



# **Why is Duck Dynasty So Popular?: A Look at the Factors that Make A&E's Series About the Robertson Family and their Duck Commander Enterprise a Hit [Article]**

*Terry Parmenter*

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## **Why is Duck Dynasty So Popular?: A Look at the Factors that Make A&E's Series About the Robertson Family and their Duck Commander Enterprise a Hit [Article] Terry Parmenter**

This article examines the amazing success of A&E's Duck Dynasty. Entertainment insiders cannot figure out why a show about camo-wearing duck hunters in rural Louisiana whose motto is "Faith, Family, Ducks" resonates with eight million viewers. The Robertson family and their producers have discovered a winning formula for television entertainment. Find out why their show is a hit, and what other reality shows should imitate to attract big audiences (Article: 2,622 words]

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