

A speedboat is shown moving across a body of water, leaving a white wake. In the background, a city skyline with several tall buildings is visible under a clear sky. The entire scene is overlaid with a semi-transparent teal color.

**THE UPSTREAM OUTDOOR EXCURSIONS**

**REEL FISHING WITH  
UPSTREAM**

**PROD BY UPSTREAM PRODUCTIONS**

# BACKGROUND

"*Reel Fishing with Upstream*" 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!







# OUR VISION

"WE WOULD LIKE YOUR HELP IN SETTING A CHAIN REACTION TO INTRODUCING NEW ACTIVITIES AND OUTDOOR ASPIRATIONS TO OUR YOUTH AND THOSE THAT MAY NOT EVER HAVE HAD THE CHANCE TO EXPERIENCE THE GREAT OUTDOORS."  
TAKING PRIDE IN COMMUNITY OUTREACH AND PUBLICIZING THE OUTDOORS TO ALL AUDIENCES THAT ARE INTRIGUED BY OUTDOOR SPORTS AND ALL THE WONDERS THEY ENTAIL!

CEO & PRESIDENT OF UPSTREAM PROD  
GERARD ROBINSON





## Show Goal

- The Vision for Reel Fishing with Upstream is to have a mainstream platform for athletes and celebrities to come and enjoy their time off on the water, Fishing.
- The notoriety will begin to grow and we hope to be as large as a 'First Take' or any of the high grossing television shows that networks depend on to bring in viewership.
- This will also be an example for minority and inner city children that there are other sports that they can explore outside of their comfort zone.



## **SPORTSMAN CHANNEL**

Currently reaches 36 Million U.S. Television households.

- Weekly Gross Avg Audience: 62,582
- Quarterly Gross Avg Audience: 347,308
- Quarterly Household Reach: 504,366



- Weekly Gross Avg. Audience: 18,000
- Quarterly Gross Avg. Audience: 234,831
- Quarterly Household Reach: 356,045

# NETWORKS

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Reel Fishing is featured on Sunday afternoons at 2:00 pm on the Sportsman's Channel and WFN (World Fishing Network) during primetime hours.

Sportsman Channel Ends 2019 Ranked Among Top 5 Basic Cable Networks with Growth Among Men 25-54 YTD/ Outdoor Channel Delivers Highest Average Coverage Ratings with Households and Total Viewers (P2+) During Primetime Since 2017"

Sportsman Channel's household median income rose to its highest level in seven years for Total Day (\$69,000), Prime (\$73,500), and Weekend (\$67,800)."

# Show Reviews

**Name:** Nyle Miyamoto

**Email Address:**  
[tets442@gmail.com](mailto:tets442@gmail.com)

**Subject:** Love your show

**Message:** Gerard and Charles,

I just discovered your show and I want to tell you how much I enjoyed watching you guys fish. You put a whole new level of fun into fishing TV. There are so few people of color on sportsman's shows, it is really refreshing to see your show. I know it is a lot of time and effort to put on a television production, so thank you for adding some diversity to my favorite pastime. Please keep it up...and I will keep watching.

Fish On!

**Name:** Jonathan Marlow

**Email Address:**  
[jmarlo24@hotmail.com](mailto:jmarlo24@hotmail.com)

**Subject:** Pennsylvanai

**Message:** I saw the show last night on WFN regarding Fishing Creek in Pennsylvania and would like to get the name of the town near the section water you fished or the name of the land holder I need to contact to fish there...I am also a fly fisherman with vast experience and have fished most of the prolific streams in Pennsylvania but may not have fished this section of fishing creek so I would like to know exactly where it is. Thank you. Keep up the good work.

**Name:** Stephen Segal

**Email Address:**  
[segalssbd@cox.net](mailto:segalssbd@cox.net)

**Subject:** Your show on WFN

**Message:** Love the show and can hardly wait for the Mammoths Lake episode. SO HAPPY TO SEE DIVERSITY ON WFN

(Sent via [Reel Fishing with Upstream](#))

**Name:** Jim Murray

**Email Address:**  
[Jschultz2@outlook.com](mailto:Jschultz2@outlook.com)

**Subject:** Pulaski fishing show

**Message:** Love your show. I fish Pulaski all the time and have to tell you that I enjoyed watching you guys However early in the program the small fish that was caught and identified as a jack salmon was a "prized" Atlantic salmon. Nice catch. They are not all that common

(Sent via [Reel Fishing with Upstream](#))

**Name:** Gary Taki

**Email Address:**  
[actveguy2015@gmail.com](mailto:actveguy2015@gmail.com)

**Subject:** Suggested Fishing Place

**Message:** Hi I wrote you about 2 months Ago about my enjoyment of the show and your testimonies. Man with all that is happening I can say and That Lord is at working for his glory. I pray for your show but most of your impact on people lives from your testimony. Anyway My and I were gone for 3 weeks on a rv trip to Prospect Oregon when things started happening aside from COVID. We started praying the believers will lead Lives to Christ, healing and transformation to our society. I am not surprised as to what has happened, I was expecting this. But anyway I want to suggest you look at a possible trip on the Rogue River in Oregon in the future! Sincerely Yours, Gary Taki from Seattle wa

