

AUDIENCE ANALYSIS

The Nebraska Game and Park Commission (NGPC) attracts a wide variety of audiences. With numerous opportunities to explore Nebraska's outdoors, people such as hunters and anglers are most likely to take advantage of these chances. Another dominant audience would be campers and boaters. Nebraska has over 70 parks with camping and boating as their main attractions.

Hunters – Hunting in Nebraska has been a cherished tradition since its statehood over 100 years ago. The NGPC regulates wildlife populations in the state, and allots a number of permits that hunters must purchase in order to hunt. Hunters hold the NGPC in high regard each and every year ensuring appropriate and ample populations of wildlife are available for hunting seasons.

- Demographic Characteristics: Men, 16-65+ years old, live in Midwest, \$30,000 to \$100,000+ income
- Psychographic Characteristics: Enjoy the outdoors, blue-collar, wildlife viewing, high expectations

Anglers – Nebraska is home to hundreds of lakes, streams and rivers. The NGPC regulates fish populations in nearly each and every one of these bodies of water. Similar to hunters, anglers must purchase a permit in order to fish in Nebraska. Anglers spend long hours on the water in hopes of reeling in a prize fish, and the NGPC does their part to guarantee this happens.

- Demographic Characteristics: Men, 16-65+ years old, live in Midwest, \$30,000 to \$70,000 income
- Psychographic Characteristics: Enjoy the outdoors, blue-collar, alternative food sources, value free time

Campers – With over 70+ parks across the state, campers have several opportunities to spend the day or even the week in a state park. Upon arriving at a park, campers must pay an entrance fee in addition to a fee for camping. Campers take pride in their campsite, and by having the sites clean and maintained the NGPC is warranting their claim.

- Demographic Characteristics: Families, multiple children, 30-65+ years old, \$45,000 to 100,000+ income
- Psychographic Characteristics: Enjoy the outdoors, active/energetic, value free time, wildlife viewing

Boaters - Boating in Nebraska is becoming a more and more popular form a recreation each year. Visitors from all over the United States are attracted to Nebraska's several large reservoirs and other bodies of water. Before launching their boats, boaters must pay an entrance fee to a park. Boaters highly regard lakes which are patrolled for safety, and provide lasting memories on a sunny day.

- Demographic Characteristics: Families, 25-45 years old, \$50,000 to \$100,000+ income, live in Midwest
- Psychographic Characteristics: Enjoy the outdoors, value free time, watersports, active/energetic

NEWS RELEASE TOPICS

Fish kill off at Lake Wanahoo – A large scale fish kill off was reported to the NGPC. Thousands of fish were seen floating in and along the popular fishing lake. This story would be classified as a proximity type since this area is near both Omaha and Lincoln.

Campground host offers free bikes at Mormon Island – The campground host at Mormon Island has been collecting bikes for year, and offering them to visitors to borrow for the day. This story would be classified as a human interest type since it has a feel good type of attitude.

Bill Nye to visit Indian Cave during the eclipse – Bill Nye has agreed to visit Indian Cave during this year's eclipse. This story would be classified as a prominence type since Bill Nye is a widely known personality.