

HIKE SMART • LIVE WELL • GO GREEN

HIKE ON

*with The Trailmaster
John McKinney*



*The television series that celebrates
America's most popular form of
outdoor recreation...Hiking!*



Hike. Contemplate what makes you happy and what makes you happier still. Follow a trail or blaze a new one. **Hike.** Think about what you can do to expand your life and someone else's. **Hike.** Slow down. Gear up. **Hike.** Connect with friends. Re-connect with nature. **Hike.** Shed stress. Feel blessed. Hike to remember. Hike to forget. Hike for recovery. Hike for discovery. **Hike.** Enjoy the beauty of providence. **Hike.** Share the way, The Hiker's Way, on the long and winding trail we call life.

John McKinney – "The Trailmaster"



HIKE ON



Produced by The Trailmaster, Inc. in association with Videowerks

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HIKE ON

*with The Trailmaster
John McKinney*

Hike On transports viewers of all ages from their couches to the trail with an energetic, informative and fun exploration into the world of hiking, nature and conservation.

Hosted by the nation's leading authority on hiking and trails, The Trailmaster John McKinney, *Hike On* serves as both an introduction for the curious and a resource for the experienced with the majesty of the great outdoors starring in each episode.



The Trailmaster says: "Hike smart, reconnect with nature, and have a wonderful time on the trail."



“AT A CERTAIN TIME IN LIFE, SOME OF US FEEL A CALLING TO SHARE OUR CALLING. FOR ME, THAT TIME IS NOW. IT’S TIME TO SHARE THE GOSPEL OF HIKING, ITS RICH TRADITION AND ITS MANY BENEFITS FOR BODY, MIND AND SPIRIT.”

— JOHN MCKINNEY

ABOUT HIKE ON

A half-hour travel magazine-style program, *Hike On* shares tips, trips, trails and tales, as well as wit and wisdom about getting the most from life on—and off the trail. Plus, The Trailmaster’s take on the wonders of nature, the fine art of hiking and the great pathway we call life.

Urban sprawl, decreased funding for our parks and forests and a world that is increasingly driven by technology have created a disconnect between ourselves and the power, beauty and importance of nature.

Hike On seeks to change that in an entertaining, energetic way.

By showcasing the nation’s most spectacular trails, interviewing successful people whose lives have been transformed by hiking, and offering tips to make the most of the outdoor experience, *Hike On* inspires viewers to reconnect with nature and enjoy the many benefits of hiking—the most popular form of outdoor recreation in North America.

Each episode of *Hike On* will include recurring segments that the viewer will come to expect and look forward to. These engaging segments will make up each show, and also be distributed individually (with the funder’s credit) online and through social media.



