

Hunt Theory

Your Pursuit Starts Here

Contact

Primary Contact

Vladimir “Vlad” Hardy — Founder & Executive Producer

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Oklahoma and Texas, USA

Press & Partnerships

Hunt Theory welcomes collaboration with outdoor brands, conservation groups, and media outlets that share our respect for the land and the lifestyle. For partnership proposals, product inquiries, or press interviews, reach out via email. We aim to respond within 1–2 business days.

Social Channels

[YouTube](#) | [Instagram](#)

Background

Hunt Theory was founded by Vladimir Hardy, Caleb Morrison, and Jake Walters, longtime friends and outdoorsmen who first connected through military service and a shared passion for the field. Their journey began with Hunterboyz Outdoors — a grassroots, do-it-yourself hunting project that celebrated budget hunts, camaraderie, and honest storytelling. What started as a fun creative outlet has evolved into *Hunt Theory*: a refined platform dedicated to education, ethics, and conservation while preserving the authenticity and approachability that defined the original project.



Vlad Hardy

Founder & Executive Producer

A U.S. Navy veteran and lifelong outdoorsman, Vlad brings structure, discipline, and vision to Hunt Theory. Based in Houston, Texas, he oversees content development, brand direction, and partnerships—combining field experience with a commitment to education and conservation.



(Queiroz, 2022)

Caleb Morrison

Cofounder and Podcast Host

An active-duty U.S. Air Force member stationed in Oklahoma, Caleb blends service, mentorship, and media into his role at Hunt Theory. He is the creator and host of *Pursuit Podcast*, where he explores the purpose and philosophy of hunting through open conversation. His work with the Oklahoma Youth Hunting Program embodies the brand's values of mentorship and stewardship.



Jake Walters

Cofounder & Field Producer

A U.S. Air Force Reservist based in North Texas, Jake brings operational expertise and technical precision to Hunt Theory's field production. Known for his problem-solving mindset and genuine connection with other hunters, he is a committed outdoorsman and land manager.



(Queiroz, 2024)

Tagline

Your Pursuit Starts Here.

“Your Pursuit Starts Here” reflects Hunt Theory’s mission to educate, train, and inspire new hunters at the beginning of their journey. It represents both the literal pursuit in the field and the deeper pursuit of knowledge, ethics, and purpose that every hunter develops through experience.

A person wearing a helmet, a light-colored jacket, and a backpack is standing in a field. The backpack has a small logo on it. A long, thin pole or stick is leaning against the person. The background is a field of tall grass or reeds.

“Hunt Theory is your first source on hunting concepts, education, and lived experiences – blending passion, conservation, and community.”

Press Release: Hunt Theory Supports Youth Hunting Mentorship

Oklahoma City, OK — November 2022

In 2022, *Hunt Theory* cofounder Caleb Morrison volunteered as a mentor with the Oklahoma Youth Hunting Program (OYHP), guiding a first-time hunter to their first successful whitetail harvest.

The Oklahoma Youth Hunting Program provides young people ages 10–17 with hands-on training, equipment, and mentorship from experienced hunters. Through this program, participants learn firearm safety, scouting techniques, and ethical hunting practices under close supervision.

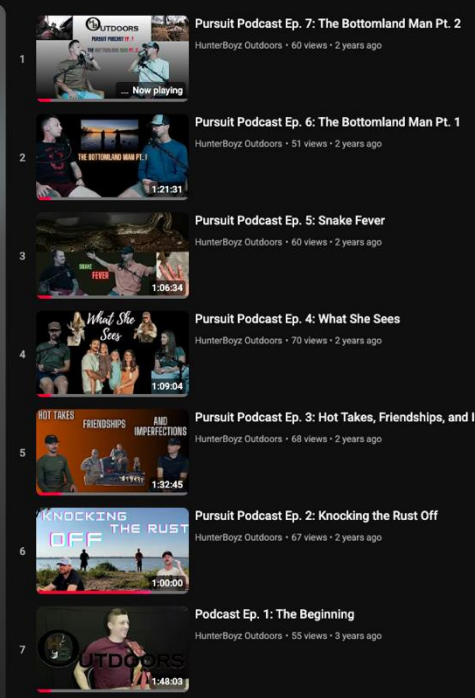
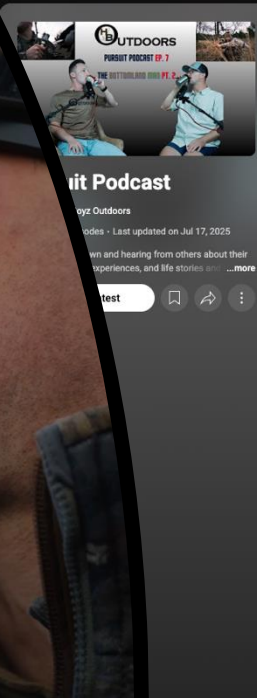
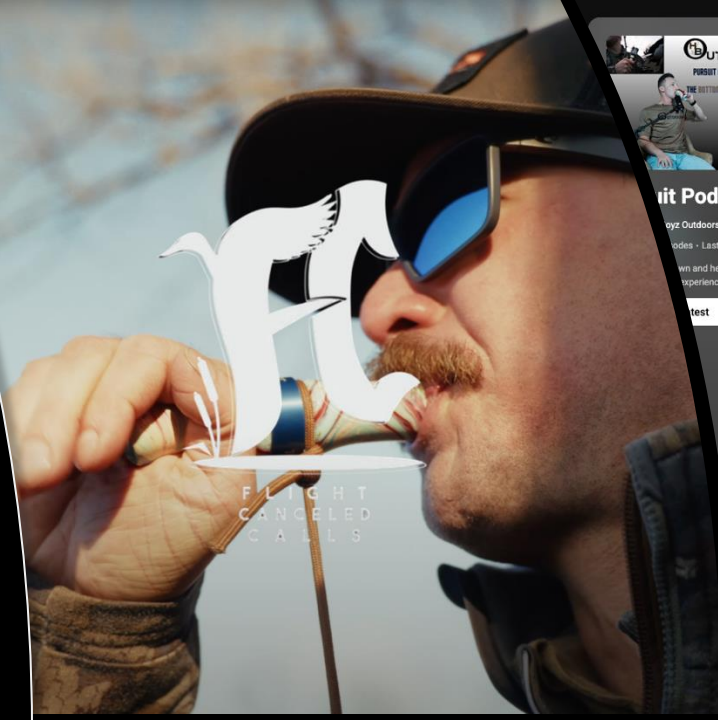
Caleb's involvement reflected Hunt Theory's ongoing commitment to education, mentorship, and responsible conservation. His participation offered a chance to give back to the next generation of hunters and demonstrate the core purpose behind Hunt Theory's work: helping others understand and engage with hunting through respect, stewardship, and shared experience.