**Name:** Billy White

**Email Address:**  
[brwhite1963@bellsouth.net](mailto:brwhite1963@bellsouth.net)

**Subject:** A Big Thank you!

**Message:** Gerard and Charlie, My grandfather taught me how to fish. Long story short...he one said to me, "Hoss, fishing ain't always about catching fish". Both of you have reminded me how much more fun fishing is supposed to be when surrounded by friends and family and the family we choose. That was something that I had forgotten or lost along life's pathway. Thank you and your show's crew for rekindling my interest in fishing and more specifically, fly fishing. If you guys are ever near Statham, Ga.,

## Survey

**Name:** Chris Robinson

**Email:** [cr\\_boise@msn.com](mailto:cr_boise@msn.com)

**Phone Number:** 8013216252

**Zip/Postal Code:** 84041

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**Do you pay extra?:** No

**Cable of Satellite Provider:** Satellite

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**Genre:** Fly Fishing

**Show:** Reel fishing upstream

**Are you a fan of the Show?:** Yes

**Do you regularly DVR/record the Show?:** Yes

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**Rate the Show:** 5-Excellent

**Show Rating Comments:**

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**Rate the Host(s):** 5-Excellent

**Host(s) Rating Comments:** I have watched a lot of fishing and fly fishing shows over the years, but these two guys just bring a smile to my face. They live and love life and it's contagious. I love their outlook and genuineness. Well done fellas. Well done.

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**Rate the Entertainment Value:** 5-Excellent

**Entertainment Rating Comments:**

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**Rate the Educational Value:** 4-Good

**Educational Rating Comments:**

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1=Poor 2=Needs Improvement 3=Fair 4=Good 5=Excellent

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# RATING DETAIL SHEET

Our Data

**SPORTSMAN**  
CHANNEL



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

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



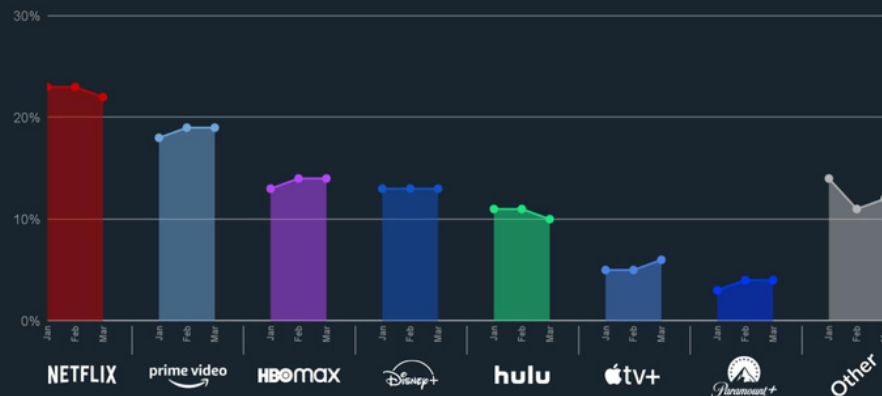
# MARKET OBJECTIVES

- Advertise to various demographics for max content engagement
  - Ages 13-21
  - Ages 21-45
  - Ages 45-65
- Drive consistent viewership and engagement!

## Streaming Charts

Market share development: January-March 2022

**JustWatch**  
THE STREAMING GUIDE



Source: JustWatch.com – Measured interest in SVOD services on JustWatch in the United States from 01/01-03/31/22

United States



# CURRENT SPONSORS





**Mentorship**

# Core Community Service Projects

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**







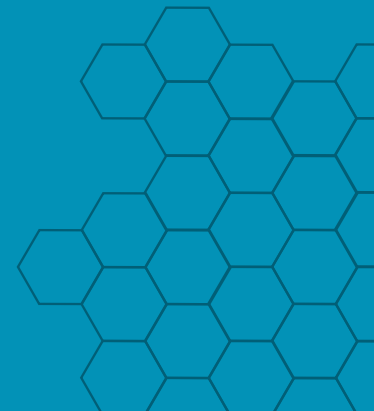
# Our Team

**Gerard Robinson: Host**

**Charlie Bush: Co-Host**

**Brian Larue: Head of**

**Production Team**





**UPSTREAM**  
PRODUCTIONS

# Contact Us

Thank you for your time! We look forward to hearing from you!



Email:  
[Upstreamproductionsllc@gmail.com](mailto:Upstreamproductionsllc@gmail.com)



973-600-9378



409 Tomahawk Trail  
Mcdonough, GA 30252

