



2023

Editorial Calendar
with Advertising & Partner Opportunities



HABITAT CONSERVATION

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

22
MILLION

Historical Acres Improved

567
THOUSAND

Historical Habitat Projects

7
THOUSAND

Habitat Projects in 2022

\$1.2
BILLION

Historical Program Expenditures

PUBLIC LAND CREATOR

1,725 Land Acquisitions = **218,591** acres since 1982



Pheasants Forever and 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 and 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 and Quail Forever's

MEMBERSHIP & AUDIENCE

Pheasants Forever and Quail Forever make up the nation's largest nonprofit organization dedicated to upland habitat conservation. This community of more than 400,000 members, supporters and partners is dedicated to the protection of our uplands!

135,825

Pheasants Forever
and Quail Forever
Members!

800,000

Total audience through
all PF & QF marketing
and media channels!



Pheasants Forever Membership

» Audience Size:

116,500 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:

18,500 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



66%

Habitat Restoration
& Enhancement



24%

Permanent
Land Protection



7%

Public Awareness,
Education & Outreach

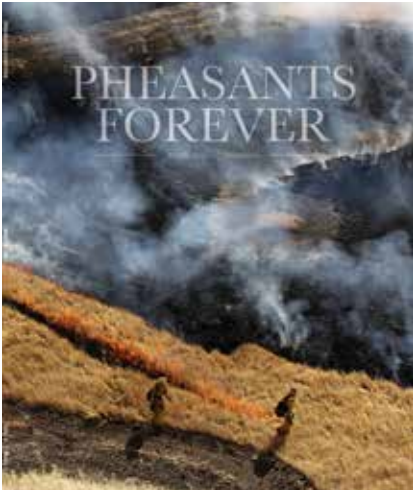


3%

Chapter, Volunteer
& Member Services

Spring Issue — 2023 (MAILS LATE MARCH)

THE CALL OF THE UPLANDS®



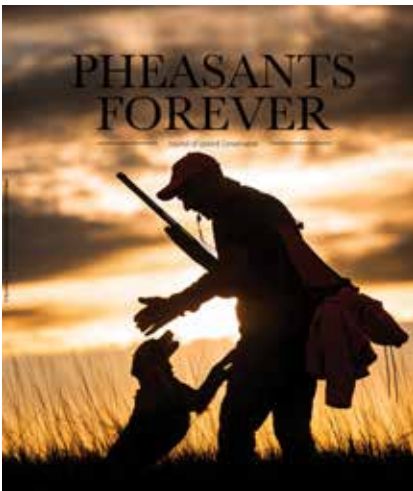
FOCUS: With Pheasants Forever's monumental Call of the Uplands campaign complete, we will report on its results — not just for funds raised, but for mission delivered in the forms of upland wildlife habitat, public access and hunting heritage. The call continues with a collection of features on, what else, habitat creation and conservation.

Editorial Highlights

- History Made: Call of the Uplands Campaign Wrap-Up
- Aldo Leopold, the Land Ethic and the Call of the Uplands
- Call of the Uplands Sampler: 13 Habitat Projects
- Chapter Champions for Habitat: 3 Profiles
- Prairie Invasives to Know and Beat
- Pheasants Forever Annual Report
- Chapter Hunt: North Dakota
- Know Your Pheasant Nesting Habitat

Summer Issue — 2023 (MAILS EARLY MAY)

THE BIRD DOG ISSUE



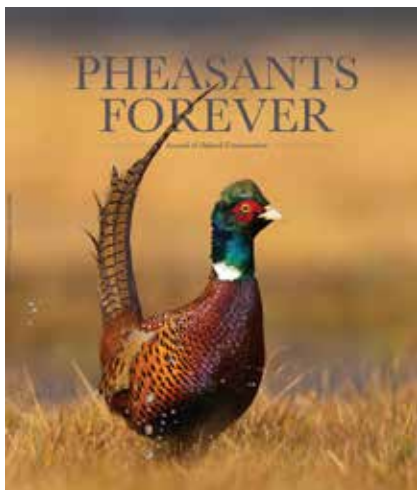
FOCUS: In a much-anticipated annual tradition for readers, the popular Bird Dog Issue continues in 2023. These pages celebrate those beloved creatures that bring us full circle, tying family and hunting to habitat ... and our very souls.

