

John Joseph “JJ” Reich was born in September, 1973. He is a Marketing and PR professional, company spokesperson, and outdoor writer with more than 25 years of experience within the shooting sports industry. Reich is an avid hunter, recreational shooter, and fisherman with a wide network of industry contacts and vast product knowledge.

Since 2010, Reich has been the Senior Communications Manager for several major ammunition brands, including Federal Ammunition, Remington, HEVI-Shot, CCI, Speer, and others. In that role, he is responsible for writing company news, new product announcements, product description articles, and more.

He is also the Turkey Calls Columnist for NWTF Turkey Call magazine, as well as a freelance writer for the Turkey & Turkey Hunting Annual.

Getting started, and for many years, Reich worked under the mentorship of outdoor writer, book author, and Editor for Pheasants Forever, Tom Carpenter. Reich's first article was published in 2003 in NWTF's Turkey Call Magazine. In 2007, Reich was assigned the Turkey Calls column, which he wrote until 2015. He then took a hiatus from the column, but picked it back up in 2023 and is currently writing it. Reich served as the Field Test Coordinator and wrote the Field Tested column in North American Hunter magazine from 2003 to 2010. He also wrote many freelance articles for several print and online publications on a range of outdoor topics, including big game and wild turkey hunting.

Over his career, Reich has written hundreds of articles in North American Hunter, North American Fisherman, and NWTF Turkey Call (Turkey Country). He has also co-authored a turkey-hunting book with John Higley and written the foreword to one of Ray Eye's books. He was named one of the Top 10 Industry Influencers of 2022 by SHOT Business magazine.