

# Z BOY/SAILOR GIRL PRODUCTIONS

New York (212) 947-9768

Miami (305) 672-3373

## SAILOR'S LOG - The TV Series

**Sailor's Log** is a 30-minute weekly Television program for those of us curious about sailing, those of us interested in learning more about sailing, and those of us who are life long sailors.

**Sailor's Log** will bring you all the latest in techniques, technology, and information. We'll show you the "how's and the how to's", while we expose you to the joys and the beauty of sailing. We'll take you to exotic destinations, near and far. We'll give you a glimpse into Sailing's history, what the unique "language" of sailing means and what it does; and take a look back at some of the classic yachts that sailed the seven seas. We'll take you into the extremes in racing and how those designs influence new yacht designs and engineering. And...we will show you the fantasy boat of your dreams, or that which you may sail in the future.

We have designed **Sailor's Log** to be the Alpha and the Omega of Sailing. **Sailor's Log** has put together a team of experts to take you through our first 13 episodes.



**Gary Jobson** is our host. He is a world-class sailor, having won the America's Cup with Ted Turner, coached sailing at the US Naval Academy, as well as writing over 25 books on sailing. Gary has been the host of the America's Cup's, the Olympics and worldwide yachting events. Gary is the pre-eminent ambassador for sailing in the USA. He was inducted into the America's Cup Hall of Fame by the Herreshoff Marine Museum, and he won the Nathanael G. Herreshoff Trophy, US Sailing's most prestigious award. His accomplishments include ESPN, OLN from which he has won many EMMY's. He is Spokesman on *Virtual Spectator*, [vssailing.com](http://vssailing.com), which covered the Volvo Round the World Race. He also provides on-demand video of the prominent regattas he shoots, giving a 5 minute recap on his website at the end of the day of racing. Then the footage is edited to air several weeks later as a 30 minute broadcast on ESPN2: [jobsonsailing.com](http://jobsonsailing.com) Gary is also Editor at Large of *Sailing World* and *Cruising World* magazines. We are proud to have him on board. *Gary is a resident of Annapolis, MD.*

Several of our contributors include:



**Dawn Riley** is currently GM of the French America's Cup team "[Areva](#)" [Challenge 2007](#). She is also CEO and Captain of *America True*, and is the first woman in the world to skipper an America's Cup team, *America3*. She has raced on three America's Cup teams and two Whitbread Round the World teams. Dawn currently focuses on the "Areva" team in the Louis Vuitton Challenger series for the America's Cup '07. *Dawn is a resident of San Francisco. She is currently living in the America's Cup Race Village in Valencia, Spain.*



**Kevin Burnham** won the 470's 2004 Olympics Gold medal in Athens along with his teammate Paul Foerster. They then won the Rolex Yachtsmen of the Year Award the same year! Kevin races on the recent newcomer in the big boat series of the Swan 45 One-Design fleet. He is also a motivational speaker: "I share my experience with others, inspire them to undertake challenging tasks, and emphasize principles necessary to achieve their own objectives." *Kevin is a resident of Miami Beach, FL.*



Bill Biewenga logs nearly 1/3<sup>rd</sup> of his time each year in the middle of some ocean on the planet as navigator or tactician, delivering and/or racing yachts to foreign destinations. He has over 320,000 ocean miles under his keel on all the oceans of the world! Ashore, he is a respected weather routing consultant for boats racing or cruising anywhere on the globe.

[weather4sailors.com](http://weather4sailors.com)

*Bill is a resident of Newport, RI.*

**"Sailor's Log"** will always bring you the best in sailors, sail makers, tacticians, and coaches/instructors and will always explain the best of equipment and new manufactured techniques.

Segments will include:

- Tips for the Beginning, Intermediate and Advanced Sailor
- Latest Equipment
- Yachting History
- How To's
- Yacht Racing
- Exotic Destinations
- The Yachting Lifestyle of the Cruiser, the Racer and the Rich and Famous
- How Many Hulls do YOU need?

**Sailor's Log** will become the weekly destination to enjoy all there is about sailing: from the earliest history, to a look into the future; from fantastic mega-yachts on the wide ocean, to the smallest boats you can sail on the lake or nearby waterfront. It's geared toward your imagination...and, your desire! If you haven't been out there yet, come aboard for your new life experience!

