what a podcast-style show we would produce would be. Many people also mentioned how they like the visuals and outdoor shots on Outdoor Oklahoma, so by transitioning to a studio show, they would miss this. Still, listening to it while doing other things and not missing anything without visuals would be good.

"I'm not the biggest podcast liker, but I can see. Be the pros in it. Like a lot of guys that are going to be watching this stuff, are going to be working during the day, they're going to be doing something. So that's something that you can throw on a speaker, because you don't gotta watch that. Yeah, all goes well. I agree with that. Where I like the fact where, if I'm working a lot, I can just throw that on, I can start listening to it." -Younger Audience

"But it would take away from some of the visual aspects of engaging, like seeing the sites of Oklahoma and what's unique about it, it would more be like word of mouth." -Younger Audience

"I think my issue with podcast is that I just I don't feel like there's a need to waste my time watching it when I could get the same amount of information by listening to it, versus the others, where I actually am getting information with the pictures and the video as well as what they're talking about." -Beginner Recreationist

There was a consensus between the groups that it would be good if the discussion focused on one topic.

"I think, like when I do like podcasts, it's the storytelling component, or there seems to be maybe one topic at a time, and it can organically go elsewhere that did seem just chaotic, like I've, I've, I couldn't hold on to a storyline, per se, if that makes sense." -Beginner Recreationist

There were many negative comments about this show that will not be shared in this report as they were specifically about this podcast show- how much shouting there was, how many different people there were. It was agreed upon that people would not watch the show if it was similar to the clip we showed, but if it was slowed down they could see the benefits of a podcast- but not as a replacement to the show.

Host-driven

Next, we showed a clip from Dirty Jobs with Mike Rowe, which aired on the Discovery Channel. This was the most popular format across all groups. People liked that you are in

the moment experiencing things with the host and learning along the way but also getting some entertainment by watching the host experience things and having them ask subject matter experts questions as part of the learning process. The personal connection you get with the host is also important to people.

... "it's a more traditional format, and I do prefer having a host, someone that you know and you can kind of build a rapport with and feel like there's some interest in seeing what's going to happen." -Experienced Recreationist

"It's easier to digest for younger folks, to break it in and show somebody that has no idea what they're doing, and show that they're capable of stepping in and doing something and becoming a part of something that they have no idea even exists." - Younger Audience

"...he was asking the questions, you know, having the subject matter expert there, as far as what they were doing, he would ask them questions that the audience might, you know, have the same question to get them to answer it, and then go and do a brief explanation of it. That's the format helped make something that people wouldn't be interested in, helped make that topic intriguing, which was something that I liked" -Younger Audience

"it gives a structure, a story... not chaotic. You can follow along. You can see the beginning you process, and you see the end". -Nonviewer

The only negative is its dependence on having a good host because that could be hard to find.

"The issue I have is it really depends on who writes it and also who the host is, because if you have the same host for every show, if people don't like that host, then they won't watch the show." -Beginner Recreationist

To get more information, we followed up on this format's general likes and dislikes by asking individuals how they would feel with multiple hosts rather than one host and the characteristics of a good host. Many participants felt that a multiple-host system would be good and keep their interest. One primary host would still be good for establishing a relationship and creating a following, but other subject matter experts who are consistent would be great.

"I think a single main host personally works better for me, because you feel, I feel like you build a better relationship with it like that, instead of now trying to keep track of multiple different hosts..."-Younger Audience

"I'm good with more than one host, but, but ultimately, you want to gain a following with the with the show... You need to have a host that's that's young enough to start and grow with the show, ... multiple hosts, I think would be fine, but you still don't want to have a lot of them, because the public wants to relate ... and they're Not going to relate if there's a bunch." -Experienced Recreationist

The characteristics of a good host are respectability and knowledge. Women participants thought it would be great to see a female host but didn't feel it was a dealbreaker.

