



2022

Editorial Calendar
with Advertising & Partner Opportunities



HABITAT CONSERVATION

In addition to benefitting wildlife, Pheasants Forever & Quail Forever habitat conservation projects provide water, soil and air quality benefits.

**20+
MILLION**

Historical Acres Improved

**560
THOUSAND**

Historical Habitat Projects

**9
THOUSAND**

Wildlife Habitat Projects in 2020

**\$975
MILLION**

Historical Program Expenditures

PUBLIC LAND CREATOR

1,675 Land Acquisitions = 212,195 acres since 1982

Pheasants Forever & Quail Forever chapters put a priority on acquiring lands for public use. Land acquisition projects are completed in conjunction with local, state, and federal agencies.



PATH TO THE UPLANDS

Pheasants Forever and Quail Forever's Path to the Uplands initiatives cultivate generations of informed and engaged hunter conservationists through a combination of authentic experiences, skill-based training events and strategic partnerships. We're committed to sharing outdoor traditions and an appreciation for wild places and the wildlife that live there. We do that through engaging traditional, new and diverse audiences of all ages. Inspiring them to find their individual "Path to the Uplands."

- 1,500 annual events with over 150,000 participants:
- Learn to Hunt and Learn to Shoot events
- Hands-On Habitat Education Projects
- Hunter Mentor Training
- Women on the Wing Initiative
- Journey to Conservation Careers
- Milkweed in the Classroom

Our Mission:

Pheasants Forever & Quail Forever's mission is to conserve pheasants, quail, and other wildlife through habitat improvements, public access, education, and conservation advocacy.

Our habitat mission leads to more wild birds during hunting season, creates public lands for all Americans, generates critical habitat for pollinators and monarch butterflies, improves water quality and protects soil.

Pheasants Forever & Quail Forever's

MEMBERSHIP & AUDIENCE

We are proud to represent the largest community of upland hunters, bird dog owners and wildlife habitat conservationists in North America. Bringing all of our channels together, we reach a passionate upland audience.



125,000
Pheasants Forever
and Quail Forever
Members!

91%
of PF&QF
Members Hunt



Pheasants Forever Membership

- » Audience Size:
112,000 dues paying members
- » Median Age:
61
- » Average Household Income:
\$113K
- » Key Attributes
 - Own Dogs
 - Midwest Strong
 - Own land & do habitat projects on their property
 - Travel to bird hunt



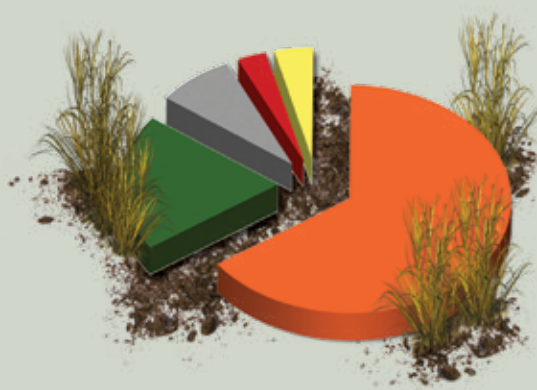
Quail Forever Membership

- » Audience Size:
18,000 dues paying members
- » Median Age:
60
- » Average Household Income:
\$119K
- » Key Attributes
 - Own Dogs
 - Great Plains & Southeast
 - Own land
 - Love quail and avid hunters



PF/QF Digital Followers

- » Audience Size:
425,000 followers
- » Median Age:
39
- » Average Household Income:
\$96,000
- » Key Attributes
 - Own Dogs
 - Midwest strong with western quail surge
 - Public Lands Proud
 - DIY hunters

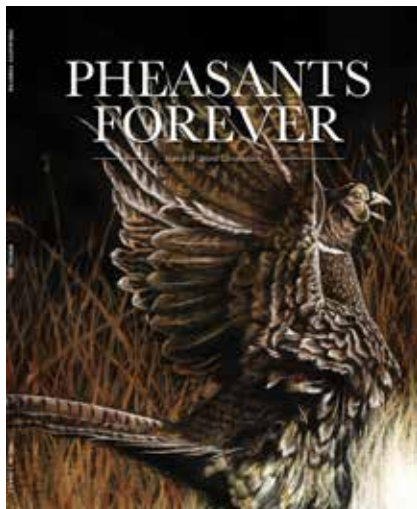


TOP PROGRAM EXPENDITURES

- 69% Habitat Development
- 18% Land Acquisition
- 7% Public Awareness
- 5% Education & Outreach
- 1% Habitat Equipment

Spring Issue – 2022 (MAILS MID FEBRUARY)