For More information, please contact:

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Miami Beach, FL  
[jo@jam-inc.com](mailto:jo@jam-inc.com)

Peter Goldsmith – 212 947 9768  
New York, NY  
[zboy@earthlink.net](mailto:zboy@earthlink.net)

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## "SAILOR'S LOG" MARKETING PACKAGE

"*Sailor's Log*" has been tapped by PBS Plus as the show they would like to present nationwide to their member stations. Also secured is our Presenting Station: WLRN Public Radio and Television in Miami, FL. Currently we are in the process of putting together an underwriting sponsorship package for the entire first season.

### **KSE OWNERSHIP ADVANTAGES:**

#### **Aftermarket Sales and further Branding Opportunities**

KSE owns full rights to the series package and distribution. In addition to sponsorship credits, all after markets are available for distribution, such as syndication and International Television sales. We will package DVDs of the series that will be available through on-air promotion, and in the "*Sailor's Log*" website, retail outlets, sailing magazines, international cable/broadcast stations and other venues yet identified. Sponsorship will be granted on all after market sales, expanding the demographic footprint, and further extending the Brand.

#### **"Sailor's Log" Website**

KSE will produce a companion website to the series, which will feature tips and content from the TV series, on-line DVD sales, as well as regional information on where one can find their local resources. We will promote the website on-air to drive traffic to the features available. All sponsors of the series will have a prominent position with a link back to their website.

#### **Additional Revenue Streams for "*Sailor's Log*":**

1. Domestic Distribution by PBS Plus
2. International Distribution. (Structurally the show will lend itself to V/O in any language) Foreign syndication is in place.
3. DVD Sales. These will be on an individual Show basis, and in Box Sets.
4. Audio Sales. This will come from CD and Audio Book formats.
5. Web Sales. Pod Casting, and Web Page related sales.
6. Literary. Books and magazine articles.
7. PBS Premiums for Pledge Drives
8. Stock Footage archival sales (already in place)

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## PBS TV DEMOGRAPHICS

Winter Quarter 2004

	% DISTRIBUTION		PTV AUDIENCE	
	US Population (000)	%	Full Day	Prime
TV Households	108,400	100.0	100.0	100.0
Persons 2+	275,580	100.0	100.0	100.0
HOUSEHOLDS (by Head of Household)				
RACE				
Black	12,870	11.9	10.8	7.8
Non-Black	95,530	88.1	89.2	92.2
EDUCATION				
Less than 4 yrs HS	17,310	16.0	15.8	14.3
4 Yrs. High School	32,480	30.0	28.5	27.5
1-3 Yrs. College	28,740	26.5	26.0	25.6
4+ Yrs. College	29,870	27.6	29.7	32.6
OCCUPATION				
Prof/Owner/Mgr	27,710	25.9	24.7	24.7
Clerical & Sales	17,190	15.9	14.9	13.3
Skilled & Semi-Skilled	28,560	26.3	24.6	21.3
Not in Labor Force	34,904	32.2	35.8	40.7
INCOME				
Less than \$20,000	23,030	21.2	20.2	17.5
\$20,000-\$39,000	25,880	23.9	22.7	23.7
\$40,000-\$59,999	19,250	17.8	18.0	19.5
\$60,000+	40,240	37.1	39.1	39.3
COUNTY SIZE				
A (metropolitan)	43,030	39.7	44.1	44.7
B (suburban)	33,150	30.6	30.1	29.2
C (Small Cities)	16,200	14.9	14.1	15.3
D (Rural)	16,020	14.8	11.6	10.9
CABLE STATUS				
Broadcast Only	17,860	16.5	22.8	25.0
Basic Cable	33,910	31.3	40.9	40.8
Pay Cable	39,950	36.9	36.3	34.2
PERSONS				
Kids 2-5	15,580	5.6	9.0	2.3
Kids 6-11	23,900	8.6	7.9	2.6
Teens 12-17	24,700	8.9	4.4	2.2
Women 18-34				
Women 18-34	31,940	11.5	8.5	6.1
Women 35-49	33,130	12.0	10.5	11.3
Women 50-64	24,740	8.9	11.5	14.5
Women 65+	20,670	7.5	12.2	16.5
Men 18-34				
Men 18-34	32,460	11.7	6.9	6.2
Men 35-49	31,920	11.5	10.4	12.1
Men 50-64	23,040	8.3	10.2	13.8
Men 65+	14,960	5.4	8.4	12.4

inspired

original

engaged

Be more  PBS

July 6, 2004

Ms. Jo Ann Mathieu  
JAM-Inc.  
848 Euclid Avenue, #6  
Miami Beach, FL 33139

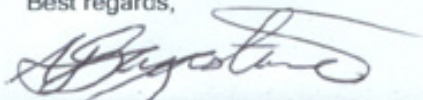
Dear Jo Ann,

Thank you for sharing the concept and treatment of your proposed series "Sailor's Log" with us. As you know, PBS distributes many of the most successful lifestyle and travel shows on television and your series would combine the two genres nicely. I found the concept and format for your series to be very well designed to appeal to a PBS core audience and as such would expect that the program series could find a strong and committed national following through our many affiliate PBS stations.