"But a host for this show, I think the most important thing is get somebody of the age that's knowledgeable, respected in the industry, and is is willing to to continue to promote the show, do a good job and gain a long term viewership". -Experienced Recreationist

"Now for me, I would like to see, like an older seasoned like fisherman or Hunter be a host, someone with experience, you know, like I would be more willing to trust what they say." -Younger Audience

"... I don't think it really matters all that much. I would, you know, I love for my kids to start watching it. And you know, you have to put somebody young and you know that talks fast ... that's what grabs my kids attention. For me, just the regular old guy that knows something, who's able to, you know, ask the right questions and be at the right places and make it interesting...." -Experienced Recreationist

"I think there needs to be both men and women host, young and old, you know, in some way you're gonna get everybody's attention." -Experienced Recreationist

"... speaking, as you know, the only female besides, I would think it would be neat to have a female host for at least some stuff you know. Just to say, especially in the outdoors, you don't see it as much, and it's usually like a male driven activity, so it would be kind of neat to see the female perspective of it." -Beginner Recreationist

"I think it's not really often that I see like a woman my age leading the charge on, you know, wildlife content. And I'm not saying they should or that they have to....But I do think there are some people that really could benefit from seeing someone that you know looks like them and is kind of representing them on the screen. And I think that could help in some underrepresented populations as it relates to, you know, this content." -Younger Audience

Magazine

Our magazine-style clip was from Sunday Morning, which has aired on CBS since 1979. Participants liked this format. Overall, there were common feelings that the clip was dated,

so our show could take notes on what it looked like and determine the style that feels dated. you may look at it and see what it looks like and not do that to feel more modern. However, this style also felt classic and familiar for likely the same reasons that it felt dated to some.

"... the graphics and the cutaways were solid, the transitions and the narrations kind of explaining the segment were solid, like the on the ground footage. But again, I just feel like it's, I'm very neutral on it. It's just like I said, I feel, feel like it's very a safe way of presenting information." -Experienced Recreationist

"I do enjoy this format I grew up watching like Sunday morning. And everything. And so I enjoy the amount of information you're able to get." -Younger Audience

It was good to discuss what would be in the episode, and people liked the diversity of topics, as one might be interested in one topic but not another. However, there was consensus that it would be nice to have some kind of theme and keep the topics somewhat related to a central idea.

"I love that there's like the narrative structure, the introduction to the topic, and then there's usually, like a journalist, but then they'll actually interview various people. So there are depths to the structure and to the information you're getting, which makes it accessible. And we found that a lot of topics are brought to our attention that we'll go and then get even more information on by ourselves, because it kind of sparks that curiosity. So I would second that we really enjoy that format as well." -Beginner Recreationist

"I think you see that just in this group. I mean, you have people who like to kayak, you have people who like to hunt, you have people like to fish, people probably like to learn how to tie flies. So having multiple things, I think, is always good, because I might not like the first thing you talk about, but I know something else is coming up, especially if it kind of gives you a this is what we're going to talk about today, kind of thing at the front." -Beginner Recreationist

"I think they also have to have a similar theme. So whether that's tied, like, geographically to the same region, or it's over, like, a certain type of, you know, like upland hunting, I think as long as they kind of all tie together, it makes sense, and it's a good opportunity to tackle a bunch of topics in a shorter amount of time. And I think that can be really engaging and keep people's attention." -Younger Audience

Interestingly, only the two younger groups commented on the host's genuineness. They would prefer someone to be more off the cuff.

"I'm not the biggest fan of it because it feels very the entire flow of the show feels very force. So it's just reading straight from a teleprompter. There's no real connection with the viewer." -Younger Audience

"it feels kind of forced and corporate to a certain extent. Like, yeah, it gives it, it gives up a lot of good information, but it also just feels corporate like, off the script. It's not really too like, personal to most individuals." -Younger Audience

"...the host. I thought she was slow. She also felt inauthentic, like she didn't really care that much, and so that that was the it automatically made me lose interest." - Younger Audience

Finally, when people didn't like it, they mentioned that it reminded them of watching it with their grandparents growing up, so it felt stale and just like a news program rather than something they would be interested in watching. Many people also stated they would like more depth on fewer topics.

