EQUALIZED OUTDOORS

NOVEMBER 2026

EQUALIZED OUTDOORS LLC

PRESS KIT.

Leveling The Playing Field.



BLACK-OWNED / VETERAN-OWNED

Outdoor media rooted in culture and community.

Equalized Outdoors LLC is a Black-owned, veteran-owned outdoor media and production company based in the Dallas-Fort Worth area. Founded by Justin “MrJayCam” Campbell, EO covers hunting, fishing, conservation, gear and outdoor culture through journalism, video and the Equalized Outdoors Podcast. The company centers Black voices and other underrepresented communities while welcoming a broad outdoor audience. Its work connects music, family traditions and field experience, with professional production, editing, photography and drone services available to brands, organizations and businesses.

equalizedoutdoors.com

press@equalizedoutdoors.com

FOUNDER & INTERVIEW TOPICS

Justin “MrJayCam” Campbell

FOUNDER / EDITOR-IN-CHIEF / PODCAST HOST

Justin Campbell grew up in rural Virginia, hunting and fishing with his grandfather and uncles. Those family traditions gave him a connection to the outdoors and remain the foundation of Equalized Outdoors. He later served in the U.S. Army, including deployments to Iraq and Afghanistan, and was honorably discharged.

Today, the North Texas father, outdoorsman and media producer brings those experiences into reporting, filmmaking and the Equalized Outdoors Podcast. His work centers Black outdoor culture, elevates underrepresented voices and connects the arts with life in the woods and on the water. Through EO, he is building a platform where people can participate in the outdoors without leaving their identity behind.

STORY & INTERVIEW ANGLES

Military service, family & purpose

A Black Army veteran building a North Texas media company around outdoor traditions, fatherhood and continued service.

Black outdoor culture

Hunting, fishing, hip-hop and R&B; belong in the same conversation. EO reflects the culture people already bring outdoors.

Representation through ownership

Building a media home for Black outdoorsmen and women, telling our own stories and creating room for other underrepresented voices.

Making outdoor knowledge accessible

Practical gear coverage, conservation reporting and public-land information that help people participate with greater confidence.

CREDENTIALS & COMMUNITY

U.S. Army veteran: Iraq & Afghanistan | FAA Part 107 remote pilot
NSSF media member | Centershot Blue archery | Turkeys for Tomorrow leadership

PLATFORMS & AUDIENCE

Reporting. Conversation. Culture.

ORIGINAL MEDIA

Newsroom
Conservation, access, policy, gear reviews, reported features and the Hunter Spotlight Series.

The Brief
Video-first coverage of timely developments, with context that helps viewers understand what matters.

Mastering with Equalized Outdoors
Practical education in archery, fieldcraft and outdoor skills.

Friday Night Bites
Outdoor cooking and Southern food traditions, from the field and water to the table.

Sound Off Sundays
Music and cultural commentary that connect the arts with the outdoors.

Explore EO media

THE EQUALIZED OUTDOORS PODCAST

Hosted by MrJayCam, the show brings together outdoor news, field experience, interviews and music culture. Its recurring segments give each episode a familiar rhythm while leaving space for candid conversation.

The Open
Welcome and episode setup.

The Brief
Quick outdoor news.

The Situation Report
Stories, updates and gear talk.

Off the Streets
Tongue-in-cheek commentary.

The Bridge
The guest interview.

The Soundtrack
Music and cultural connections.

After Action Review
Closing takeaways.

Listen to the podcast

AUDIENCE & REACH

EO speaks to Black hunters and anglers, veterans, new and experienced outdoor participants, and a broad audience interested in outdoor stories with cultural context. Its reporting has a North Texas base and national scope.

180,210	315	179
YOUTUBE LIFETIME VIEWS	YOUTUBE SUBSCRIBERS	PUBLIC VIDEOS

YouTube public channel totals retrieved November 6, 2026. Views are lifetime totals across formats; they are not monthly reach or podcast downloads.

SELECTED WORK & PRODUCTION

Work you can watch.



GEAR / SHOP COLLABORATION

Darton TriTech 33 V2

Bow testing and gear coverage filmed with Legacy Archery in North Texas.

Watch the video



PRODUCT STORYTELLING

Black Lightning Custom Calls

The Compassionate Savage crystal pot call and the craftsmanship behind a Black-owned outdoor brand.

Watch the video



VETERANS / COMMUNITY

Inside HHA USA Mission 43

Archery, brotherhood and community from HHA USA's Mission 43 in Green Bay, Wisconsin.

Watch the video



CONSERVATION / INTERVIEW

Texas turkey restoration

A conversation with TPWD turkey program leader Jason Hardin about the future of turkey hunting.

Watch the video

Production: On-location video, interviews, editing, photography and FAA Part 107 drone services. **Editorial:** Primary-source verification, independent coverage, disclosed relationships and clearly labeled corrections.

Production services

Press & editorial standards

APPEARANCES & CONTACT

In the media.

Six published guest interviews across five shows, plus published conservation reporting.

SHOW	EPISODE / CLICK TO OPEN	DATE
Flippin' Sticks & Throwin' Lead	Breaking Stereotypes with Equalized Outdoors	Aug 2026
NYC Bowhunting Podcast	NYCBP EP.48 - Justin Campbell, Equalized Outdoors	Jun 2026
Black in Wild the Podcast	Leveling the Playing Field	Apr 2026
The Dreaded Archer Podcast	The New Era of Hunting with Special Guest Jay Campbell	Dec 2025
The Dreaded Archer Podcast	EP59: The New Mathews is Like the Old Mathews	Nov 2024
We Do This Too Outdoors	The Outdoor Journey of Justin Campbell	Nov 2024


Texas Wildlife Extra - July 2026

TPWD Restoration Efforts Could Expand Future North Texas Turkey Hunting Opportunities

Texas Parks and Wildlife is rebuilding wild turkey populations through corridor-based restoration work, habitat management, and possible future tools that could open limited opportunities in restored landscapes.

ARTICLE BY JUSTIN CAMPBELL, EQUALIZED OUTDOORS

TEXAS WILDLIFE EXTRA / JULY 2026

TPWD Restoration Efforts Could Expand Future North Texas Turkey Hunting Opportunities

By Justin Campbell, Equalized Outdoors
Published article, page 37.

View the published article

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