

# Equalized Outdoors Press Kit

5900 Balcones Way, STE 5555  
Austin, TX 78731  
[www.equalizedoutdoors.com](http://www.equalizedoutdoors.com)



## Elevator Statement

Equalized Outdoors is an independent outdoor media and production company dedicated to education, representation, and high-integrity storytelling across the hunting, fishing, cooking, and conservation landscape. Through film, journalism, and community engagement, Equalized Outdoors delivers accessible content that empowers newcomers, uplifts underrepresented voices, and preserves ethical outdoor traditions for the next generation.

## Company Overview

Equalized Outdoors is a mission-driven outdoor media brand producing original series, digital journalism, field-based education, and community-focused storytelling. Operating out of Austin, Texas, the company covers the full spectrum of outdoor culture—hunting, fishing, culinary methods, fieldcraft, gear literacy, conservation issues, and industry news—through a growing ecosystem of video series, articles, social content, and public commentary.

Programming includes Mastering with Equalized Outdoors, Friday Night Bites, Sound Off Sundays, and The Brief.

## Founder Bio — Justin Campbell

Justin Campbell is the founder of Equalized Outdoors. Raised in rural Virginia, he grew up hunting and fishing with his grandfather and uncles—experiences that created the foundation of the brand's mission today. He later served eight years in the U.S. Army with deployments to Iraq and Afghanistan, followed by more than a decade in corporate IT. Campbell identifies fatherhood as his most defining role, and Equalized Outdoors reflects his commitment to family, heritage, and building an inclusive future for outdoor culture.

## Editorial Standards

Equalized Outdoors adheres to strict editorial principles focused on accuracy, transparency, inclusivity, ethical hunting practices, safety, and responsible reporting. The brand avoids manufactured controversy and prioritizes factual, community-oriented storytelling across all platforms.

## Audience & Demographics

Equalized Outdoors reaches a growing audience of hunters, anglers, newcomers, veterans, young families, and culturally diverse participants. The core audience spans ages 18–45, with strong representation across Texas, Virginia, the Southeast, and the Midwest. Interests include archery, hunting, fishing, outdoor cooking, conservation, gear literacy, and representational storytelling.

## Equipment & Technical Capabilities

Equalized Outdoors operates on Sony Alpha camera platforms with 18–135mm and 55–210mm lenses, fully 4K capable. Audio support includes wireless lavaliers, wired lavs, and a RØDE shotgun microphone. The kit includes LED lighting, stabilizers, and tripods. Drone capability is available upon request. Editing is performed in Final Cut Pro with timelines delivered based on reasonable, situational needs.

## Selected Works & Media Portfolio

Equalized Outdoors Newsroom: [www.equalizedoutdoors.com/newsroom](http://www.equalizedoutdoors.com/newsroom)  
YouTube Channel: [www.youtube.com/@EqualizedOutdoors](http://www.youtube.com/@EqualizedOutdoors)

## Contact Information

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