"I don't think I'd want more than two topics. If it was 30 minutes of his lesson that I definitely wouldn't want more than two topics but, but I agree that, you know, the bouncing around, it'd be so short that that you might not get any information out of it, other than, other than entertainment, I guess, just pure entertainment, but no real information." -Nonviewer

Documentary

Our final style to show was a documentary-style show called City of the Future about the city of Singapore, produced by National Geographic. Participants liked this style but had specific ideas about its utility. People felt this is a good style for long-form videos, but it could easily be skipped if you aren't interested in the topic.

"What I like about the documentary style is that you get good in depth info on one subject. You get to see all aspects of it. All that. I think that's why I like meat eater and the bear grease podcast, because, you know, the meat eater show, they will hone in on, like we talked about the mule deer in Oklahoma. They did a whole episode on just that one subject. And even then, I still wanted more the bear grease podcast. He'll do two, three, sometimes even four episodes on one subject and just get super in depth with it. And even the Joe Rogan podcast, you know, they'll go on for three, four hours and talk at length, and sometimes I still want more. I love that long form in depth stuff" -Beginner Recreationists

"I do usually really like this format. I think I tend to learn a lot more from it, and I think it can go longer than any of the other formats." -Nonviewer

“Probably the biggest weakness, I could say, is, if it's not something I'm extremely interested in, I'm not even going to bother with it, whereas, like with us, the previous one, with the segments, even if, like, 60% of them are ones I want, I probably more likely to more likely to watch it consistently. I think it's like an all or nothing type format.” -

Nonviewer

No group could see it being a weekly show, but they felt there were plenty of topics in Oklahoma that they could be excited about a deep dive into as a special. Many people talked about the fact that we would need to promote it, but this is something that people could get into on occasion—probably only online, so they can choose to watch what interests them.

“But outside of that, I would agree. I mean, I could see something like this really working again, for some of the history of, you know, the things that have happened in Oklahoma, again I mentioned earlier, like the deer decor thing, like a documentary like that makes a lot of sense, but I'm not sure about the weekly program either.” -
Experienced Recreationist

*“I'm a big fan of documentaries, and if you were to do it as an online content where people could pick and choose what they were watching, I think it would work. But as for the TV, I think the host approach is probably the better stuff.” -*Experienced Recreationist

Ranking Styles of Video Production

Once we showed all the different styles, we asked individuals to rank their favorability. Participants across the board ranked host style as their number one style. The magazine style typically followed this, and then studio/podcast style and documentary style ranked towards the bottom.

The documentary style was not ranked lower because people disliked it but because they couldn't see it as a weekly TV show. The podcast style was ranked low, possibly due to the clip we showed but because people want video content rather than listening to something when they think of a show. The genuineness of the magazine-style clip we showed was touched on again by younger audiences, as they ranked it lower than most other groups.

After this ranking, we showed a clip of Outdoor Oklahoma and asked people to rank the show's current style within their previous system (details by groups seen in Table 5). Many people ranked it highly, saying it was a good mixture of host and magazine. It also seemed to fall along the lines of people who grew up with the show rating it higher as it has a nostalgic value to them. People felt they would still want the host to incorporate more and that they would like more depth of topics and modernized graphics. This also led to people providing feedback on the show, what should remain the same, and what could be improved. Regarding the ranking, our style typically came out near the top, but host-driven was usually still ranked number one for most.

Table 5: Response within each group of how they would rate Outdoor Oklahoma in comparison to the other styles of shows that we showed in the focus group

Group	Ranking of Outdoor Oklahoma
Experienced	There was not a very consistent thread in how people would rank it compared to the others. Some ranked it first, and some ranked it lower behind magazine and host-driven. Some of this came from these individuals really enjoying Todd as a host, and it could be due to them being current fans of the show with some nostalgia for the current format.
Beginner	Many said this would be their top style in comparison to the others. They liked how the show was a mixture of host and magazine but still felt the show could be modernized in terms of its graphics and sound.
Younger	One group of younger participants loved it and mostly rated it as #1 as it was nostalgic to them. The other group rated it #3 or #4 as they would want more depth on topics and to incorporate a host more.
Nonviewer	The Outdoor Oklahoma style was consistently ranked after the host style. Respondents also liked the documentary style better, in some cases, but the style stuck close to the host and magazine, with people liking the host best and liking our style with a host in some segments better than the pure magazine.