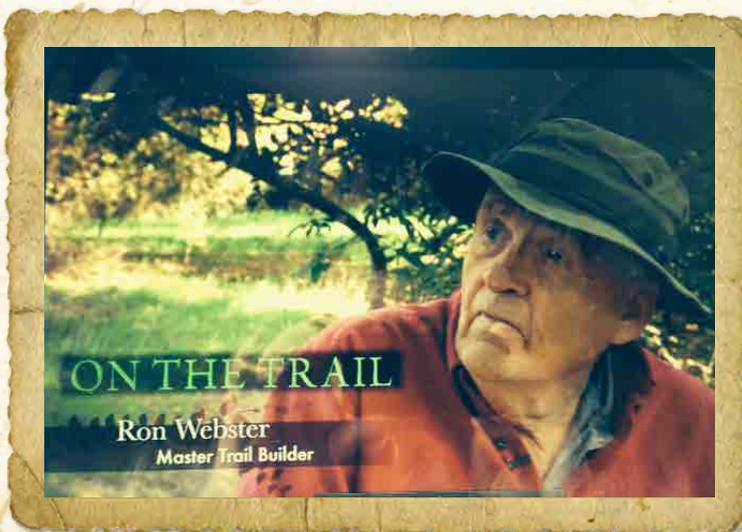
Hike On with Host John McKinney



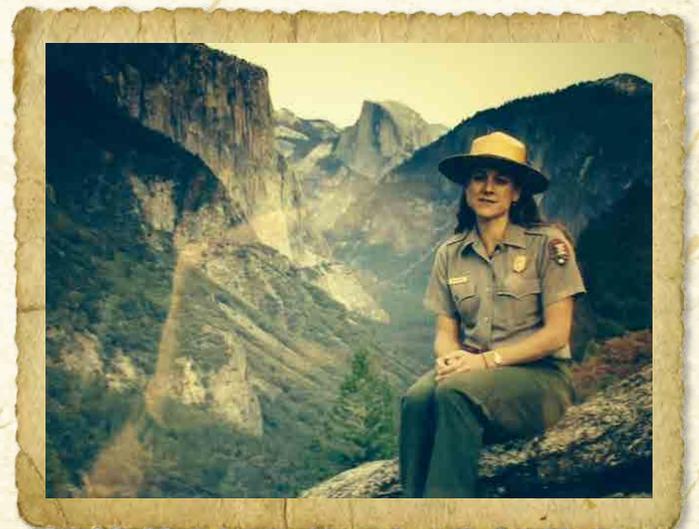
Hiking is the most popular form of outdoor recreation

HIKE ON MAJOR SEGMENTS

- **On the Trail With...** The Trailmaster interviews a recognizable individual from the world of parks and recreation, business, the arts, politics and science. The audience discovers how hiking and connecting with nature has an impact on the guest's life and contributes to his/her success.
- **HIKE National Parks:** Viewers are transported to a national park destination for a guided tour along the nation's most spectacular trails. Viewers tag along with a park ranger, hiking with The Trailmaster or one of our Trail Reporters, and learn about splendid natural treasures that can only be seen on foot. Our intention is to capture the essence of the hiking experience in the major parks in the continental U.S. by 2016, which is the National Parks Centennial. Regional Trail Reporters (three or four hiking experts who the viewers will come to know and love), reflecting a diversity of hikers, will report on National Parks from across the U.S. The Trailmaster will report on hiking the National Parks in California.
- **The Hiker's Way:** Hike for health and fitness, the value of "green exercise," motivating kids to hike, reconnecting with nature near the metropolis—edgy and cutting-edge video essays help viewers embrace the motto: "Hike Smart, Live Well, Go Green."



The Trailmaster interviews one of America's top trail builders.



Rangers and Trail Reporters highlight the best hikes in our National Parks.



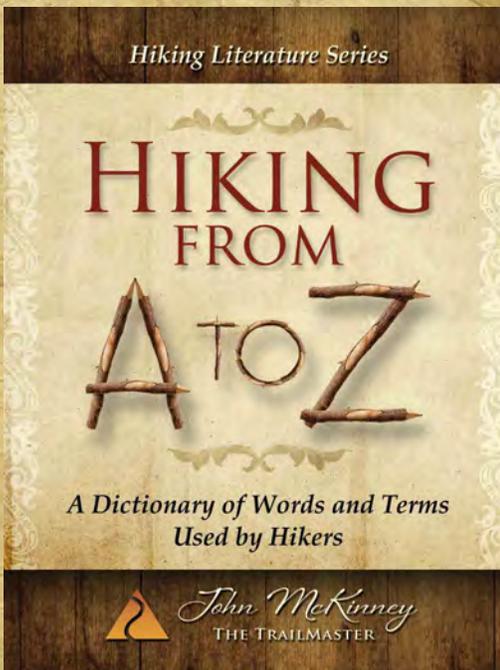
THIGHS BURN ON SWITCHBACKS
 NO STAIRS ESCALATOR HERE
 QUADS DON'T FAIL ME NOW
 —HIKE-KU FROM *HIKE ON*



Our Gear Guide shares what to pack, what to wear, and the latest gadgets.

SHORTER RECURRING SEGMENTS

- **Gear Guide:** Viewers learn about the wide variety of gear available to hikers to enhance their experience via reviews, descriptions and hands-on demonstrations.
- **Why We Hike:** “Why do you like to hike?” Responses from hikers from around the U.S. range from profound to pretty darned funny. These will be great, upbeat and fun drop-ins during the show.
- **The Hiker’s Dictionary:** What’s a touron? A McLeod? A duck? Is it okay for a hiker to camel-up, post-hole or peak-bag? Hikers have their own language and *Hike On* will share how to walk the walk and talk the talk of a trail-savvy hiker.
- **YouHike:** Each week viewer/web user-submitted videos will be chosen from a nationwide search. Each featured video winner will receive a gift certificate from a participating sponsor.
- **Hike Smart Phone:** Text The Trailmaster your question about hiking and get an answer—but maybe not the one you were looking for!
- **Hike-Ku:** Poetic video plus 17 well-chosen syllables.
- **HIKE Local:** A Local Trail Reporter from partnering public television stations will produce short segments highlighting hikes of regional interest.