THE HABITAT ISSUE



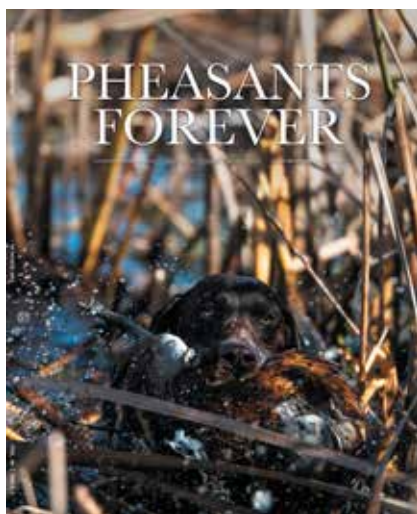
FOCUS: Pheasants Forever is The Habitat Organization. Everything we do every day — and that means employees, volunteers, chapter leaders, partners, staff, donors — comes down to conserving and improving the upland habitat that remains on the landscape ... *and creating more of it.* Here's how it all gets done.

Editorial Highlights

- Habitat, Macro to Micro: How 3 Pheasant Lovers Manage Their Land
- Managing Public Land Habitat: Profiles and Practices
- The “Unknown” Forever: Meet Habitat Forever
- Prairie Invasives to Know and Beat
- Chapter Champions for Habitat: 3 Profiles
- Hands-On Habitat: Small Projects with Big Upland Impact
- Pheasants Forever Annual Report
- Pheasants Forever Celebrates 40 Years

Summer Issue – 2022 (MAILS EARLY MAY)

THE BIRD DOG ISSUE



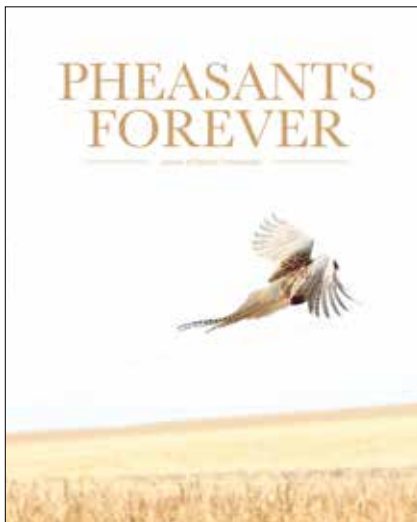
FOCUS: In a much-anticipated annual tradition for readers, the popular Bird Dog Issue continues in 2022. It is a celebration of those beloved creatures that bring us full circle, tying family and hunting to habitat as well as our very souls.

Editorial Highlights

- Could Not Believe It: Bird Dog Essays
- Avoiding The Big 11 Bird Dog Hazards
- Pheasant Dog Gallery: Pointers, Flushers
- 5 Bird Dog Breeds You Don't Know (Much) About
- Paws Down: How to Care for Your Canine's Feet
- Magnificent Machine: Anatomy of a Bird Dog's Nose
- Rescued: Lucky Bird Dogs
- Supplements: Do They Work?

Fall Issue – 2022 (MAILS EARLY OCTOBER)

THE PHEASANT HUNTING ISSUE



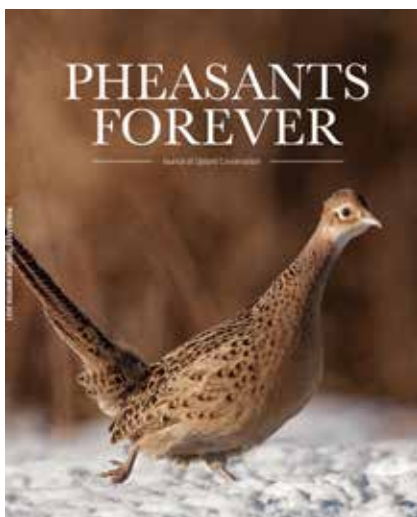
FOCUS: Hunting the magnificent ring-necked pheasant in beautiful upland places is one of the rewards of all the work PF members do and all the money they donate. So let's go pheasant hunting — strategies and tips for success, and why we love it so.

Editorial Highlights

- Opening Day Traditions
- Sleepers: 5 Rooster Regions Not on the Beaten Path
- Stealth Pheasants: Hunt Under Their Radar
- Whatever Happened to Small Game Hunting
- Special Chapter Hunt Feature
- Pheasant Country Ridealong with a CO
- Happy Hour Roosters
- Famous Pheasant Hunters of Old: A Picture Gallery

Winter Issue – 2023 (MAILS EARLY DECEMBER)

HUNTING HERITAGE ISSUE



Focus: PF works to grow more than habitat. Extensive studies make it extremely clear: Hunters foot the lion's share of the conservation bill in North America. What can you do as a conservationist to create new hunters of every age and background?

