

The Bald Eagle Update

A daily, on-camera lake report from Bald Eagle Lake, White Bear Lake, Minnesota — ice thickness all winter, water temperature the rest of the year. By Adam Moore (@mooreswells).



Dec 1 · first ice



Jan 13 · 16" of ice



Mar 29 · ice-out



Oct 14 · 62°F water

129

episodes in 126 days, Dec 1 – Apr 5, 2026

2.3M

views across TikTok, Instagram & Facebook, ice season 2025-26

18K

views a day, on average, for four straight months

425K

views on ice-out day alone (Mar 27, 2026)

ICE SEASON 2025-26 BY PLATFORM

Platform	Views	Notes
TikTok	744K	25.5K likes · 3K shares · 92.7% from the For You feed
Instagram	463K	451K accounts reached · 13K likes · 3.5K shares · 78% non-followers
Facebook	~1.1M	via Instagram auto-share; Mar 27 episode 244K on its own
All platforms	≈ 2.3M	plus YouTube Shorts

WHO'S WATCHING

- **TikTok, last 12 months:** 663K distinct viewers, 211K new. **95% male.** 72% aged 18–44. 99.7% United States.
- **Instagram:** 81% male, 62% aged 25–54. Top cities Hugo, St. Paul, Minneapolis, White Bear Lake, Dellwood.
- Ice anglers, lake homeowners, snowmobilers and parents asking one question: *is it safe to go out today?*

BIGGEST EPISODES

- **Mar 27, ice-out** — 105K Instagram plays (106K reached, 1,343 shares), 78K TikTok, 244K Facebook.
- **Dec 2, first ice** — 40K Meta, 24K TikTok. **Jan 17**, Christmas-tree bonfire on the ice — 46K Meta, 14K TikTok.
- Gear episodes travel too: "New Blades" 15K, "K-Drill vs StrikeMaster" 29K.

WHY IT WORKS FOR A BRAND

Same lake, same guy, same auger, every single day. The two peaks every winter are **first-ice week** and **ice-out week**, and the brand on screen those weeks is the one people remember. Cross-promoted by the Bald Eagle Lake Area Association.

WHAT A SEASON PARTNER GETS

- **Your auger in every winter episode** — ~120 episodes, Dec 1 to ice-out, drilled on camera.
- **"Powered by [Brand]"** on the on-screen info card, plus your @ in every caption on Instagram, TikTok, Facebook and YouTube.
- **A mid-season gear episode** — how it holds up after 60 straight days: blades, battery life at -20°F.
- **The ice-out giveaway** — one of your augers, entry = follow your account + comment, during the most-watched week of the year.
- Every episode is yours to repost.

The ask: two augers (one for the show, one for the giveaway) plus blades for the season. Open to a season fee against these numbers, or product + affiliate for year one. One partner per category.

CONTACT

Adam Moore · 651-400-2387 · mooreswells@gmail.com
instagram.com/mooreswells · tiktok.com/@mooreswells