

# THE SOUTHWEST ALTERNATE MEDIA PROJECT

1519 WEST MAIN HOUSTON, TEXAS 77006



14 June 2001

Mr. Jeffrey Mills, President  
Io Communications  
5310 Bissonnet  
Houston, Texas 77410

## Programs:

### EXHIBITION

The Territory  
Independent Images Tour  
Rice Film Series  
Special Events with MFAH

### EDUCATION

Media Literacy Institute  
Artist-in-Education  
Media Workshops

### INFORMATION & SERVICES

Media Bulletin  
Sponsored Projects  
TCA Statewide Service

### Staff:

Mary M. Lampe  
Executive Director  
  
Toni Kauthold  
Office Administrator

Dear Mr. Mills:

On behalf of Southwest Alternate Media Project, a twenty-four-year-old nonprofit media arts center, I am pleased to provide the Educational Outreach component of The Pan Am Documentary Project with fiscal sponsorship.

The DVD-ROM, Teacher's Guide and related web site that you propose will provide educators with an exciting enhancement to the documentary film you are producing about Pan Am. Your generous donation of 2500 copies of the DVD-ROM discs to Houston area schools, libraries, and universities will prove to be an invaluable educational tool. In addition to its key role in the history of transportation, the story of Pan Am encompasses so many global issues—economic, social and cultural—that teachers will eagerly incorporate it into their lesson plans. Students and adults alike will be inspired and stimulated by the discovery of all the interconnected elements that stem from the evolution of this extraordinary American company. Subtitling the documentary film on the DVD-ROM in five languages and with the hearing impaired in mind is critical for its accessibility to the greatest number of users.

I am pleased to be able to offer our endorsement to such a high quality and fully integrated educational effort with its impressive production team and advisors. I wholeheartedly encourage the financial support of The Pan Am Project educational outreach program.

Sincerely yours,

A handwritten signature in black ink that reads "Mary M. Lampe". The signature is fluid and cursive, written in a professional but personal style.

Mary M. Lampe  
Executive Director

# The Pan Am Documentary Project

Educational Outreach Program

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# The Pan Am Documentary Project

## Educational Outreach Program

The Pan Am Documentary Project is seeking tax-deductible donations for its Educational Outreach Program, which is the companion piece to a two-hour documentary film examining the importance to American history of Pan American Airways. The goal of this outreach is to offer a comprehensive set of educational tools for schools, museums, libraries, and historical organizations for exploring the unique story of Pan Am, the birth and development of commercial aviation, and the role that aviation played in making the 20th Century, “The American Century.”

### The Pan Am Story

Pan Am was more than a company... it was a religion.

In the 64 years of its existence, it grew from an airline with a single 90-mile route from Key West to Havana, to a global conglomerate that would define the international aviation industry and become an icon of American business.

This company’s odyssey inspired breathtaking devotion from employees and customers... and equally strong jealousy from its rivals. There was also a host of well-known individuals whose lives and careers were a part of Pan Am, including Charles Lindbergh who was a survey pilot, technical advisor, and board member for the company for 47 years.

And at the center of Pan Am’s history, there was the brilliant, enigmatic figure of Juan Trippe. Few American businessmen have ever exceeded his skill at guiding a company to greatness. His perfectly focused vision for the future of aviation would make Pan Am the world’s most successful pioneer of commercial aviation.

The story of Pan Am is a quintessential tale of empire building, full of the romance of the Clipper ships, the intrigue of international politics, and the adventure of discovery and scientific innovation not unlike the early space program. Pan Am not only shaped the development of commercial aviation, it changed America by shrinking the globe and, for the first time, allowing all Americans to become global citizens.

But the story ends in tragedy. Pan Am’s early position as the sole U.S. international airline, so important in its struggle for growth, becomes its greatest impediment when American sentiment turns against this idea. Like Icarus, Pan Am flew too high. After Trippe retired from active management of the company, the world was also profoundly changing. Recession, terrorism, and missed business opportunities all contributed to ending the company’s remarkable history in bankruptcy court.