Editorial Highlights

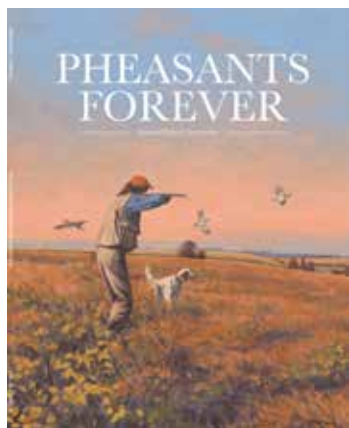
- Hunting Heritage Heroes: Profiles of PF Chapters, Volunteers, Partners
- Journeys: Upland Hunters Who Didn't Know they Would Be
- Getting Mobile: Disabled Hunters Take to the Uplands
- Smart Start: 5 Ideas for Starting Out a New Upland Hunter
- 3 Ways to Get Involved: Start a Chapter, Volunteer, Adopt a Project
- First Bird Essays
- Call of the Uplands® Report and Call to Action
- Pheasant Fest 2023 Preview



www.PheasantsForever.org



Our special Upland Bird Hunting **SUPER Issue** is delivered to the full memberships of both Pheasants Forever AND Quail Forever, making it the single largest bird hunting publication focused on America's uplands!



FOCUS: Time does not stop. We inspire upland hunters to just *go do it now*. The world's biggest (by pages and by circulation) and best upland-only publication returns in 2022 with fresh looks at the where-to, how-to and why-we-do-it that have defined the combined Pheasants Forever and Quail Forever *Super Issue* since its inception.

Editorial Highlights

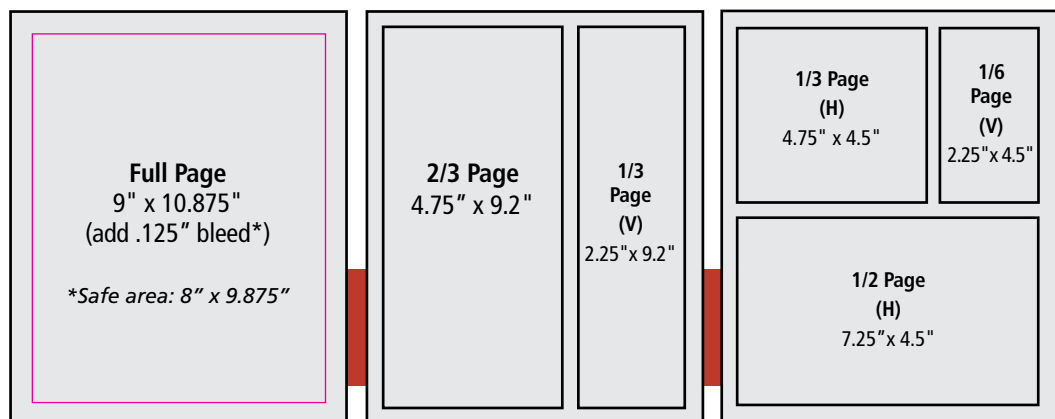
- Blast & Blast Adventure: Waterfowl and Uplands
- Cast & Blast Adventure: Trout and Birds
- Why "My" Bird Is Best: 10 Hunters' Quick Hitters
- Quail Collection: Hunting Each Species
- Tales from the Tallgrass: Autumn on the Pheasant Road
- 4 Pack-In Backcountry Upland Hunts
- Complete Guide to Camping with Bird Dogs
- Upland Gear Guide 2022: Traveling with Bird Dogs
- Game Bag Dump: What We Carry
- Plus the 2022 Shotgun Showcase!



Rates & Ad Specs

PHEASANTS FOREVER AND QUAIL FOREVER

*NEW for 2022. Pheasants Forever and Quail Forever Journals will have the same page dimensions. Minimum ad size is 1/6 page



File Submission

- Mail CD/DVD to: Pheasants Forever, inc. Attn: Magazine Department
1783 Buerkle Circle, Saint Paul, MN 55110
- Email: gcliff@pheasantsforever.org (25 MB max) or send files via a file transfer system.

*Send files as press quality pdfs (300 dpi CMYK color mode)



Buy QF Journal advertising and receive a 15% discount on your PF Journal for the same issue!

PF RATES

	1X	3X	5X
Cover 2 & 3	\$6650	\$6300	\$5930
Cover 4	\$7030	\$6760	\$6430
Full Page	\$5900	\$5580	\$5090
2/3	\$4980	\$4650	\$4340
1/2	\$4270	\$3660	\$3400
1/3	\$3190	\$3010	\$2700
1/6	\$1460	\$1240	\$1030

QF RATES

	1X	4X
Cover 2 & 3	\$2695	\$2420
Cover 4	\$3025	\$2750
Full Page	\$2145	\$1960
2/3	\$1760	\$1610
1/2	\$1400	\$1265
1/3	\$1070	\$980
1/6	\$715	\$655

TERMS

Invoices net 30 days on approved credit. All others cash with copy, 2% discount for cash. **Cancellations cannot be accepted after closing date.** All copy and photos are subject to approval. Pheasants Forever, Inc. reserves the right to refuse material not consistent with publisher's quality standards.

Up to 112,000 adult dues-paying members of Pheasants Forever receive each issue

With "pass along" readership of 2.5; each issue generates 280,000 unique impressions!