The Hiker’s Dictionary: Everything about hiking from alpine to zip line.

HIKE ON BEYOND THE BROADCAST

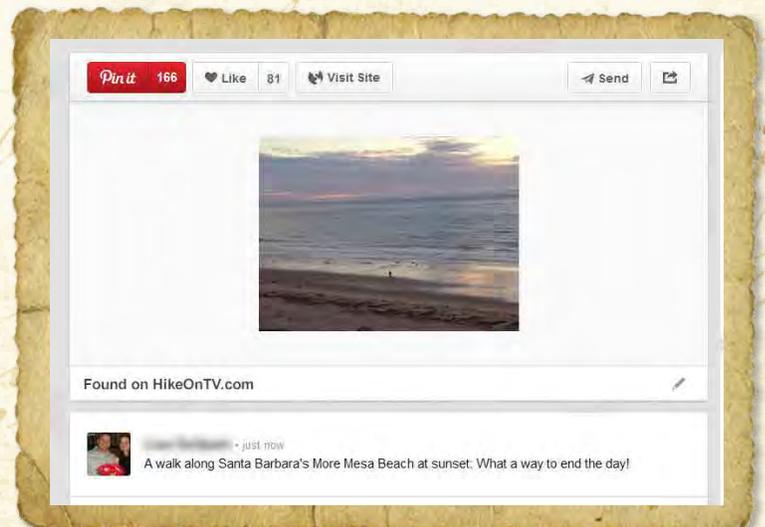
HIKE ON ONLINE

HikeOnTV.com will provide information about all segments plus details about the parklands and hiking opportunities mentioned on the show. A single season of the *Hike On* series, with its many segments, will likely attract as many or more viewings online as through the broadcast. The sponsor's company logo will be displayed prominently and linked from the site. And a short sponsorship credit will be included at the end of each online video that is cut from the full-length shows.

In addition to accessing *Hike On* show segments online, viewers will also be able to enjoy additional videos on the web and their mobile devices: from tips to trails to longer versions of the interviews of our guests, plus selected user-submitted videos—lovely scenes and silly times.

GOING SOCIAL

Under the direction of the show's Social Media Producer, *Hike On* will spread the good word (including reports from the field while our crew is on location) on Facebook, Twitter, Pinterest, Vine, et al.



Visit HIKEONTV.COM for detailed hike descriptions

Pin a pic of a favorite hike or hiker.



“WHEN JOHN MCKINNEY SAYS, ‘TAKE A HIKE,’ YOU KNOW IT
WILL BE A GOOD ONE.”

—LARRY MANTLE, HOST OF KPCC AIRTALK

NEW WAYS TO HIKE ON

The *Hike On App* provides access to the show’s many segments, plus a wealth of additional information about hiking. The *Hike On App* may team with another Trailmaster app in development, the *MPG Adventure App*® that offers access to a unique and environmentally friendly way to explore our National Parks and help visitors to get “More Parks per Gallon.”

IN PRINT

Trailmaster MiniBuks, pocket-sized hiking guides, are fast-becoming popular gift items. Retailers and customers like the new eco-friendly counter display with “Hike On” printed on them.

The MiniBuks are available in the “Hike Smart Pack” and other gift book packages. These make perfect premiums for public television station membership drives and the sponsors of *Hike On*. (All Trailmaster titles are available as e-books as well.)

IN PERSON

The Trailmaster’s talks and seminars, guest appearances on radio and TV shows and participation in community hike events will promote hiking and *Hike On*.



