

A 1-hour immersive conversation between friends who enjoy the luxury of fishing, traveling, and eating





TAKING PRIDE IN COMMUNITY OUTREACH AND PUBLICIZING THE OUTDOORS TO ALL AUDIENCES THAT ARE INTRIGUED BY OUTDOOR SPORTS AND ALL THE WONDERS THEY ENTAIL!

“Hook and Cook with Reel Fishing” is a reality fishing show featuring engaging and affable hosts Gerard Robinson and Charlie Bush. Whom are longtime friends and fishing partners. Spending so much time on the water has made them expert anglers; taking weekly fishing excursions with a special celebrities, athletes and more that you may know!

This shows purpose is to reach the next generation of millennials, displaying some of their favorite idols and stars fishing and having in-depth interviews expressing their love for the sport and how they incorporate it into their daily lives!



**EDUCATIONAL
FUN
COMPETITION
LUXURY
COOKING
TRAVEL**



ABOUT THE HOSTS

GERARD ROBINSON was introduced to fishing by his uncle and father when he was seven years old. It was during that time Gerard Robinson fell in love with the sport as well as becoming involved in community programs. His involvement continues to this day, as he gives support to the less fortunate members of the community. Gerard Robinson formed Upstream Productions in 2007 to work with inner-city children for the purpose of teaching them outdoor sports such as fishing, boating, and hiking. Coming from a low-income community, Gerard wanted children to experience the same love for fishing and the outdoors that he did, while gaining an appreciation for nature.

At an early age, **CHARLES BUSH** also had a love for fishing while fishing with his father and the great outdoors as well as being involved in his community. It was in 2007, Charles Bush and Gerard Robinson met at church, from that day forward they became friends, and fishing pals. Charles was excited to join Upstream Productions to share these fishing experiences through their Outdoor Educational Program including children with special needs and other charities. Charles is a drummer and Trustee for First Baptist Church of Lincoln Gardens located in Somerset New Jersey.





THE VISION

The vision for *Hook and Cook with Reel Fishing* is to have a mainstream platform where we introduce fishing on a more luxurious side of the great outdoors.

- Our show will feature famed athletes, celebrities, executives and friends who enjoy their time off the clock, on the water.
- Each episode will feature a different location sparking interests in traveling as well as highlighting the lifestyle of fishing that goes beyond the catch as the hosts introduce their profile guests to their lists of seasoned seafood chefs, captains, and fellow anglers.
- The goal is to educate the black and brown audience of the endless possibilities of exploration outside of their comfort zone.

NOTABLE CELEBRITY CALLOUTS

- Deion Sanders
- Robert F. Smith
- Magic Johnson
- Oprah and Gayle
- Kevin Hart
- The Rock
- Rihanna



NOTABLE DESTINATIONS

- Alaska
- The Bahamas
- Miami / The Florida Keys
- Lincoln Hills, Colorado
- Catalina Island
- Montana
- Puerto Rico
- Massachusetts