Up to 18,000 adult dues-paying members of Quail Forever receive each issue

With "pass along" readership of 2.5; each issue generates 45,000 unique impressions!

PF ISSUE	Ad Space Close	Materials Due*	Mail Date	QF ISSUE	Ad Space Close	Materials Due*	Mail Date
Spring 2022	12/15/2021	12/29/2021	2/16/2022	Spring 2022	1/6/2022	2/9/2022	3/23/2022
Summer 2022	3/2/2022	3/16/2022	5/4/2022	Summer 2022	4/27/2022	5/8/2022	6/22/2022
*SUPER ISSUE 2022	6/8/2022	6/22/2022	8/3/2022	*SUPER ISSUE 2021	6/8/2022	6/22/2022	8/3/2022
Fall 2022	8/10/2022	8/24/2022	10/5/2022	Fall 2022	7/6/2022	7/20/2022	9/7/2022
Winter 2023	10/5/2022	10/19/2022	12/2/2022	Winter 2023	11/2/2022	11/24/2022	12/30/2022

*SUPER issue is mailed to entire Pheasants Forever and Quail Forever memberships. See PF above for SUPER issue pricing based upon Pheasants Forever rates.

Spring Issue - 2022 (MAILS MID MARCH)

THE HABITAT ISSUE



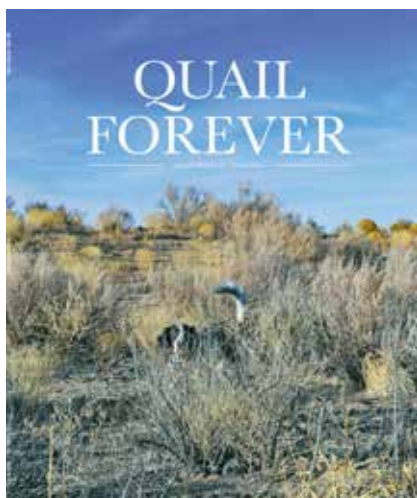
FOCUS: Quail Forever is The Habitat Organization. Everything we do every day — and that means employees, volunteers, chapter leaders, partners, staff, donors — comes down to conserving and improving the upland habitat that remains on the landscape ... *and creating more of it.* Here's how it all gets done.

Editorial Highlights

- Bobwhites in the East: How Changing Land-Use Practices Have Affected Western Quail, and How We Can Reverse It.
- The National Grasslands Story
- Prescribed Fire and the Prairie Ecosystem
- The Southeastern Grasslands Initiative: What It Is and Why It's Important
- Public-Land Conservation Heroes
- Back from the Brink: Restoring Masked Bobwhite in Arizona
- Bobs, Butterflies, and Horny Toads: The Habitat Link Between Quail and Other Species
- Quail Forever Annual Report

Summer Issue - 2022 (MAILS MID JUNE)

THE BIRD DOG ISSUE



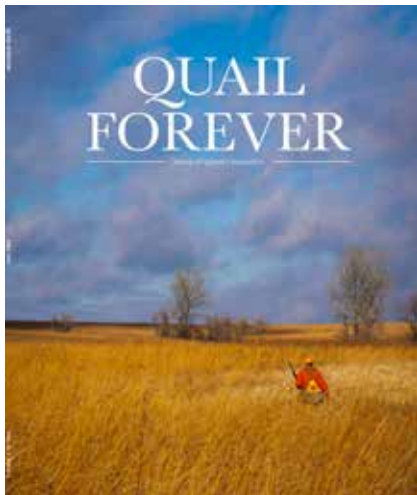
FOCUS: You can't have birds without bird dogs, and in this much-anticipated annual issue our four-legged best friends take center stage. From nutrition to training to gear to culture, it's all covered.

Editorial Highlights

- Keeping Bird Dogs in the City: A Survival Guide
- The Fine Art of the Bird Dog
- Inside Dog/Outside Dog: Is One Better Than the Other?
- Back to Basics: Starting a Dog Off the Right Way
- Tradition versus Trend: Quail Dogs Then and Now
- Deconstructed: What These Top Trainers Carry in the Field
- Essays: Dogs That Left Us Too Soon

Fall Issue – 2022 (MAILS EARLY SEPTEMBER)

THE HUNTING ADVENTURE ISSUE



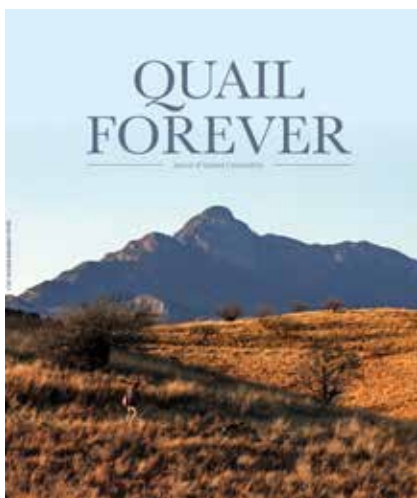
FOCUS: Our six native quail species span the country, and more than any other gamebird offer unequalled opportunity for adventure no matter the species or region. This issue celebrates these unique birds, unique places, and unique hunts, no matter where you live, hunt, or dream.