Editorial Highlights

- Why My Breed is Best for Pheasants: 10 Quick Hitters, No Apologies
- Avoiding The Big 11 Bird Dog Hazards
- Top 3 Commands for Upland Dogs
- Transitions: When to Get a New Bird Dog
- How to Release Your Dog from Traps
- Understanding the Field Trial / Hunt Test Alphabet Soup
- Photo Gallery: Bugs and Blooms
- Chapter Hunt: Iowa

Fall Issue — 2023 (MAILS EARLY OCTOBER)

THE PHEASANT HUNTING ISSUE



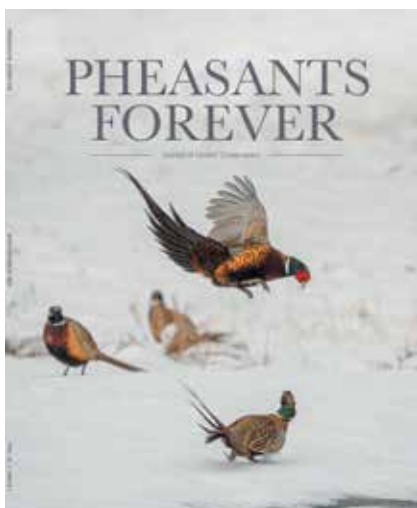
FOCUS: Hunting the magnificent ring-necked pheasant in beautiful upland places is one of the rewards of all the work PF members do and all the money they donate. So let's go pheasant hunting — strategies and tips for success, and why we love it so.

Editorial Highlights

- Meet the 7 Kinds of Pheasant Hunters: A Caricature Collection
- Famous Pheasant Hunters of Old: A Picture Gallery
- Whatever Happened to Small Game Hunting
- Use the Whole Bird: Thighs, GIBLETS and Carcass
- Pheasant Hunting How-To: Happy Hour Roosters and More
- Kindred Spirits: Trout and Roosters and Habitat
- Sharing the Fields: Don't Be "That Guy"
- Chapter Hunt: Michigan

Winter Issue — 2024 (MAILS EARLY DECEMBER)

GRASSLANDS MISSION



FOCUS: Habitat is the core of the Pheasants Forever mission. But we can ratchet down even further from there ... even beyond the descriptor uplands ... to one word: grasslands. Our winter issue themes around grasslands — their imperiled nature, how to save them and nurture them, and what Pheasants Forever is doing for them.

Editorial Highlights

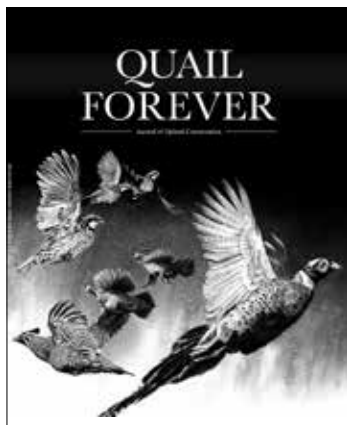
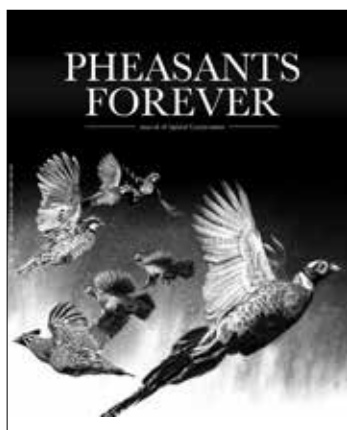
- Know Your Prairie Grasses
- PF Prairie Project Profiles and Properties
- Fire Is Good: Keeping Grasslands Young
- Make a Mini Grassland
- National Grasslands: 13 Gems in Pictures
- Pheasant Habitat is So Much More
- Farmer of the Year: Lands Can Work and Have Wildlife
- Winter Pheasant Hunting Stories