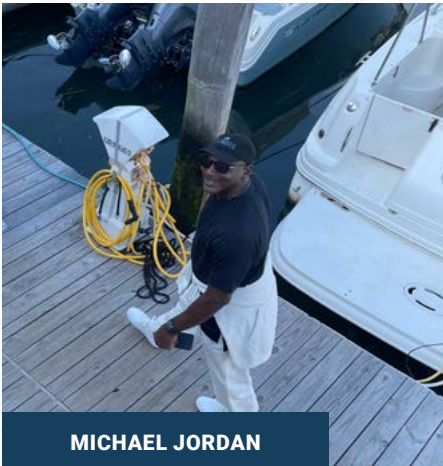
MAGIC JOHNSON



WARREN SAPP



RIHANNA



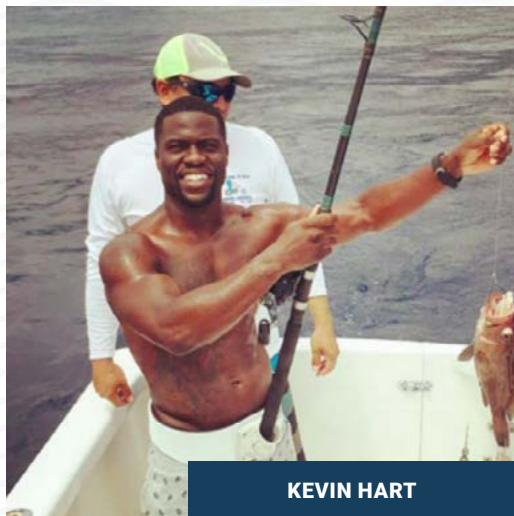
MICHAEL JORDAN



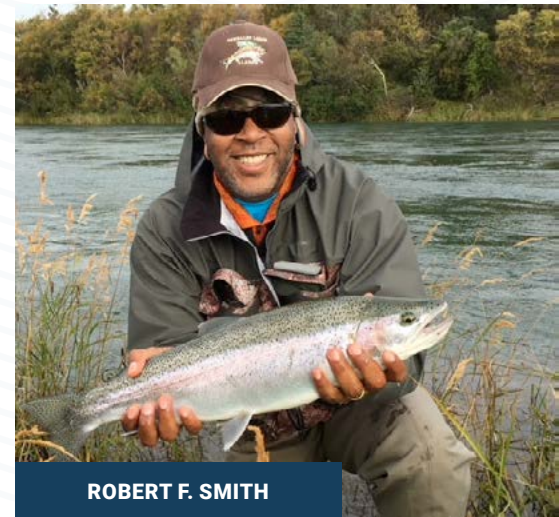
OPRAH & GAYLE



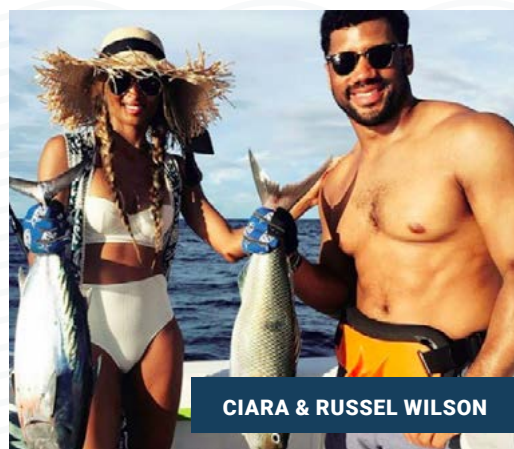
THE ROCK



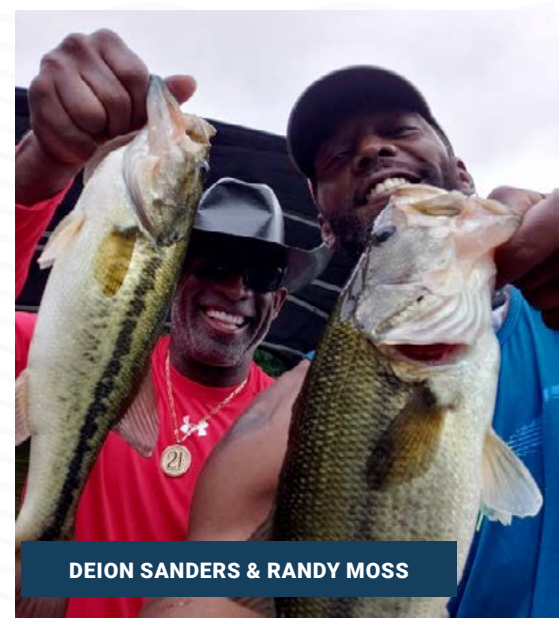
KEVIN HART



ROBERT F. SMITH



CIARA & RUSSEL WILSON



DEION SANDERS & RANDY MOSS



SPORTSMAN
CHANNEL

NETWORKS & RATINGS



Hook and Cook’s parent show, Reel Fishing, was featured on Sunday afternoons at 2:00 pm on the **Sportsman’s Channel** and **WFN** (World Fishing Network) during primetime hours. Reel Fishing with Upstream leads off the fishing block at 2:00 PM Primetime Poised for massive audience expansion in Prime timeslot kicking off for Fishing Content Average Audience: 26,716

Month	Airings Per Week	Broadcast Per Week	Weekly Gross Average Audience (GAA)	Quarterly Gross Average Audience (GAA)
Jan 2020	4.0	4	57,966	231,863
Feb 2020	4.0	4	58,657	234,626
March 2020	4.0	4	69,438	347,190
Q1 2020	12.0	12	62,582	813,565

CURRENT SPONSORS







CORE COMMUNITY SERVICE

We are more than just a reality TV fishing show! Part of our reality is the community service portion, in which Upstream Productions was built on. Upstream Productions provides opportunities through their Outdoor Educational Program. This program is for children with terminal disease, special needs, or from underprivileged environments. Our mission is to inspire youth to engage in nature and outdoors!



COMMUNITY



LIFE SKILLS



MENTORSHIP



THE TEAM



GERARD ROBINSON, HOST



CHARLIE BUSH, HOST



**Dont take our word for it!
Check out our latest highlights.**



Thank you for your time!

*We look forward to
hearing from you!*



CONTACT

HARRIETTE ROBINSON

upstreamexcursions@gmail.com

Phone:

973-868-9271

Mailing Address:

409 Tomahawk Trail

McDonough, GA 30252



UPSTREAM
PRODUCTIONS

REEL
FISHING
WITH UPSTREAM