*Get on the trail to adventure
with the Hike On App.*



*The Trailmaster guidebooks:
Perfect for your pocket or pack.*

HIKE ON THE TEAM



Fiona K. Willis, consulting producer of *Hike On*, brings 25 years of television producing, writing and project management experience to the project. In her current position as series producer of the award-winning national public television medical program *Second Opinion*, Fiona oversees all aspects of production, writing, editing, budgeting, public relations, station relations, delivery, outreach, web development, social media and fundraising.

Prior to her work in public broadcasting, Fiona's credits included national television series such as *The Joan Rivers Show*, Lifetime Television's, *Our Home* and *Handmade by Design*, and FOX's, *The Mark Walberg Show*. Fiona's freelance television experience also

includes shows on The Family Channel and Nickelodeon, as well as WXXI Public Broadcasting's regional and local productions of *New York Wine & Table*, *60 Second Science: Curiosity Leads the Way*, *Horses on Parade* and *Get the Lead Out*.

Fiona's writing experience includes work as a corporate speechwriter, as well as the editor of author Dian Thomas' book, *Backyard Roughing it Easy*. Fiona's awards include many Telly Awards, an Aurora Award, several health information awards, and in 2007, a recipient of the *Rochester Business Journal's* "Forty Under 40 Award," an award recognizing forty people under the age of 40 for their professional and community contributions.



David M. Werk, the director of *Hike On*, started Videowerks after studying film and TV production at USC and San Diego State University, and has 30 years of experience in providing high level video production services. Videowerks' wide range of projects includes segments for TV shows, webisodes, celebrity interviews, commercials, PSAs, sports events, and corporate videos.

David has been behind the camera since video first became portable, and as the technology has rapidly changed over the years, has remained on the forefront—with the latest HD cameras as well as almost instant editing to post clips online or up on YouTube for immediate distribution. David's work includes

high-end corporate videos (for Wells Fargo Bank, Merck, Marriott Hotels, Ernst & Young, Lockheed-Martin) reality TV shows (*Big Brother*, *The Bachelor*, *World's Biggest Loser*) and live events such as the 2012 Democratic National Convention (PBS *NewsHour*).

As well as becoming a noted Director of Photography, David has also produced and directed several projects including *Kalman Aron: Into the Light* (2013), a documentary about prominent portrait artist and Holocaust survivor Kalman Aron. Learn more about David's work at VideoWerks.com.



“HIKING NOURISHES THE SOUL, EXHILARATES THE SENSES AND ALLOWS A MOMENT’S REST AMIDST A FRENETIC DAY; JOHN MCKINNEY ILLUMINATES THE PURE JOY OF HIKING.”

—LAUREL HOUSE, AUTHOR, *THE GURUS’ GUIDE TO SERENITY*
WEST COAST EDITOR, FIT MAGAZINE



John and a Bushman hike on
(NATIONAL GEOGRAPHIC RADIO).



John with film crew
(PBS DOCUMENTARY ABOUT CALIFORNIA STATE PARKS).

ABOUT THE HOST

Hiking Expert John McKinney is the author of 30 books about hiking, parklands and nature, including *The Hiker’s Way: Hike Smart, Live Well, Go Green* and *A Walk Along Land’s End*, a narrative chronicling his trailblazing, 1,600 mile hiking journey along the California Coast. For 18 years, McKinney, a.k.a. “The Trailmaster,” wrote a weekly hiking column for the *Los Angeles Times* and now writes articles and commentaries about nature and outdoor recreation.

Other books include *HIKE with Kids*, *HIKE for Health & Fitness* and many guidebooks including *HIKE Yosemite*, *HIKE Santa Barbara* and *HIKE Griffith Park & the Hollywood Hills*. *Day Hiker’s Guide to California’s State Parks* is a highly successful membership premium for the California State Parks Foundation. (John is the only person to have visited and hiked in all 278 California State Parks.)

The Trailmaster also promotes hiking across the U.S., sharing trails and tales about our splendid national parks. He’s the author of *Great Walks of New England* and *Great Walks of the Pacific Northwest* and served on the Board of the Washington D.C.-based American Hiking Society. McKinney has led weeklong hiking tours for The Wayfarers and trained hike leaders for the Leukemia & Lymphoma Society’s *Hike for Discovery* Program.