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: Forever gone are the days when a hunter has his or her run of the countryside. If you don't own land (most of us) and aren't "connected," (most of the rest of us), you hunt public. Public access is key to the Pheasants Forever and Quail Forever mission, and we celebrate hunting public land in our annual Super Issue.

Editorial Highlights

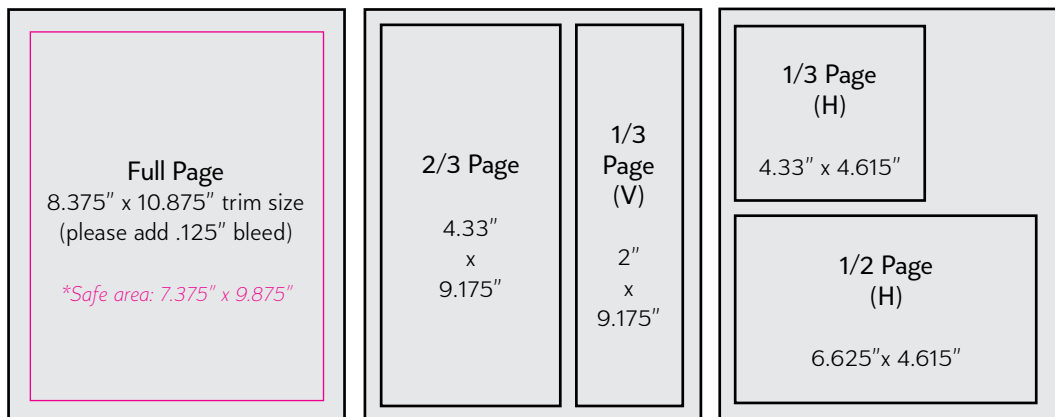
- Bird Camp: 5 Profile Essays
- Why "My" Bird Is Best: 10 Hunters' Quick Hitters
- Grouse Adventures: Forest and Prairie
- Meet the Chukar Chasers
- Pheasants for Quail Hunters, Quail for Pheasant Hunters
- Cast & Blast Adventure
- Upland Gear Guide 2022: Upland Vests
- 2023 Shotgun Showcase



Rates & Ad Specs

PHEASANTS FOREVER AND QUAIL FOREVER

***NEW for 2023.** Pheasants Forever and Quail Forever Journals will have the same page dimensions. Minimum ad size is 1/3 page.



File Submission

- 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) with bleed marks.*

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

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

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 116,500 adult dues-paying members of Pheasants Forever receive each issue

With "pass along" readership of 2.5; each issue generates 291,000 unique impressions!

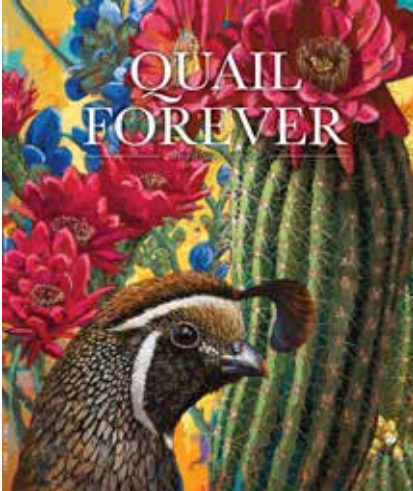
Up to 18,500 adult dues-paying members of Quail Forever receive each issue

With "pass along" readership of 2.5; each issue generates 46,000 unique impressions!