People are happy with Outdoor Oklahoma as-is. Some suggested ideas are:

- to focus more on fewer topics, make the segments longer to get more information
- make the host more integrated into more of the clips.
- The music in the background was commented on as hokey and distracting, and they would rather have nature sounds in transition.
- One specific thing is to add bookmarks to videos online so that you can skip forward to sections you are interested in.
- Have the ability for viewers to suggest topics of shows they would be interested in seeing
- There are a few people who do non-consumptive activities who would like to see more segments on activities other than hunting and fishing, but this was the minority.
- Many groups liked the wildlife section, with Jena Donnell sitting at the desk.

"I would say the biggest thing, I think, like I've noticed that needs to be improved is definitely the video quality. Like, even in a lot of the YouTube videos I've watched and just like it, just the video quality is not that engaging. But I love the host, like amazing hosts. But I really think that there could be a lot better effort into the actual making of the film, of like, the visuals and even a lot of the music is kind of lame, or it just, I don't know, it's just, like, almost distracting sometimes, but I think the quality of the video, music, that stuff could definitely be a lot better." -Younger Audience

...it just needs to evolve, like everything, does it, you know, it needs I think it needs an updated host. I think it needs updated graphics. I think the video production has just gotten better and better. You saw that clip from western Oklahoma, you know. But I mean, things have progressed. That show has been airing for a long time, and it has done a good job of moving forward and and it's a great show. That's reason why, you know, while they were making new segments, that's why I watched it every week. It was entertaining. It helped you with the regs. It helped you with an understanding. It focused on game. It focused on everything that was good and it was portrayed good. It just needs freshened up so that it can make it another 40 years. -Experienced Recreationist

But really, people love it as-is and love having a show that represents them and represents the places they recreate or can easily recreate in the future. This is evidenced in the discussion about the heart of the show and how watching it lowers the blood pressure.

"...what we liked about it was we, you know, we knew some of the people on the show we it was, we were like, Hey, we were there. We've been there, you know, or we should go there. It was something then we could relate to. And so that's why we like watching outdoor Oklahoma." -Experienced recreationist

"...think there's something to be said about I use the term earlier, lowering the blood pressure. I mean, I've got, and I can't put my finger on it, but I've got four boys, and three of them are of TV watching age three, five and seven, and they, they're captivated by outdoor Oklahoma. So there's something about it that even brings their, you know, normally chaotic breakfast to a quiet table, you know. And it's topics they might not even really understand, but there's something, there's something about the way the content is presented that captures their attention and even calms them down." -Beginner Recreationist

I think one of the important things is just keep the heart. It's like the show has a heart. It feels like Oklahoma. Don't go too splashy. Don't go too trying to make it something for everyone, kind of keep it in its roots. And I think the entire time it's been on TV, it's kind of had the same heart. Yeah? I think that's the big thing we don't want to lose. -Beginner Recreationist

Recommendations Based on Constituent Focus Groups

- Participants talked a lot about the convenience of online videos and the depth they believe online videos could go into. One addition to our YouTube content that could be beneficial is bookmarking videos so that if they are longer, people can skip to the sections of the videos they are most interested in.