As a result of his academic training (BA Broadcast Journalism, University of Southern California; MFA Film/Video, California Institute of the Arts) and considerable time on the trail, John has a unique ability to record and present the hiking experience. Whether it’s sharing the cross-training benefits of hiking on the Tennis Channel or responding to the death of hikers in Yosemite on ABC World News, John is the “go-to” hiking expert.

An experienced public speaker, John also loves to share his knowledge of hiking to help introduce children to the power of nature and encourage adults to reconnect with the majesty of the outdoors and the strength, vitality and peace it can provide. “Getting Back on the Nature Trail” is the topic of his most popular talk.

HIKE ON HIKING BY THE NUMBERS*

- The American Hiking Society estimates between 60 and 70 million Americans like to hike. As many as 25 percent of these hikers say they hike at least 30 times a year. More women are regular hikers than men.
- The popularity of hiking expanded greatly from 1985 to 2005, and continues to grow slowly and steadily in nearly all demographic groups.
- Survey after survey show hiking is by far the most popular form of outdoor recreation among Americans.
- It's estimated that there are more than 250,000 miles of hiking trails in the United States.
- Advertisers are increasingly using hiking as a theme and lifestyle to sell an array of products, including cars, SUVs, allergy relief, energy bars, wine and fine spirits.
- Walking for fitness is by far the favorite leisure time activity of Americans, with about 100 million walking for exercise. Many walkers are self-defined and are actually hikers, too.
- Utah and Idaho have the highest per capita rate of participation for hiking/backpacking, while California, New York and Washington have the largest overall number of hikers.
- Californians lead the way down the trail. Two recent surveys report that Californians say hiking is their number one outdoors sport.
- The U.S. Forest Service predicts continued increases in hiking, including an 80 percent increase in the Southern and Pacific Coast regions over the next 50 years.
- National parks, forests, refuges and other public lands cover about one in every three acres of the nation's surface area and attract some two billion visits annually.
- Hiking-oriented vacations comprise a significant segment of the active-vacation industry.
- Sales of hiking boots—along with next-generation hiking sandals and other innovative trail footwear—continue to grow in all parts of the country.
- The Forest Service's trail system is about equal to all the other trail systems in the U.S. combined, with more than 125,000 miles. More than 30 million visitor days are spent each year on national forest trails.

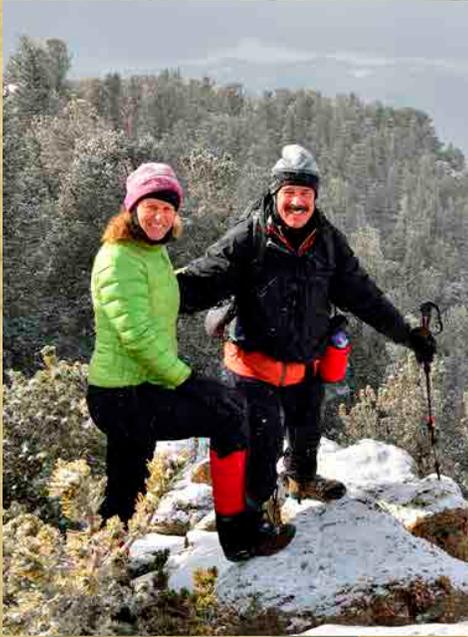
*Sources: American Recreation Coalition, American Hiking Society, Outdoor Industry Association, California Department of Parks and Recreation, National Park Service, National Sporting Goods Association.



“WALK OUT THE DOOR AND FIND GOOD HEALTH. THERE IS NO FEVER THAT A 10-MILE HIKE CAN’T CURE.”

—GARRISON KEILLOR

WHY HIKE ON PUBLIC TELEVISION?



“Hiking Season” is all year on public television.



Hike On episodes are “evergreen.”

Public television stations are ideal for *Hike On* because these stations collectively reach 99 percent of the U.S. Households with Television; no cable channel has that reach.

APT distributes the multi-cast lifestyle channel *Create*, a perfect second window for *Hike On* to reach an even larger audience after its initial broadcast. *Create* currently reaches 76 percent of the U.S. Television Households, including 18 of the top 25 markets.

Public television is the leader in television’s most prestigious programming. This reputation is extended to public television programming underwriters. They are industry leaders with commitments to quality and excellence. Two-thirds of public television viewers prefer to purchase from public television sponsors.