Editorial Highlights

- Hunting the Bootheel: Getting Enchanted in SE New Mexico
- In Search of the Elusive Southeastern Public-Land Quail: A Road Trip
- Solitude and Sandhills: A Grasslands Odyssey
- California Dreamin': Sun and Fun on a West Coast Quail Adventure
- In the Heart of the Country: Mid-West Bobs on a Budget
- Off the Beaten Path: Tips, Tricks, and Gear for Hunting Quail in the Backcountry

Winter Issue – 2023 (MAILS LATE DECEMBER)

THE WORDS ISSUE



Focus: Upland hunting — and especially quail hunting — has a strong literary tradition. Nothing brings out our inner muse more than the bewitching tug of hunting season in the uplands, and this issue celebrates that storied connection with an evocative celebration of the “why” of the hunt. Stories to make you laugh, stories to make you cry, and stories to make you think.

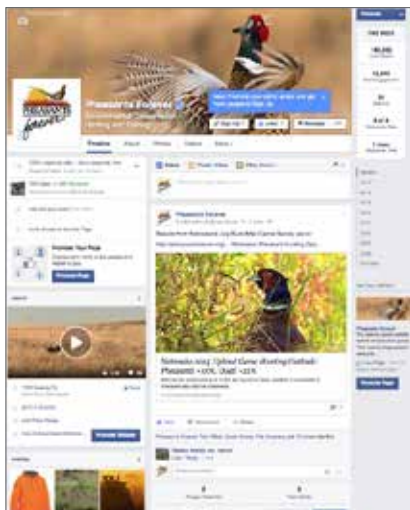
Editorial Highlights

- You Never Forget the First Time: Reflections on the Beginnings of an Obsession
- Coming Into the Country: Loving the Uplands Through Non-Traditional Eyes
- Journeys: The Evolution of a Hunter
- Prologue, Epilogue, Future: Some Thoughts on Where Quail Hunting is Going
- When it all Goes Wrong, and When it all Goes Right: Stories of Success, Failure, Dogs, and Birds
- Where Incompetence and Enthusiasm Meet: The Misadventures of a Mediocre Bird Hunter
- Dogs that Still Haunt Us



www.QuailForever.org



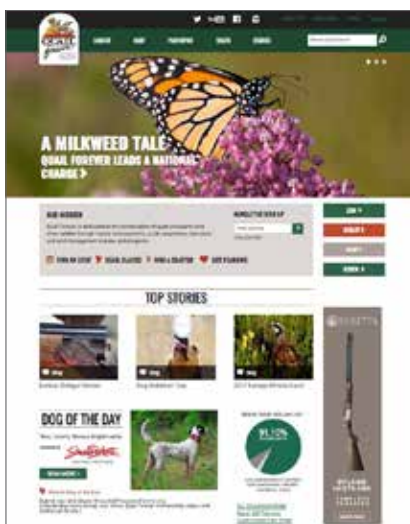


Banner ads:

- All ads will be ROS
- Minimum buy of \$1,500
- Image sizes: 300x250, 160x600, 320x100
- Accepted Formats: JPG, PNG, GIF (no animated GIFs or flash files) at 120KB or less
- URL Links: All ads will be linked to a live and appropriate message-related URL. Ads with broken or inactive URLs will be removed



Exclusive e-mail blast:

- Reach an exclusive audience of over 85,000 PF & QF e-mail subscribers. This is the perfect opportunity for a content driven e-mail blast encouraging our audience to engage with your business.
- Exclusive emails are limited to two partner-driven emails per month to ensure your company's message stands out.
- **January – December: \$6,000**



Social Media Promotions:

- Get connected with our audience through custom social media promotions and contests. Our social media audience is highly engaged with our content. We will work with you to create a custom program that fits our content calendar and your business for the best results.

Social Media:	facebook	twitter	Instagram	*TOTALS
	221,000	45,100	77,000	343,100
	30,000	23,600	25,200	78,800
*Totals as of August 2021				421,900





Become an "Official" National Sponsor of Pheasants Forever and Quail Forever while providing your business with a unique opportunity to reach our members, social media followers, event attendees, and supporters in an authentic voice.

We've partnered with an exclusive group of corporate leaders who both care about our habitat mission and recognize Pheasants Forever and Quail Forever as a marketing channel to reach customers and deliver a return on their investment with the organization. As a non-profit conservation group, our mission is habitat, while our member's motivation is bird hunting.

We would love to discuss options with you to learn how your business would fit perfectly into this respected group of corporations as our "Official" partner. This will, in turn, showcase your commitment to conservation and environmental sustainability.