- The most popular style of show was host-driven. Most respondents would like a show that involved the host in more of the segments experiencing the action. This seems to be how they would better connect with the host and establish a relationship that would make them want to return and watch episodes.
- Younger audiences were very clear that they expect a show to be genuine and to feel like the host of a show is genuine. By genuine, it seemed like they meant they do not want something that seems rehearsed or scripted and would rather someone talk and experience something in real-time so they can feel like they are there with them and experiencing it alongside the host- almost like it is live.
- There does seem to be a want for longer-form content. Many respondents talked about the benefit of online because the time limit of a TV segment slot doesn't constrain you. People felt there are plenty of opportunities to tell stories about Oklahoma that could go into more depth. As such, people really seemed to like the documentary style but couldn't see it as a weekly show.
- The majority preference was to watch these videos online. Many people stated they watched the show when they were younger on TV, but lost track of it and found it again on YouTube. People who hadn't watched it for as long had found it online. The TV broadcast seems to be for an older audience who has always watched it that way. Still, new audiences find it online via YouTube search, our social media pages, or YouTube-suggested videos.
- There would be interest in creating a podcast, but participants would not want it to replace a TV show and would rather be done in addition. The major thing people like about the show is the visuals, being outdoors, and the regional focus so that they are watching areas and activities they can visit/do.
- Statements showed there could be ways to modernize the show, but individuals didn't have specific things they could point to that would modernize it. The music was discussed as possibly needing updates, suggesting just using natural sounds instead. The camera angles were also touched on, but no description of what would make it more modern.
- Participants were open to the idea of multiple hosts or consistent subject matter experts that a main host would pass segments to or interview about certain topics. They felt that it would still be good to have one main host so that you could establish a relationship with them.
- There was no strong preference for the demographics of a host; all participants were more focused on the host being knowledgeable, respectable, and genuine. There was some discussion of a diversity of hosts in terms of gender, age, and physical ability to bring more people into the show and into hunting/fishing.
- Content-wise, how-tos were overall the most popular style of video, which may fit better as quicker segments as people search for those expecting to find out what they are searching for quickly. When asked about content, though, there was diversity in what people were interested in, so the show would benefit from continuing to have a variety of segments. Department stories had the least interest.

Appendix A: Focus Group Facilitation Guide

The Wildlife Department produces video segments that air on OETA (PBS affiliate), YouTube, and other local channels. So that we can produce exciting and relatable content, we want to understand what you like and don't like when watching videos. We also want to know how you like to or want to, spend time outdoors so that we can produce content that motivates you to get outdoors. The show is produced for you, and we appreciate your honest and complete feedback as we evaluate our show. This focus group will be recorded so that we can listen back and compare responses across the eight different focus groups being conducted. Also, please have a piece of paper and pencil handy for if you need to take notes.

1. What is your name? What outdoor activities do you typically participate in?

Now, we will discuss video content about outdoor recreation that you may or may not watch. This may include videos that follow individuals participating in outdoor activities, videos about outdoor spaces, or videos about plants or animals. It could be content you watch online, like social media or YouTube, or things you watch on television.

2. Show of hands: Who here watches videos about the outdoors online or on other media outlets?
 - i. What have you watched, and what interested you?
 - ii. Where are you watching- specific creators you like?
- b. For those that didn't raise your hand, is there a reason you haven't watched this type of show?
3. Generally, do you prefer watching video content on TV or online?
 - a. Why?
 - b. Are certain types of video/stories better on certain formats?

As you know, this focus group concerns the ODWC's video production "Outdoor Oklahoma." We want to learn more about your familiarity with the Department and your preferences for the show.

4. How often do you interact with the Wildlife Department, and in what way?
 - a. How often, what platforms, etc.
5. Show of hands: Who has watched the show "Outdoor Oklahoma" on TV, YouTube, or social media?
 - a. For those that raised their hand, how long have you been watching, and where do you usually watch?
 - b. For those who didn't raise their hand, have you heard of Outdoor Oklahoma?
 - i. If yes, why have they chosen not to watch if they know about it?
6. Set up/explain live-polling

7. *I will read you a list of types of Outdoor Oklahoma video clips. As I read this list, I'd like you to consider which topic sounds the most interesting to you and which sounds the least interesting to you.*

- How-To
 - Such as: "How to Hunt on Public Land" or "How to Set Juglines"
 - Species/Ecosystem specific
 - Such as: "Oklahoma's Underwater World" or "Snakes of Oklahoma"
 - Ongoing research projects
 - Such as: "Mule Deer and Bear Research in Northwest Oklahoma" or "Trout Genetics in the Lower Mountain Fork River" (ongoing research projects)
 - Recreational focus
 - Such as: "Come along on a Lake Texoma Striper Trip" or "Emily goes turkey hunting"
 - Department activities
 - Such as: "Fisheries Division building fish habitat cubes" or "Mastication on Black Kettle WMA" (department activities)
- a. *What content would you be most interested in from Outdoor Oklahoma? Why?*
 - b. *Which would you be least interested in shown on Outdoor Oklahoma? Why?*