PF ISSUE	Ad Space Close	Materials Due*	Mail Date	QF ISSUE	Ad Space Close	Materials Due*	Mail Date
Spring 2023	1/25/2023	2/8/2023	3/23/2023	Spring 2023	2/8/2023	2/22/2023	3/29/2023
Summer 2023	3/7/2023	3/21/2023	5/9/2023	Summer 2023	4/20/2023	5/4/2023	6/8/2023
*SUPER ISSUE 2023	6/1/2023	6/15/2023	8/3/2023	*SUPER issue is mailed to entire Pheasants Forever and Quail Forever memberships. See PF above for SUPER issue pricing based upon Pheasants Forever rates.			
Fall 2023	8/2/2023	8/16/2023	10/4/2023	Fall 2023	7/5/2023	7/19/2023	8/23/2023
Winter 2024	10/2/2023	10/16/2023	12/4/2023	Winter 2024	11/1/2023	11/15/2023	12/20/2023

Spring Issue — 2023 (MAILS MID FEBRUARY)

THE ACCOMPLISHMENT ISSUE



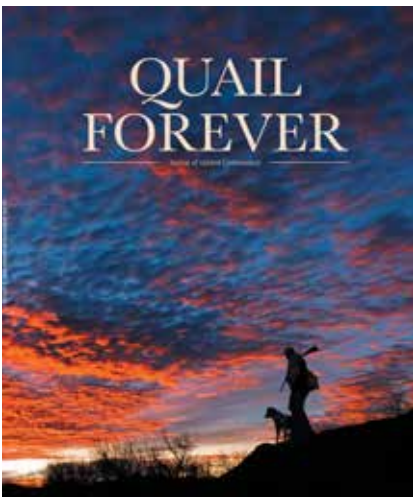
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- Aldo Leopold, the Land Ethic and the Call of the Uplands
- Call of the Uplands Sampler: 10 Habitat Projects
- Chapter Champions for Habitat: 3 Profiles
- Prescribed Fire on the Landscape
- Quail Forever Annual Report

Summer Issue — 2023 (MAILS MID JUNE)

THE ANTICIPATION ISSUE



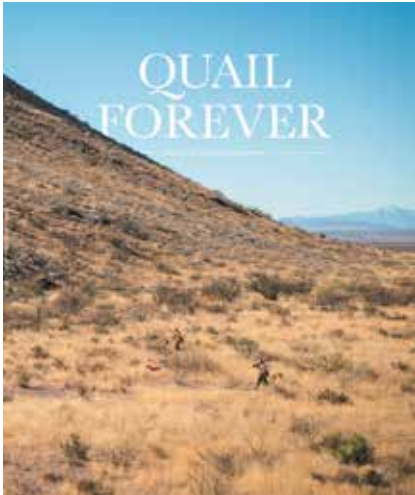
FOCUS: Nothing says anticipation of fall like summer dreaming of future adventures afield, and this issue highlights the preparation and planning we all make before the season starts. From bird dogs to destination planning to habitat projects, the Anticipation issue is all about getting ready.

Editorial Highlights

- To the Rescue: Non-traditional Bird Dogs
- Traveling With Dogs: A Primer
- Planning a Hunting Road Trip On a Budget
- Point/Counterpoint: Why My Region is the Best for Quail
- Quail Hunting Advice I Wish Someone Had Told Me
- Summer Habitat Makes Fall Quail

Fall Issue — 2023 (MAILS MID SEPTEMBER)

THE ADVENTURE ISSUE



FOCUS: With six native species that span the nation from coast to coast, quail are the ultimate bucket-list destination. Nothing speaks to our desire to “get out there” than following dogs across the storied landscape of the American uplands. This issue is a celebration of the many ways in which the pursuit of quail is the pursuit of adventure itself.