A national sponsorship of the organization also includes:

- Ability to use the Pheasants Forever and Quail Forever logo in marketing material highlighting the partnership with our organization.
- Logo and link in the footer of both the Pheasants Forever and Quail Forever homepages in the National Sponsors section.
- Acknowledgment as a National Sponsor in the Pheasants Forever and Quail Forever magazine annual report issues.
- Logo recognition on Pheasants Forever and Quail Forever banquet covers, banquet tickets, underwriting booklet, and membership applications.
- Logo recognition in Forever Outdoors youth magazine as National Sponsor.
- Your business supported through Pheasants Forever and Quail Forever social media platforms (Facebook, Twitter and Instagram).

Let us customize a National Sponsorship to fit your needs. To become a National Corporate Partner, please contact Chris Kalis, Director of Corporate Partnerships for Pheasants Forever & Quail Forever at: ckalis@pheasantsforever.org or (651) 209-4956.



www.PheasantsForever.org | www.QuailForever.org



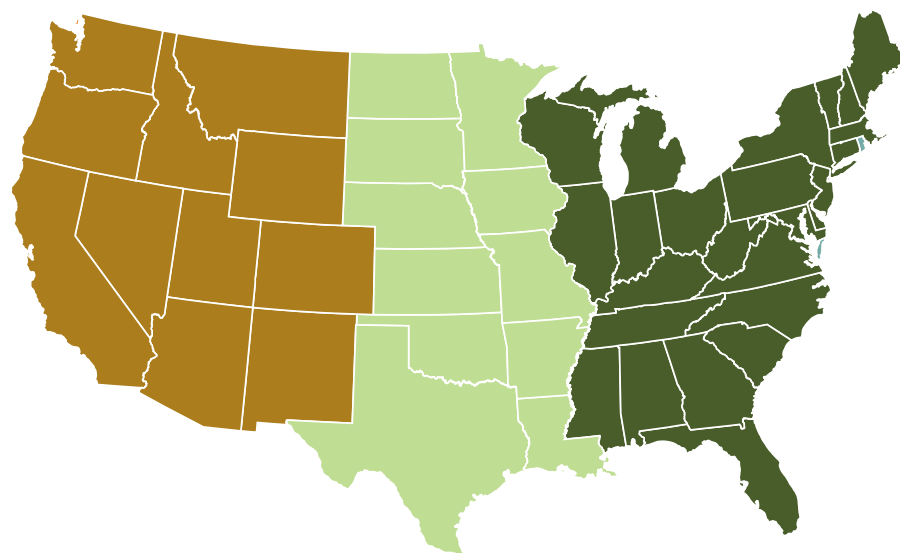


From vast golden prairies that stretch across the continent to quiet pine forests that make the world disappear, every wild place holds a promise—a chance to escape, to reconnect, to come alive. These lands are part of who we are: a gift from past generations of dedicated hunters and conservationists, inscribed with memories and promising new adventures.

Unfortunately, all across North America our cherished uplands are rapidly disappearing. In just the last decade, America has experienced the loss of more than 50 million acres of grasslands, savannas, and sagebrush—an area the size of Kansas. The decline in this upland habitat has resulted in the precipitous drops in populations of bobwhite quail, pheasants, sage grouse, monarch butterflies, honeybees, and the entire collection of associated upland wildlife.

In February 2021, Pheasants Forever and Quail Forever took a stand by launching *Call of the Uplands*. It's our organization's largest effort in our 40-year history to turn the tide for the uplands.

Upland Focal Landscape Goals:



Western Landscapes (Deserts, Plateau/Steppe, and Prairies)

HABITAT
2,400,000 acres impacted

EDUCATION & OUTREACH
48,300 participants

Eastern Landscapes (Mixed Forest, Pines, and Prairies)

HABITAT
910,000 acres impacted

EDUCATION & OUTREACH
325,100 participants

Central Landscapes (Great Plains, Mixed Forests, and Prairies)

HABITAT
5,800,000 acres impacted

EDUCATION & OUTREACH
1,127,900 participants



CAMPAIGN PILLARS



Habitat:

We will create a mosaic of high-quality habitat, establishing or **improving 9 million acres nationwide and permanently protecting 75,000 acres** through fee-title acquisition and conservation easements.



Education & Outreach:

We will reach 1.5 million participants with new and expanded education and outreach programs to engage them in outdoor recreation, shooting sports, hunting and habitat conservation.



Advocacy:

We will leverage the full strength of our organization—because every supporter has a vital part to play. In the coming years, we will ensure that we have a proactive presence on Capitol Hill, making conservation a key part of our national dialogue.

Our corporate partners can **ANSWER THE CALL** of the uplands in a variety of ways.

Let us design a “blended” partnership package that helps your business accomplish multiple goals; including habitat improvements, more hunters in the field, and marketing assets to help tell your story to the masses.