Now, we want to show you some video clips. These shows will be slightly different in how they deliver the information. We want to know what you like and don't like about each one. There are no wrong answers, and things you don't like will be as helpful as what you do. We would like you to focus on the formatting style and feel of the show rather than the specific content being covered in the short clips we show. This could include the narrator, point of view, storytelling, script writing, voiceovers, imagery, speed of the shots and the storyline, and video quality. So, how is the show set up, and how is the information presented rather than the information itself. These clips have been edited and condensed.

Preface: The first clip we will show you is an example of a studio style or podcast style format. As you watch this clip, please think about what you like and don't like about the format and how the stories/information are being presented. We will watch this clip and then I will ask you to let me know what you like or don't like about this style of show.

CLIP #1: Studio/Podcast Style

<https://youtu.be/70LzpXAZgnE>

8. *Please provide feedback on that clip- what did you like or dislike?*
 - a. *Can you elaborate on that?*
9. *The way this clip was shot did it keep your interest?*
 - a. *What or why not?*
10. *Did the format of the show influence you to want to keep watching the show?*

- a. *What most made you want to keep watching, or what turned you off in relation to the format?*

Preface: The second clip is from the show Dirty Jobs with Mike Rowe. Please think about your likes and dislikes regarding how the information is presented. This format is host-driven, where one familiar host is incorporated throughout the show, and that person is the main character. Please consider what you like or don't like about there being a host.

CLIP #2: Host style

Mike Rowe: <https://youtu.be/Fzs4H7T47n0>

11. *Please provide feedback on that clip- what did you like or dislike?*
 - a. *Please elaborate.*
 - b. *Do you like one main host better or multiple hosts/individuals that act as hosts? Which would keep your interest longer?*
12. *Do you feel like having a consistent host adds value to the show? What qualities would an ideal host have?*
 - a. *What role would they play?*
 - b. *Does it matter to you that the host represents you in ways such as gender and age?*

Preface: The third clip is from the popular Sunday Morning show on CBS. Please think about your likes and dislikes and compare them to others viewed so far. Again, do not worry about the content; instead, focus on the format and style of the show. This format is known as a magazine-style show, so one episode focuses on several different clips/topics that are unrelated to one another.

CLIP #3: Magazine Style

https://youtu.be/e8_hvosc6xk

13. *Please provide feedback on that clip- what did you like or dislike?*
 - a. *Please elaborate*
14. *If not brought up: this clip is focused on multiple topics and has a lot of voiceover. Do you like that this is about multiple topics, or would you prefer one topic?*

Preface: Finally, the next clip we will show you highlights a documentary-style clip. In this clip, you will hear about one topic (and that will be the only topic they cover over the course of the entire show, even though we are only showing you two minutes). Also, you will see pictures and acted-out scenes. Please think about what you like and don't like about this style in comparison to the others we have shown.

Clip #4 Documentary Style

<https://youtu.be/HVRWCMIF7bE>

15. *Please provide feedback on that clip- what did you like or dislike?*
 - a. *Please elaborate*

16. This clip had many voiceovers and only covered one topic. What do you think about this style?

Thinking about all of the clips you just watched, we would like to know which you liked the most compared to least so be thinking about how you would rank these clips. Please write down your rankings if you need to. To summarize the clips we watched, the first was a studio set focused on a conversation between two individuals with highlights of other clips. The second clip was a host-style show with one host experiencing different storyline aspects. The third was a magazine-style clip in which the show is about many unrelated topics and fades in and out of different clips. The final clip was a documentary style where you have a lot of voiceover and you are getting a lot of information about one topic.

17. I would like you to take a second to rank those four styles from your favorite to your least favorite. Now, please share what your favorite style/format is and why.