Editorial Highlights

- Mountains and Valleys: Hunting the Left Coast Quail
- Mixers and Mash-Ups: Mixed-Bag Quail Hunting Destinations
- Anatomy of a Covey: The Science Behind the Behavior
- Plains and Prairies: Public Quail in the Heart of the Country
- Regional Flavor: Quail Cuisine Across the Nation
- Off the Beaten Path: Four Off-Beat Quail Hunts

Winter Issue — 2024 (MAILS LATE DECEMBER)

THE REFLECTION ISSUE



FOCUS: Quail — and the landscape they inhabit — have always connected us to something deeper. Nothing speaks to our soul more than days spent afield, and nothing makes us look forward to the future than exploring the many facets of our shared passion. This issue takes a long, loving look at the deeper side of the uplands, and its bright future.

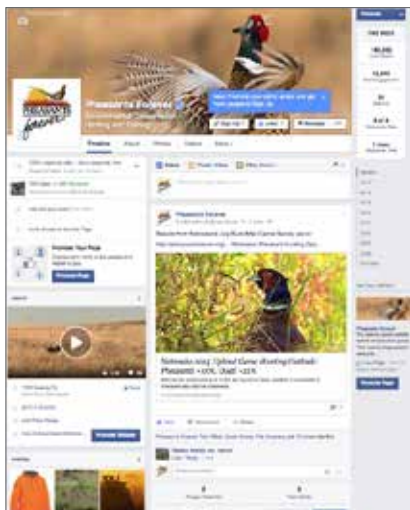
Editorial Highlights

- Redefining Success for the Modern Quail Hunter
- When it Clicks: Remembering Great Dogs
- Making a Quail Hunter: Breaking Down the Barriers to Entry
- The Newbie Quail Hunter's Journal: Reflections on a First Quail Hunt
- Looking Back, Looking Forward: The Evolution of Quail Forever
- Special Report: Public Access in Quail Country



QuailForever.org





Banner ads:

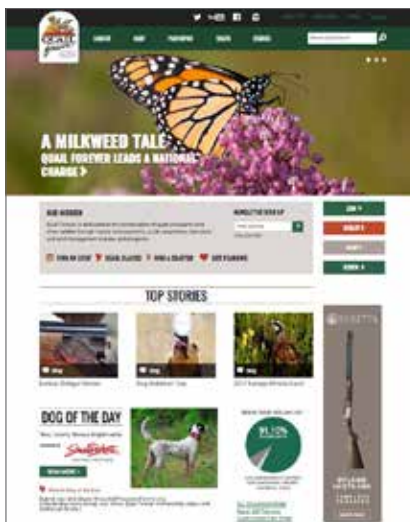
- All ads will be ROS
- Minimum buy of \$1,500
- Image sizes: 300x250, 160x600, 500x150
- Accepted Formats: JPG, PNG, GIF (no animated GIFs or flash files) at 120KB or less
- URL Links: All ads will be linked to a live and appropriate message-related URL. Ads with broken or inactive URLs will be removed



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.
- We have very limited exclusive email opportunities each month to ensure we don't create fatigue in our list and to make sure our partner messages stand out.
- **\$6,000 per deployment**

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	47,000	81,800	350,000
	30,000	24,700	27,700	82,500
*TOTALS AS OF AUGUST 2022				432,500





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 and Quail Forever at: ckalis@pheasantsforever.org or 612.327.6154

