

# **SAFE HIKING in Southeast Alaska**

## **A Proposal by KTOO-TV for City and Borough of Juneau Assembly Planning & Policy Committee December 12, 2001**

Southeast Alaska is famous for its rain forest and beautiful scenery. There are many hiking trails in our forest that take people to wonderful places they would otherwise not see. By and large, residents of Juneau and other Southeast communities are experienced hikers, and use the trails safely due to their understanding of our unique environment.

Unfortunately, most of our visitors are not well prepared to hike on these trails. Each year visitors are lost on the trails, some even become seriously injured and too many have died.

KTOO-TV proposes that a trail safety video be produced that will familiarize visitors of all types about how to be safe and what to expect when hiking in Southeast. We have learned that cruise ship passengers, for example, often ask questions at our visitor centers and kiosks about hiking trails. They are not properly dressed and often have inadequate footwear—but are gearing to go! They usually don't think to let someone know where they are going nor realize that they are in bear country.

An entertaining, compelling and informative video could reduce the risks for hikers and enhance our visitors' experience while on their Alaska vacations. We envision the primary audience to be cruise ship passengers, but it would also be valuable for viewing in visitor centers, hotels and B&B's, and state ferries.

### **SUPPORTERS**

Rescue organizations in Juneau have expressed interest and support. Bruce Bowler of SEADOGS has agreed to give expertise on content, Scott Foster of KTOO's *Raincountry* fame is interested as host/narrator; and the Alaska State Troopers, Mountain Rescue, and Bill Glude at the Avalanche Center are all willing to lend their support. Jim King of Trail Mix is also available for good general information about trail hiking. The Juneau Convention and Visitor Bureau (JCVB) is enthused and agrees with the need.

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Other supporters include Juneau Parks and Recreation Advisory Committee (PRAC) and the State Parks Citizens Advisory Board, who are willing to provide letters of endorsement to the CBJ Assembly.

### **FINANCIAL SUPPORT**

A polished, professional product must be created for cruise lines and other presenters to want aboard their ships and in other viewing locales. KTOO-TV has the experience, state-of-the-art television production facilities, and professional staff to produce a high-quality video that will compel and entertain in an upbeat and positive manner while delivering a very important message. Preliminary discussions have just begun with potential funders of the production, with an eye for future discussions with other Southeast community visitor bureaus as potential contributors. Companies that provide guided hikes may wish to make financial contributions as well.

The cost to produce the video is \$14,965. A budget is attached.

### **FINAL PRODUCT**

KTOO-TV will produce an 8-minute, PBS quality video that is interesting, compelling and positive in tone and nature. Footage will be attractive with many shots of the beautiful Southeast Alaska environment. The script will contain accurate information based on facts gained from search and rescue and other aforementioned experts and organizations. We will strive to produce a video that informs without unduly frightening visitors.

With the support of Juneau and other southeast communities, the cruise lines, visitor bureaus, and personnel involved with hiking and rescue, KTOO-TV is confident it can produce an outstanding and useful video. Many thanks to Sandy Warner for her excellent suggestions and useful background information.

If funding is secured soon, it is possible to complete the project and deliver copies of the video soon after the start of the visitor season in 2002.



July 31, 2003

Alice Rarig, President  
Trail Mix, Inc.  
PO Box 35693  
Juneau, AK 99803

Dear Alice:

This letter of agreement relates to our joint project to produce two short videos on the subject of trail safety in Southeast Alaska. One video would be 3-5 minutes in length designed for the cruise ship passenger, and the other would be 8-10 minutes in length designed for the independent traveler and residents. Both programs content will be over seen by Trail Mix.

**Responsibilities** of the parties are as follows:

**KTOO-TV will**

1. Provide all television production services as may be required during the course of the project.
2. Provide all facilities and personnel associated with the television recording and editing of the programs.

**Trail Mix will**

1. Serve as project administrator and fiscal agent.
2. Act as liaison with the funding sources of the project (CBJ)
3. Coordinate and produce publicity any promotion materials related to the project.

**Payments:**

In accordance with the project budget, the total grant funds available for this project are \$14,000. Trail Mix will pay KTOO-TV \$14,000.00 for production expenses. Trail Mix will make payments to KTOO-TV according to the following schedule:

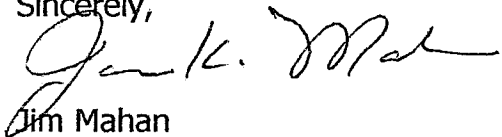
1. 50% (7,000) upon receipt of the initial payment of grant funds from The City and Borough of Juneau.
2. 50% upon completion and acceptance of the final programs.

**Ownership of Material, Copyright:**

Trail Mix will own the copyright to the products, KTOO will maintain the copyright to all raw footage shot for and contained with in the programs.

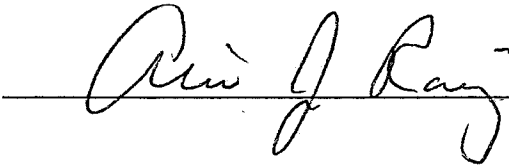
If you agree to these terms, please sign below and return one copy to me as your convenience.

Sincerely,



Jim Mahan  
Station Manager

For Trail Mix:



date: August 1, 2003