- a. Which do you like best and why?
- b. Why do you like least and why?
- c. We discussed this before, but does one format work better for TV than online or vice versa?
 - i. Which would keep you engaged and interested during a 30-minute show rather than a two-minute clip?
- d. Which host scenario did you like best
- e. Are there pros and cons of each host type?
 - i. What are the pros and cons of different perspectives?

Preface: Now, I would like to show you a brief clip of Outdoor Oklahoma as a refresher for those who have seen it and so that those who haven't can answer the next few questions. Our current format is a mixture of host and magazine style. We have an intro and outro from a host, but otherwise, the clips do not include the host and are unrelated.

Outdoor Oklahoma Clip

[outdoor oklahoma \(youtube.com\)](https://www.youtube.com/watch?v=...)

18. Out of the styles and formats you have seen today, which would you prefer in your state fish and wildlife TV show?

- a. What could we improve, or what should we keep the same?
- b. Should we apply any of the other styles we have seen?
- c. Where would this fall in your ranking when thinking back on how you ranked the other videos?*****

Finally, I want to summarize what we discussed in this focus group...Did I miss anything?

Appendix B: Focus Group Summary by Group

Topic	Beginners	Younger	Experienced	Nonviewers
<i>What do people do outside?</i>	mixture of hunting and fishing but also lots of nonconsumptive mentions of hiking, canoeing, kayaking, gardening, etc.	hunting fishing hiking kayaking camping. More heavily fishing than hunting	pretty much only mentioned their hunting and fishing activities. So they are passionate about these over any other outdoor things they do.	hunting and fishing focused
<i>Watching outdoor videos</i>	everyone watches content.	the majority had watched but there were two individuals who don't watch this type of content and they said they just don't know whats out there and go off word of mouth of what they should watch	everyone watches outdoor content.	majority watch outdoor shows, but some don't watch them because they got tired of watching shows about areas they don't know about or wont visit.
<i>creators they watch</i>	Tournament anglers, Meateater, Outdoor Boys, The Hunting Public, Guginsquad, One Rod One Reel, Ozark Overland Adventures, Gatewood Brown, BearGrease, Bill Dance, Gray Bearded Green Beret, 618 Fishing, Final Descent Outdoors, Tim Wells, Duck Commander, Duck Camp Dinners	Hunting public, Catman outdoors, Seek 1, Deter Melbourn, Meateater, Bear Grease, Wired to Hunt podcast, Outdoor Boys,	Bear Grease, Mossy Oak Go app, Bass pro, bass masters, scott martin challenge, Ron Gere TV, Outdoor Channel on TV, Randy Blanket, Pursuit TV, Meat Eater, Dr. Duck, Hunting Public	Meateater, Bear Grease, Outdoor People, Coyote Peterson, Fish 13, Crappie Guy

where they prefer to watch

online- the majority don't even have cable/TV anymore and can only stream, like the convenience of starting and stopping and finding exactly what you want.

online you get notified about content, its on demand. Many don't even have tv access

some said they prefer TV but don't have it or online is much more convenient. The price is high for cable TV online is free and tons of content. Like the bookmarking feature so you can fast forward to what you are interested in.

online only, many people mentioned they don't have cable and they don't want to pay for it. Everything is on the phones and youtube can learn what you like and suggest other things you like.

Interacting with ODWC

mostly interact with the app to get licenses, calling biologists and game wardens,

fishing emails, youtube, emails, app, social media, game wardens. Social media mentioned a lot

very engaged with ODWC as part of several NGOs we partner with, use app, social media, emails, outdoor oklahoma, learn to hunt classes

lots of people in this group mentioned the website compared to other groups, the app was also mentioned highly. There was really no direct contact mentioned as there was in other groups.

watched outdoor oklahoma

lots have watched, most had watched for only a few years or had watched previously and had recently found it again on YouTube.

have watched and saw it on TV but generally watch online when it comes across their suggested videos. Some people who don't watch had heard of it but didn't have a desire to watch it or relied on other information from ODWC to get what they wanted

lifetime watchers of OO. Several stated that they now watch it online rather than on TV even though they watched it on TV for years

if they do watch they are not engaged and active watchers just if it comes across their feed. Some had not heard of it until the focus groups invitation. Lots in this group had not even heard of the show until the email for the focus group.