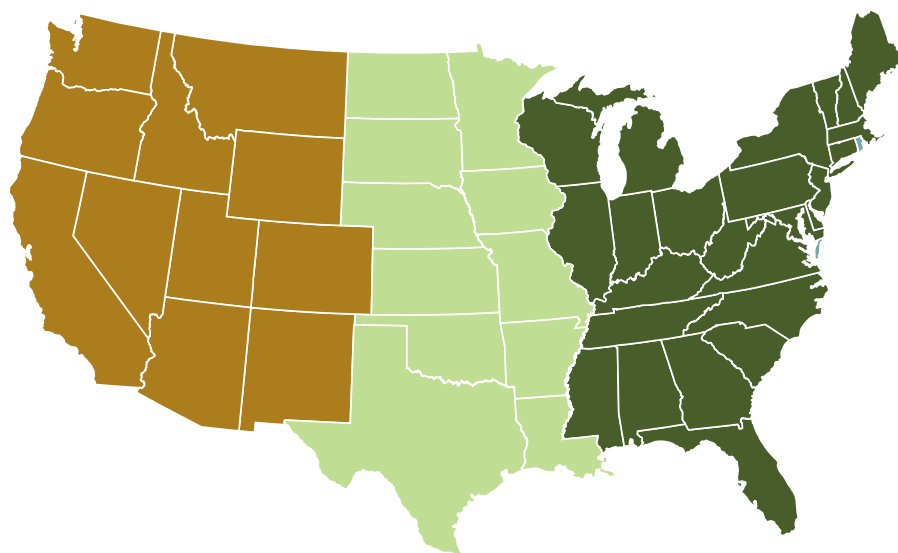


From vast golden prairies that stretch across the continent to quiet pine forests that make the world disappear, every wild place holds a promise—a chance to escape, to reconnect, to come alive. These lands are part of who we are: a gift from past generations of dedicated hunters and conservationists, 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. 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 612.327.6154 or ckalis@pheasantsforever.org for more details on structuring a partnership to help us deliver our Call of the Uplands goals.



PheasantsForever.org | QuailForever.org



National Pheasant Fest & Quail Classic

SPONSORSHIP / EXHIBITOR



FEDERAL 

February 17-19, 2023
Minneapolis
Convention Center, MN

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 \$975+

For booth reservations or sponsorship opportunities, please contact Gerry Cliff, Pheasants Forever and Quail Forever Advertising & Event Sales Manager at: 763-350-7362 or gcliff@pheasantsforever.org.



WILD GAME COOKING



BIRD DOG STAGE



YOUTH VILLAGE



PUBLIC LANDS PAVILION



POLLINATOR PLAZA



HABITAT HELP ROOM



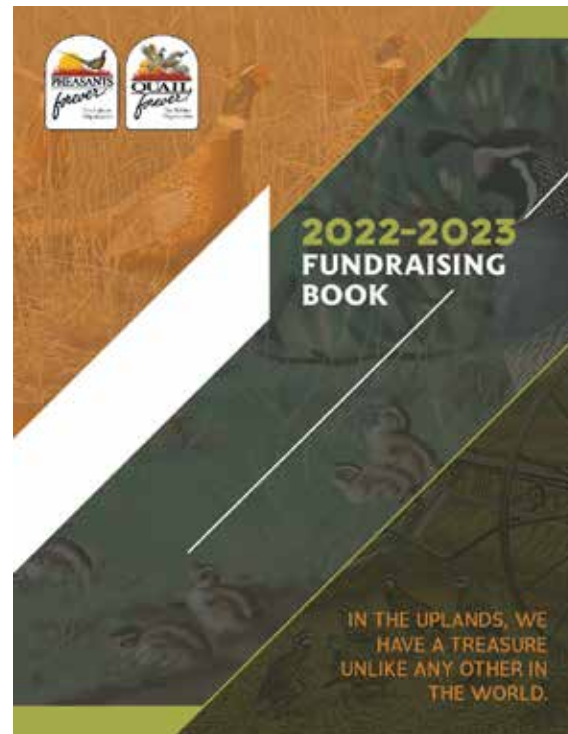
PheasantsForever.org | QuailForever.org



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:

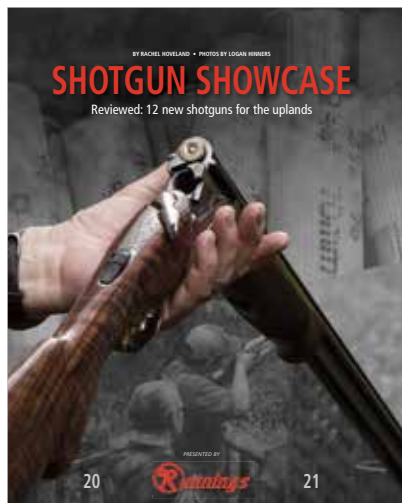
- Preferred Vendor
- Trips Direct
- Hunting Heritage
- Banquet Package
- Women on the Wing Events
- Women Caring for the Land Events
- Learn to Hunt Events
- And many other customizable options