We have relationships with Purina, John Deere, Cotton Inc., National Sorghum Checkoff Program, ALPS OutdoorZ, Bass Pro Shops & Cabelas, Hayden Outdoors, and many others that fit this “blended” approach of on-the-ground and marketing deliverables.

Contact Chris Kalis, Director of Corporate Partnerships, at **651.209.4956** or **ckalis@pheasantsforever.org** for more details on structuring a partnership to help us deliver our *Call of the Uplands* goals.



www.PheasantsForever.org | www.QuailForever.org



National Pheasant Fest & Quail Classic

SPONSORSHIP / EXHIBITOR



FEDERAL 

March 11-13, 2022
CHI Health Center
Omaha, Nebraska

Our signature event is a consumer show focused on upland game bird hunting, dog training, and wildlife habitat management. In connection with the show, Pheasants Forever and Quail Forever will hold seminars on habitat improvement, upland hunting, shooting sports, wild game cooking, dog training, and conservation. The event is held over a three-day weekend in a different city annually. **Attendance ranges from 25,000 to 30,000 attendees.**

- Be one of the companies to showcase your products and services during the nation's largest event for upland hunters, bird dog owners and wildlife conservationists.

Go beyond logo placement and exhibit space through custom integrated sponsorships. Build lasting relationships with attendees by investing in their Pheasant Fest & Quail Classic experience. We are experts at building custom programs that launch products and build brands. Exciting opportunities await companies like yours. Let us help you make the most of your sponsorship.

» Sponsorships from \$6,000+

» Booth Spaces from \$950+

For booth reservations or sponsorship opportunities, please contact Gerry Cliff, Pheasants Forever & Quail Forever Corporate Sales Rep. at: gcliff@pheasantsforever.org or (651) 209-4954.



WILD GAME COOKING



BIRD DOG BONANZA



YOUTH VILLAGE



PUBLIC LANDS PAVILION



POLLINATOR PLAZA



HABITAT HELP ROOM



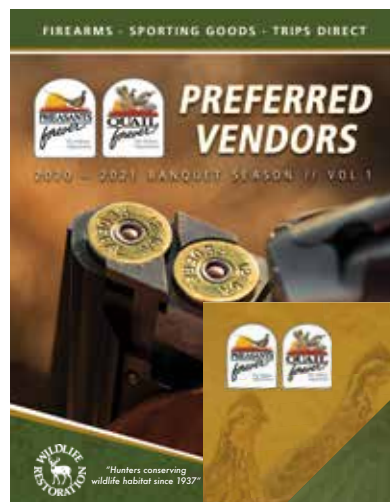
www.PheasantsForever.org | www.QuailForever.org



Pheasants Forever is an effective and efficient organization with a solid reputation with landowners, lawmakers, and hunters alike. At the core of our identity is a unique system of fundraising and project development empowering our local chapter volunteers with 100% control of their locally raised conservation funds. The result of this unique model is an incredibly strong bond between our organization, our chapters, and the local communities where they are based. We offer a wide array of opportunities to engage with our 560 Pheasants Forever chapters and our 194 Quail Forever chapters and are happy to customize a marketing package that fits your needs.

Options Include:

- Preferred Vendor
- Trips Direct
- Hunting Heritage
- Banquet Package
- Women on the Wing Events
- Women Caring for the Land Events
- Learn to Hunt Events
- And many other customizable options



Purina Pro Plan®

Is pleased to provide you with a Purina® branded special premium item (valued around \$45) for your fundraising purposes along with Purina Pro Plan samples. *Performance Sport dog food samples will now be automatically ordered through your CORE Banquet Package order (includes 100 6 oz. samples).*



SoundGear®

Is offering 2 Promo Cards for an online purchase of ONE pair of SoundGear Instant Fit electronic hearing protection devices for 40% off to (2) lucky winners.



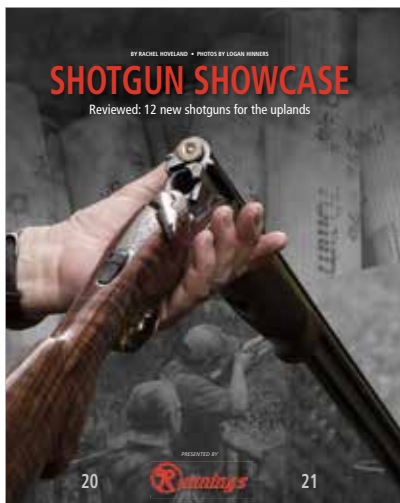
Thorogood®

Thorogood® is pleased to provide you with 10 decks of branded playing cards (PF or QF) for all of your game and raffle needs at your event. The 10 decks will include two decks of five different colors.



www.PheasantsForever.org | www.QuailForever.org





Pheasants Forever and Quail Forever employees, members, and partners conduct a field test of the latest shotgun models launched by major brands in North America and Europe. Based on feedback, we develop a feature story on the guns.