Partnership Highlights

Hunt Theory maintains active collaborations with creators and small businesses that share its commitment to mentorship, craftsmanship, and ethical hunting.

Pursuit Podcast — Created and hosted by Hunt Theory cofounder Caleb Morrison, *Pursuit Podcast* explores the values and motivations that drive modern hunters. The show emphasizes mentorship, conservation, and honest dialogue—aligning closely with Hunt Theory’s mission to educate and inspire through real experiences.

Flight Canceled Calls — Based in Garland, Texas, Flight Canceled is a maker of handcrafted duck calls, known for precision tuning and field-tested reliability. Through gear reviews and collaborative content, Hunt Theory showcases their craftsmanship while promoting ethical and effective duck hunting. Learn more at <http://www.flightcanceledcalls.com/>.



(Morrison, 2023)

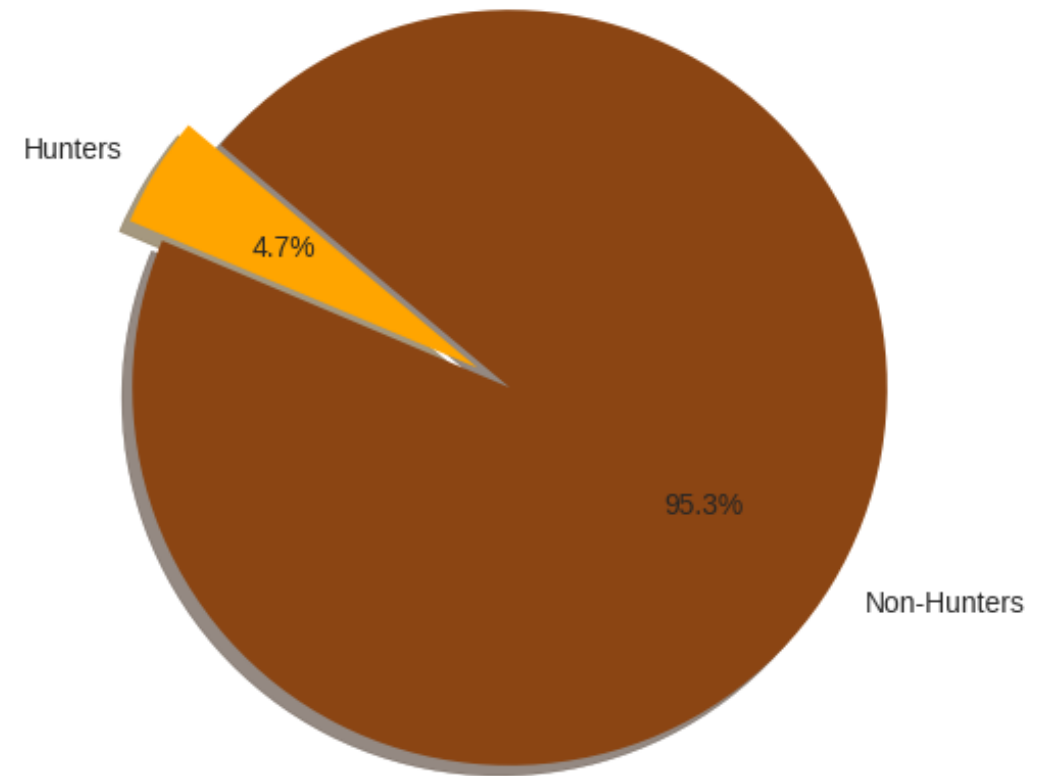
Our Goal

According to the U.S. Fish and Wildlife Service, about 4.7 percent of Americans aged 16 and older—roughly 11.5 million people nationwide—participate in hunting ([“National Survey”](#)). Although participation has declined from previous decades, when rates exceeded 6 percent, states such as Texas and Oklahoma remain strongholds for hunting heritage and wildlife management funding.

Hunt Theory’s Goal:

By 2030, help mentor 1,000 new hunters through educational media, community initiatives, and conservation partnerships across Texas and Oklahoma. The project seeks to strengthen hunting’s cultural presence while contributing to the conservation programs funded by hunters nationwide.

Average Percentage of Hunters in US Population (2005–2024)



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