<i>Content preference ranking</i>	species/ecosystem focus and how-tos	how-tos and ongoing research projects	how-tos and ongoing research projects	recreational and how-tos
<i>Podcast</i>	wants a story line to follow, would rather have something in the field not in the studio.	likes how its just something that you can listen to rather than have to watch and that is popular with younger people. But would also like some more outdoor visuals. Actually be in nature experiencing things.	likes the pace of the show and how it's a conversation between people and they are knowledgable discussing a topic. Liked the pieces of the set that were related to the content. Older experienced felt it jumped around too much and was too fast.	likes the style but would like it to be more focused.
<i>Host</i>	good flow, good learning in a nice way that feels focused and he isn't talking down to you but is explaining things well so you understand what is going on.	first-person is a great format and its nice that you are in the action, feel like you are there even if you aren't good for people who many not want to be out there. Good for younger because you can feel like you can do it too watching someone else be in the moment.	likes the personality in it and how that draws out more content from the topic, educational and entertaining. A lot easier to follow the conversation and the flow of the program.	more story-telling and personable. You don't have to set as much of a scene or anything because you are right there in the action experiencing what is going on.

<i>multiple host/host characteristics</i>	would be cool to see a host experiencing new things that push them a little outside their comfort zone and a variety of activities which would inherently bring in SMEs	subject matter experts are helpful to learn from different people and keep it interesting.	like the idea of content experts where each one has their area they talk about. Still want familiarity. Felt that the host should have experience to know what they are talking about so a little bit older would be good	keep a main host and then pass off to other people but make sure that there is a main host for clarity. Would be nice to watch them experience new things don't have it be a novice because I want to be able to learn from the host.
<i>Magazine</i>	the studio part felt dated but like the flow of having different segments. Good variety of topics to keep you engaged. Appeals to lots of different audiences.	liked the branching and you get information about different subjects. Good summary of topics up front. But the whole thing didn't feel very genuine. Commented that it felt staged and reading off teleprompter.	liked that there were SMEs that they were handing it of to. It felt very safe and tried and true. Felt neutral didn't love it didn't hate it. The graphics felt extremely dated. Would like more depth than breadth	might be the easiest to replicate because doesn't require a majorly engaging host. But the amount of jumping around could be a detriment because you don't get the depth into specific topics.
<i>Documentary</i>	easier to decide as a viewer if you aren't interested in that topic then you would skip it//Cinematic shots, dramatic music really like the depth of the information	good for telling a story and it could work would just need to be done right to get people excited about it.	really interesting things historically to talk about, couldn't see it as a weekly program, online would be better so people could pick and choose	if not interested won't watch it but if is interested, will watch the whole thing. Great for long form

Ranking

podcast ranked last.
Host/magazine ranked first.

host is top studio is lowest
documentary was also
very popular with this
group because they want
long form and in depth
information. Magazine
was lowest because it
didn't feel genuine.

host style TOP podcast
lowest but lots of people
actually ranked magazine
low too because it felt
stale and old to them.

host is top studio last
and some documentary
last. There was also
diversity in another
group with some liking
magazine best some
liking dicumentary best
studio remained lowest.

*Comparing/
evaluating OO*

segments are too short to
give enough interesting
information. Would like to
see a more diverse selection
of topics outside of hunting
and fishing. Use the
different platforms for
different styles.
Documentary style shows
for online only viewing
where you arent restricted.
music can be hokey.
inconsistent timing

really happy as is but
would like a host that is
more integrated in the
action. Would like more
information about things
to do/areas to go in the
city. Highlight oklahomans.
More focus on one topic.
Less jumping around

would like more depth in
the topics that the show
covers. Should be a
system in place so
viewers can suggest
topics for the show.
Frustrated that it isnt
more publicized/popular.
People don't know where
to find it anymore. Would
like the host a little bit
more involved in the
action.

felt good for a broad
audience on a basic
level. Felt outdated so
we could modernize it a
bit with transitions and
graphics. People really
liked Jena's segment at
the desk talking about
wildlife could add more
detail to the segments.