Hike On episodes, along with the sponsor’s underwriting credit, will be broadcast many times throughout the year. The content of *Hike On* episodes are “evergreen,” allowing them to be shown on public television stations many times over the coming years.

Sponsoring a public television series offers happy trails to a participating business. The well-educated and engaged viewers of public television have a very positive view of its sponsors.

Hike On offers its sponsors the opportunity to share its message with a nationwide audience that values healthy living and the great outdoors and esteems public television underwriters.

With much fewer non-programming minutes per hour than commercial networks, public television delivers your message in the program-rich, clutter-free environment that viewers have come to expect and appreciate. A sponsorship of a public television series provides a unique opportunity to deliver your message—without the clutter of your competitor’s spots.

HIKE WHY CONSIDER A *HIKE ON* SPONSORSHIP?

HIKE ON REACHES YOUR TARGET AUDIENCE

- A national corporate sponsor of *Hike On* gains extensive visibility through a high quality series keyed to a healthy lifestyle and the most popular form of outdoor recreation.
- A comprehensive benefits package includes on-air spots, apps, web exposure, social media opportunities, branded short videos, and numerous outreach partnership opportunities to maximize the value and reach of your sponsorship.
- Sponsorship of *Hike On* will strengthen your image through co-branding with public television, one of the most trusted brands in the country.
- Your sponsorship delivers the opportunity to build awareness and visibility with public television's highly desirable viewers – the well-educated, independent-minded, affluent and brand-loyal people your company wants to reach.
- Corporate sponsorship is much more than traditional advertising. It is a marketing opportunity that allows you to align your brand with a high-impact, non-commercial program.
- Your sponsorship package can be customized to complement your marketing goals and help ensure that you reach your target audience.



Hiking: a healthy lifestyle and the most popular form of outdoor recreation.

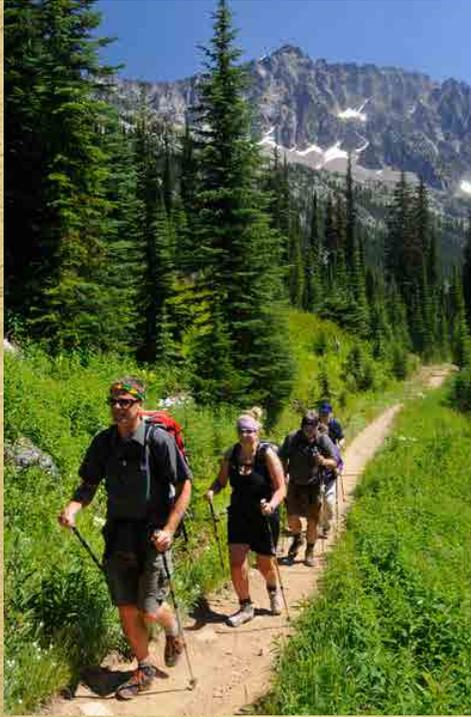


On air, online and onboard—Hike On!



“*HIKE ON* IS A GREAT FIT FOR PUBLIC TELEVISION STATIONS AND VIEWERS ALIKE.”

—ELISSA ORLANDO, SENIOR VICE PRESIDENT,
TELEVISION AND NEWS, WXXI PUBLIC BROADCASTING



Hiking, quality time for friends and family.



Hike for the health of it.

YOUR ON-AIR BENEFITS

Hike On is the first regularly scheduled hiking program on television. Thirteen half-hour episodes are being produced in 2014.

Hike On sponsorship offers the opportunity for outstanding on-air visibility:

- **High Visibility in an Uncluttered Environment.** Your message stands out in the uncluttered, commercial-free broadcast environment of public television.
- **On-Air Acknowledgements Before and After Each Program.** Sponsor acknowledgement on the many thousands of individual *Hike On* episodes broadcast on public television stations across the country.
- **Category Exclusivity.** Major *Hike On* sponsorship is available to only two non-competing major sponsors, giving your message extra impact.
- **Maximum Exposure.** Your spots will be broadcast year round to most U.S. television households.
- **Quality Brand Association** with a show that celebrates good health, beautiful parklands, and the most popular form of outdoor recreation—hiking.

