



# 01

## THE CLIENT

**Outdoor Oklahoma TV** is a television program produced by the Oklahoma Department of Wildlife Conservation. For more than **45 years**, the show has highlighted the abundance of outdoor activities enjoyed in Oklahoma. New productions or reruns air weekly on the OETA network, and videos from the show also air on the Outdoor Oklahoma Facebook page and YouTube channel.



# 04

## THE RESULTS

Anglin PR created a **custom marketing strategy** designed to boost rankings, strengthen OOTV awareness, and outline audiences. We created viewer personas that help Outdoor Oklahoma TV **understand their current viewers** in terms of demographics, psychographics and interests in various outdoor topics. One of the biggest **"Aha!" moments** was that many of those surveyed weren't aware of the show or the many ways they could view the program – either live on television or on-demand on their YouTube channel. We recommended they **increase audience targeting efforts** and suggested tactics to increase general awareness.

### OVERALL, WE WERE ABLE TO GIVE THE CLIENT:

- A comprehensive guide of what program topics their current viewers enjoyed and wanted to see more of
- Audience personas to help them understand their viewers as well as potential new audiences
- Recommendations on how to shift programming to expand viewership = tactics to improve content and engage fans on social media



# 02

## CENTRAL NEED

Outdoor Oklahoma TV came to Anglin PR with the need to have a **deeper understanding** of their current audience so they could expand their viewership.



# 03

## OUR WORK

After learning about their needs, the Anglin PR team began collecting a wide range of **data by surveying** ODWC license holders (and some former license holders) on their engagement with Outdoor Oklahoma TV (OOTV), both on social media and through television.

The **25-question survey** was created to provide a better understanding of who the audience is and what their interests are. We received **3,733 responses** which gave us the opportunity to understand who watches the program, why they watch, and what they want to see more or less of in episode programming.

We also completed a **Nielsen rating report** to measure households with TVs tuned to Oklahoma Education Television Authority during the airing of the OOTV program.

Through our **social media audit**, we found that even though OOTV was posting more organic content to their Facebook channel, their YouTube channel had a greater number of viewers. We were able to compare the two accounts and understand what aspects were successful on YouTube that could be translated over to other social channels.



# 05

## CLIENT THOUGHTS

*"Anglin PR's comprehensive look into Outdoor Oklahoma viewers helped us better understand the needs and wants of our constituents. They were able to give us a clearer perspective of those audience and gave us suggestions on where we could focus our energies in the future."*

**Outdoor Oklahoma TV**