Purina Pro Plan®
Is pleased to provide you with 36 6oz Purina Pro Plan samples for your fundraising purposes!



onXmaps®
Is offering one (1) free Elite Hunt app (1-year membership card) good for accessing all 50 states. Valued at \$99.



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



Our most-anticipated content each year are our hunting and habitat forecasts. These state-by-state reports are created in consultation with our biologist team, as well as utilizing surveys from state agency biologists.

Calendar

- April: Pheasants Forever Winter Severity and Nesting Conditions
- April: Quail Forever Winter Severity and Nesting Conditions
- August: Prairie Grouse Primer
- September: Pheasant Hunting Forecast
- October: Quail Hunting Forecast

Total Reach:

- * Email blast to 85,000 subscribers
 - * Social media posts across all channels
- Total reach of each PF forecast exceeds 500,000 and each QF forecast exceeds 200,000



» Sponsorship is available at \$15,000 for each forecast.

Pheasants Forever & Quail Forever

EDUCATION & OUTREACH



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 the following Path to the Uplands programs and initiatives.

- Hands-on Habitat
- Pollinator Outreach Program
- Women on the Wing
- Learn to Hunt
- Pollinator Week
- Milkweed in the Classroom
- Journey to Conservation Careers
- Learn to Shoot

Pheasants Forever & Quail Forever

ROOSTER ROAD TRIP



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 5 week's of content, 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**



PheasantsForever.org | QuailForever.org



You've asked for it, and now it's here. Drawing on the success and format of the hugely popular Pheasants Forever Rooster Road Trip, the Cross-Country Quail Trip will shift the Rooster Road Trip format and focus to the quail range as it explores and highlights public hunting opportunities across Oklahoma and Kansas, two of the top wild bobwhite quail hunting states in the nation.

This weeklong event will follow a crew of die-hard public land quail nuts and their dogs as they pursue their favorite gamebird across some of the best wild bobwhite quail habitat and hunting opportunity to be found anywhere.

Along the way, they'll share their real-time experiences online through daily blog posts, photographs, videos, and podcasts. Through this content, the Quail Forever team will demonstrate the importance of hunters, conservationists and public lands advocates joining the ranks of Quail Forever and those members' influence in creating and improving the nation's access to public uplands.

Oklahoma and Kansas are the perfect states to highlight the importance of public access. Both have established walk-in programs and ample wildlife management areas to demonstrate the critical importance of access, which ranks high among the motives for Quail Forever members to be involved with the organization. Since forming in 2005, Quail Forever has worked tirelessly to both increase hunter access and help permanently conserve habitat through our conservation mission.

» **Production Date: Will film in late December 2023 or early January 2024, online series will follow shortly. If interested, please inquire for more details.**



Content Summary

- **Six emails:** one prelaunch, four weekly episode releases/content updates, one overall recap (will also be highlighted in the On The Wing eNewsletter)
- **Five videos:** One teaser and four sequential episodes
- **Five photo galleries:** one prelaunch gear focused gallery and four episodic galleries that match the videos being released
- Instagram stories and reels will also be released in conjunction with the weekly video launches
- **Five Podcasts:** Four episodic recordings throughout the trip launched in conjunction with videos, and one recap podcast focused on viewer/listener questions and comments.
- Weekly sponsored social media contests (TBD)
- Sponsor advertorial/blogs (1 per) as agreed upon





THE SOUNDTRACK OF THE UPLANDS



Welcome to the On the Wing Podcast with Pheasants Forever and 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 episode almost every week of the year that is released on Wednesday morning to a strong and growing listenership.

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