HIKE ON YOUR OFF-AIR BENEFITS

A robust multimedia effort supports the show, spreading the good word about hiking, *Hike On*, and our sponsor(s).

- **Multimedia Exposure.** You will be recognized as a sponsor on all elements of our comprehensive multimedia initiative including video segments, apps, social media, online content, and offline with The Trailmaster's talks and public appearances.
- **Videos Available for Your Website.** Select the online episodes and video segments of most interest to your audience and offer free viewing and downloads from your company website.
- **"App-y Trails to You."** The Hike On App and MPG Adventures App add to your brand's innovative spirit and "cool" personality. Research has shown that a high percentage (59%) of smart phone owners recall seeing sponsor messages.
- **Website Click-Through Links.** Your logo will appear on HikeOnTV.com, as well as TheTrailmaster.com, with direct links to your website.
- **National Publicity.** You will be recognized as a national sponsor in all press kits, news releases, and materials sent to media outlets nationwide.
- **Sponsorship Credit on All Packaging** and outreach materials.



HIKEONTV.COM features the "National Park Hike of the Week."



Get "More Parks Per Gallon" with the MPG ADVENTURES APP.



“NOW IS THE TIME FOR HIKERS TO SHARE THE WAY, THE HIKER’S WAY, ON THIS GREAT PATHWAY WE CALL LIFE.”

—JOHN MCKINNEY, THE TRAILMASTER

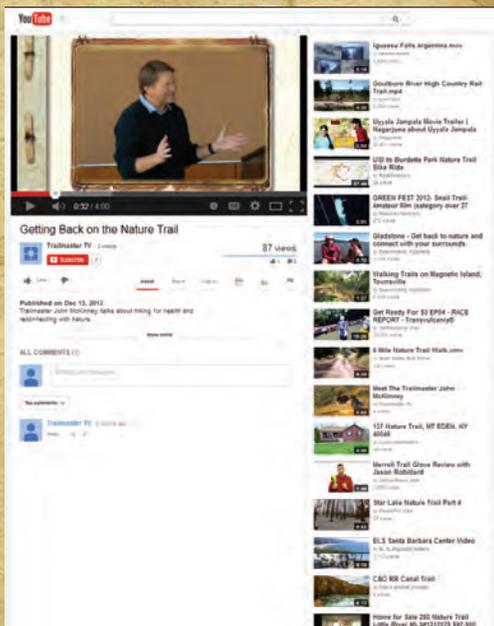
SPREADING THE GOOD WORD ABOUT HIKING

HikeOnTV.com will build on the television series’ content and share valuable information with hikers. Website features include:

- Links to *Hike On* sponsor(s) and partners.
- Searchable library of video segments and full episodes.
- Hiking information related to *Hike On* episodes with links to video, national park and trail organization sites, and many more outside resources.
- Opportunities to interact with The Trailmaster and the program’s Trail Reporters and Gear Guide.
- Opportunities for viewers to submit videos and photos of their favorite hikes.
- Embedded social media content, feeds, links, and share functions.



Find happy trails on
HIKEONTV.COM



HIKE ON VIDEO SEGMENTS

The show’s three major segments and six shorter segments, as well as full episodes, will be part of a library of searchable, shareable hiking content available on the HikeOnTV.com website, via social media, on the *Hike On* YouTube channel, and also on the sponsor’s website. The sponsor(s) underwriting credit will be included in each segment.

HIKE ON APPS

The *Hike On* App and MPG Adventures “More Parks per Gallon” App offer instant access to information about hiking and trails. Mobile phones are one of the most personal devices people own and an app provides a great opportunity for *Hike On* to connect with viewers on the go.

Hiking tales, tips and trips.

HIKE ON SHARING THE HIKING EXPERIENCE 24/7

SOCIAL MEDIA

Hike On will employ a social media strategy that enhances the visibility of the television series, sponsor(s), apps, websites and its online content. The series will encourage viewers to engage with the show and with the sponsor(s) through social media outlets.

FACEBOOK

Hike On Facebook strategy includes:

- Providing followers with hiking tips, trips, tales and trails.
- The opportunity for followers to join in discussions about hiking.
- The opportunity to weigh in on segments and share hiking experiences.
- The distribution of *Hike On* segments and full-length shows.
- Behind the scenes posts of photos and experiences.