Features:

- Logo recognition in the Upland Super Issue in addition to a Full Page ad
- Logo included on marketing materials, digital assets and video support of the event
- Website wallpaper ad on the Shotgun Showcase website
- Full social media coverage
- Digital ads linking back to your business

» Title Sponsorship is available for \$20,000 annually or Participating Partnership for \$10,000



Join us in celebrating the bird dogs we love during April 2022.

A bird dog-centric membership drive will anchor the campaign as our online content and social media will be focused on the connection between bird hunters, their dogs, and quality habitat.

Features:

- Photos and videos with your products in use
- Gear reviews in blogs
- Social Media tagging
- Access to all assets for your business use

Total Reach:

More than one million impressions in front of our 420,000 Pheasants Forever & Quail Forever social followers on Facebook, Instagram, Twitter, email, and website.

» Partners include Orvis, Ruff Land Kennels, SportDOG BRAND, and NAVHDA





As America's population continues to grow, participation in hunting continues to decline, resulting in less funding for wildlife conservation and a smaller percentage of the overall population to support it. The general population is more disconnected from the land and less aware of the challenges facing wild places and the wildlife that live there. In essence, we and what we care about is becoming less relevant.

PF and QF's Education & Outreach initiatives are dedicated to working with volunteers, chapters and partners to share our hunting heritage, passion for the outdoors, and appreciation for wildlife habitat with men and women, young and old.

We offer a wide array of event and marketing opportunities for companies to engage with these audiences; including:

- Path to the Uplands
- Pollinator Week
- Women on the Wing
- Landowner Outreach
- Military and Veteran Events
- Field Blog Series



The Rooster Road Trip is the organization's longest running digital promotion (started in 2010). The weeklong event shares real-time experiences online through daily blog posts, photographs, videos, and podcasts. Through this content, the Pheasants Forever team demonstrates the importance of hunters, conservationists and public lands advocates joining the ranks of Pheasants Forever and those members' influence in creating and improving the nation's access to those public uplands. Public land habitat work ranks high among the motives for Pheasants Forever members to be involved with the organization, and since forming in 1982, Pheasants Forever has helped permanently conserve more than 200,000 acres through land acquisition projects. Those acres are now open to all Americans.

Over one week's time, Rooster Road Trip generates 1 Million impressions through the organization's social media platforms and has become a signature event of the hunting season for the 420,000 people following the organization's social media channels.

» Category sponsorships are \$15,000 annually



www.PheasantsForever.org | www.QuailForever.org



Pheasants Forever and Quail Forever are proud to offer video production opportunities for select corporate partners. Working together, we can develop a video product to meet your business goals while authentically resonating with the largest audience of upland hunters and conservationists in America.

Potential opportunities include:

- **This Land is Now Your Land:** A multi-year video project highlighting the organization's efforts to create public hunting access. This unique story will follow an acquisition project from beginning to end (conceptualization/purchasing to habitat restoration and hunting).
- **Reconnecting Roots:** This is a story about reconnecting with one's history and the land where they grew up. Amidst the steep hills and brush choked draws, the film will follow Pheasants Forever's Aaron Black-Schmidt as he and his father stomp the hills of his childhood again, reconnecting with old allies and new friends while exposing the rich variety of upland bird hunting that central Washington has to offer.
- **The Sandhills' Backcountry Birds:** Home to the largest remaining stands of native midgrass and tallgrass prairie, the largest sand dune formations in the Western Hemisphere, and a healthy population of sharp-tailed grouse; Nebraska's Sandhills are the perfect backdrop for an adventurous public lands backcountry bird camp.
- **No Country for Old Hunters:** This rugged border country is steeped in history, lore, and isolation. It's also full of quail, at one of the largest, most isolated tracts of public land in Texas. Birds here are earned with boot leather, shredded tires, and sore legs in one of the most imposing and ruggedly beautiful landscapes in North America.
- **National Grasslands, National Treasure:** Created in the aftermath of the Dust Bowl from thousands of broken-dream farmsteads, the Comanche National Grasslands now provide thousands of acres of scaled quail habitat where once there was only windblown disaster.

» If interested, please inquire for more details or to see our full list of video opportunities



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THE SOUNDTRACK OF THE UPLANDS



Welcome to the On the Wing Podcast with Pheasants Forever & Quail Forever. On the Wing is your destination for conversations about upland bird hunting, wildlife habitat, public lands, bird dogs, wild game cooking and epic adventures in search of pheasants, quail and grouse. Hosted by Bob St.Pierre, the organization's Chief Marketing & Communications Officer and a long long-time Twin Cities radio personality, the show is conversational, fun, and inspiring. We produce an average of 40 episodes annually with a strong and growing listenership.

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Ep. 71 SC Bobwhite Quail & Boykin Spaniels



Ep. 70 PF & QF's Howard Vincent



Ep. 67 Intro to e-collars with Josh Miller



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