Please stay in touch with us as you continue to develop your series. Judging by the concept, the talent and the producing team involved, I feel confident that this series could find a home on PBS PLUS, where series such as HOMETIME, THIS OLD HOUSE and VICTORY GARDEN are reaching millions of viewers through our hundreds of affiliates throughout the country.

I look forward to hearing from you in the future.

Best regards,



Gustavo Sagastume  
Vice President, Programming  
Public Broadcasting Service

Cc: Jenna Norcott, Assistant Director, Syndicated Services



1320 Braddock Place  
Alexandria, Virginia  
22314.1698  
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pbs.org



Public Radio and Television for South Florida

January 27, 2006

Jo Ann Mathieu  
Executive Producer  
848 Euclid Ave, #6  
Miami Beach, Florida 33139

Dear Ms. Mathieu:

It was a pleasure to talk with you concerning your new television series "**Sailor's Log**" for PBS PLUS distribution.

The Project Committee reviewed your material and found the 13-part series on sailing to be a concept that is compelling and a wonderful idea for a well-crafted series. There is no doubt that the content would be of great interest to our marketplace here in South Florida, as well as, across the country. Therefore, we would like to notify you that we are interested in taking the role of presenting station for "**Sailor's Log**" and will work with PBS to support national distribution.

I certainly look forward to hearing from you soon on the production timeline and when your plans are for submitting the completed programs for PBS distribution. Don't hesitate to call me with any questions at 305-995-2256.

Sincerely yours,

Adrienne Kennedy  
Special Projects Manager



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**Budget for 26 episodes in one calendar year.**

Item	Cost	
<b>ABOVE THE LINE</b>		
Exec Producer	\$3,000	
Coordinating Producer	\$2,500	
Producer	\$2,000	
Director	\$3,200	
Writer	\$1,200	
<b>TALENT</b>		
Gary Jobson	\$3,000	
Dawn Riley	\$1,000	
(Correspondents)	\$700	
<b>Above the Line Sub-Total</b>		<b>\$16,600</b>
<b>BELOW THE LINE</b>		
<b>PRODUCTION</b>		
Production Manager	\$1,500	
AD	\$1,000	
PA'S	\$175	
Location Scout	\$500	
Honorariums	\$1,000	
<b>CAMERA</b>		
<b>Crew</b>		
D.P./Operator	\$3,400	
<b>Camera Rentals</b>		
Camera	\$2,800	
Camera / Boat Mounts	\$1,300	
<b>Camera Purchase</b>		
HD Stock	\$600	
<b>SOUND</b>		
<b>Crew</b>		
Mixer	\$1,250	
<b>SET OPERATIONS</b>		
<b>Craft Service Purchase</b>		
Food / Episode	\$1,500	
<b>Electric Rentals</b>		
Generator	\$2,500	
<b>Electric Purchase</b>		
Electric Expendables	\$1,000	
<b>MAKE - UP / HAIR</b>		
Key Make Up	\$550	
<b>MU/Hair Purchase</b>		
Supplies/ Expendables	\$250	

<b>TRANSPORTATION</b>		
Chase Boat	\$2,000	
Helicopter	\$4,550	
<b>TRAVEL</b>		
Air Travel	\$4,200	
Ground Travel	\$2,000	
<b>LODGING &amp; PER DIEM</b>		
Hotel	\$4,800	
Per Diem	\$440	
Land (cars, Vans)	\$400	
Legal	\$1,500	
Insurance	\$2,500	
Pre Production	\$15,000	
<b>Post Production</b>		
Per Episode Allow.	\$10,000	
Graphics Package in HD	\$1,923	
B-Roll Inclusion	\$500	
<b>Below the Line Sub-Total</b>		<b>\$69,138</b>
<b>Total Per Episode</b>		<b>\$85,738</b>
<b>Grand total 13 Episodes</b>		<b>\$1,114,595</b>
<b>One year of 26 Episodes</b>		<b>\$2,229,190</b>