TWITTER

Hike On Twitter strategy includes:

- Live Twitter events during the production of *Hike On* episodes and The Trailmaster's "Tweets from The Trail."
- Regularly scheduled Twitter events where people chat with The Trailmaster and with each other.
- Distribution of *Hike On* segments via ongoing Twitter feeds.



"Like" this hike on Facebook.



Tweets from the trail. #HikeOn



"I HIKED WITH ENTHUSIASM AND VIGOR,
BUOYED BY FRESH AIR AND SPLENDOR."
—BILL BRYSON, *A WALK IN THE WOODS*

"ADOPT THE PACE OF NATURE:
HER SECRET IS PATIENCE."
—RALPH WALDO EMERSON

"THOSE WHO DWELL AMONG THE
BEAUTIES AND MYSTERIES OF THE EARTH
ARE NEVER ALONE OR WEARY OF LIFE."
—RACHEL CARSON

"WALK ON!"
—BUDDHA

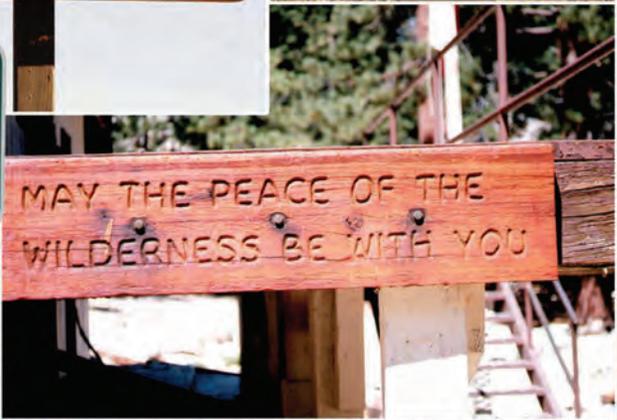
"THE THING ABOUT HIKING THE
PACIFIC CREST TRAIL...I COULD GO
BACK IN THE DIRECTION I HAD COME
FROM, OR I COULD GO FORWARD IN
THE DIRECTION I INTENDED TO GO."
—CHERYL STRAYED, *WILD: FROM LOST
TO FOUND ON THE PACIFIC CREST TRAIL*

"MY OWN MOST
MEMORABLE HIKES
CAN BE CLASSIFIED
AS SHORTCUTS THAT
BACKFIRED."
—EDWARD ABBEY

"TAKE ONLY
PHOTOGRAPHS, LEAVE
ONLY FOOTPRINTS."
—THE SIERRA CLUB

"IN OUR BONES WE NEED THE NATURAL
CURVES OF HILLS, THE SCENT OF
CHAPARRAL, THE WHISPER OF PINES,
THE POSSIBILITY OF WILDNESS."
—RICHARD LOUV,
LAST CHILD IN THE WOODS

"IN BEAUTY MAY I WALK
ALL DAY LONG MAY I WALK
THROUGH THE RETURNING
SEASONS MAY I WALK."
—NAVAJO PRAYER



DISTRIBUTOR: AMERICAN PUBLIC TELEVISION, BOSTON, MA

American Public Television (APT) has been a leading distributor of high-quality, top-rated programming to the nation's public television stations since 1961. APT also has distributed about half of the top 100 highest-rated public television titles for nearly 10 years.

Among its 300 new program titles per year, APT programs include prominent documentaries, news and current affairs programs, dramas, how-to programs, children's series and classic movies. America's Test Kitchen From Cook's Illustrated, Rick Steves' Europe, Doc Martin, Nightly Business Report, Moyers & Company, NHK Newline, Lidia's Kitchen, Globe Trekker, Simply Ming, BBC World News and P. Allen Smith's Garden Home join numerous documentaries and performance programs popular with public television viewers.

APT licenses programs internationally through its APT Worldwide service. Entering its 9th year, Create® TV—featuring the best of public television's lifestyle programming—is distributed by APT. APT also distributes WORLD™, public television's premier news, science and documentary channel. To find out more about APT's programs and services, visit APTonline.org.



WWW.APTONLINE.ORG

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WWW.THETRAILMASTER.COM

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