## Project Components

The Pan Am Documentary Project is a media initiative comprised of a series of components. The Project's cornerstone is a two-hour documentary film entitled *On the Wings of Giants*. Shot on high definition video, the documentary will premiere at high profile film festivals where it will seek distribution in U.S. and international theatrical markets, on television networks such as PBS, The National Geographic Channel, HBO, Turner, and A&E, and on home video. The documentary film component will be funded through a private placement investment offering.

The Educational Outreach Program will incorporate this film along with a wealth of additional historical materials on a DVD-ROM. The DVD-ROM's primary target audience is individuals from 15 to 40 years of age. It will be distributed to schools (middle to high schools, junior colleges and four year institutions), libraries, museums, and civic and professional organizations focused on aviation, business, and engineering. Interactive resources offered on the DVD-ROM include video interviews, photos, maps, illustrations, animations, virtual reality tours, web links, and text.

As a gift to the local community of the Producers, the initial run of 2500 DVD-ROM discs will be donated to Houston area schools (see chart below.) A Teacher's Guide will be produced and included in this donation to aid instructors in using the DVD-ROM in their curriculum. The subjects and issues examined will have application in math, science, geography, history, civics, economics, engineering, and business classes. The scope of this donated distribution can easily be increased at the suggestion and support of any donor.

The DVD-ROM will be designed with multi-cultural and hearing-impaired viewers in mind. The incorporated documentary film will be subtitled in five languages: English (for the hearing impaired), Spanish, French, German, & Chinese. After this initial distribution, the Producers will then seek an educational distributor for a wider national and international audience.

The other component of the Educational Outreach Program is an educational Web site. This site will supplement and expand the information on the DVD-ROM and offer a more "participatory" form of instruction than either the film or DVD-ROM. Long after the release of the DVD-ROM, there will be new educational content posted by the Producers. Users may e-mail them with questions and input. Pan Am veterans can add their personal observations on the history of Pan Am and commercial aviation. The DVD-ROM will also have access to the Web site via incorporated links. The Pan Am Documentary Project Web site will be a constantly evolving examination of the story and this critical period in American history.

Web site content will include an overview of the story, an online Teacher's Guide for classroom use of the site, selected video clips from the movie, additional interviews, information on the "making of" the film documentary, and an area set aside for exchange of information between producers, project historians, project advisors, Pan Am pioneers, and site visitors.

Houston Independent School District	77 Schools+Media Center	25ea.	1950
University of Houston	5 Campuses	25ea.	125
Rice University	1 Campus	25ea.	25
Texas Southern University	1 Campus	25ea.	25
St. Thomas University	1 Campus	25ea.	25
Prairie View A&M University	1 Campus	25ea.	25
Houston Community College	5 Campuses	25ea.	125
North Harris Montgomery Community College	5 Campuses	25ea.	125
San Jacinto College	3 Campuses	25ea.	<u>75</u> 2500

### The Project Rationale

As we enter the 21st century, Americans are looking back at where we have been, what we have accomplished, and what the past hundred years will mean for the next millennium.

The saga of Juan Trippe and Pan American Airways is a new way to explore the century just ending. It is a story almost forgotten today, but is essential to understanding our history in two significant ways: its critical role in the development of commercial aviation and its influence in changing American's role and position in the world.

Telling this story now is particularly important. There is a whole generation of young people who take aviation and the ramifications of world travel completely for granted. Many of them are, or will soon be, the developers of the new information age. They will be facing some of the same questions that confronted a young aviation industry in the 1920's.

- How will it keep its entrepreneurial growth on track?
- How will its growth influence the fabric of American and world society?
- How will it bring people together in a global community?

The lessons from the history of Pan Am could be critically important and helpful. Of the four American innovations that have profoundly influenced our society: electricity, the automobile, the airplane, and the computer, commercial aviation has yet to be thoroughly examined.

The Pan Am story also cuts across all cultures and geographical boundaries, because it is the story of how America and Americans learned to reach across the oceans to all the peoples of the world. In many ways, Pan Am was a teacher. As you view the company's early marketing films and brochures, you realize that they were more about discovering and appreciating the diversity of this new global community to which they were opening the doors, than about transportation.

### The Project Goals

The Producers strongly believe in the power of media to educate. Especially for younger viewers, film and multimedia have a tremendous impact. We understand the importance of

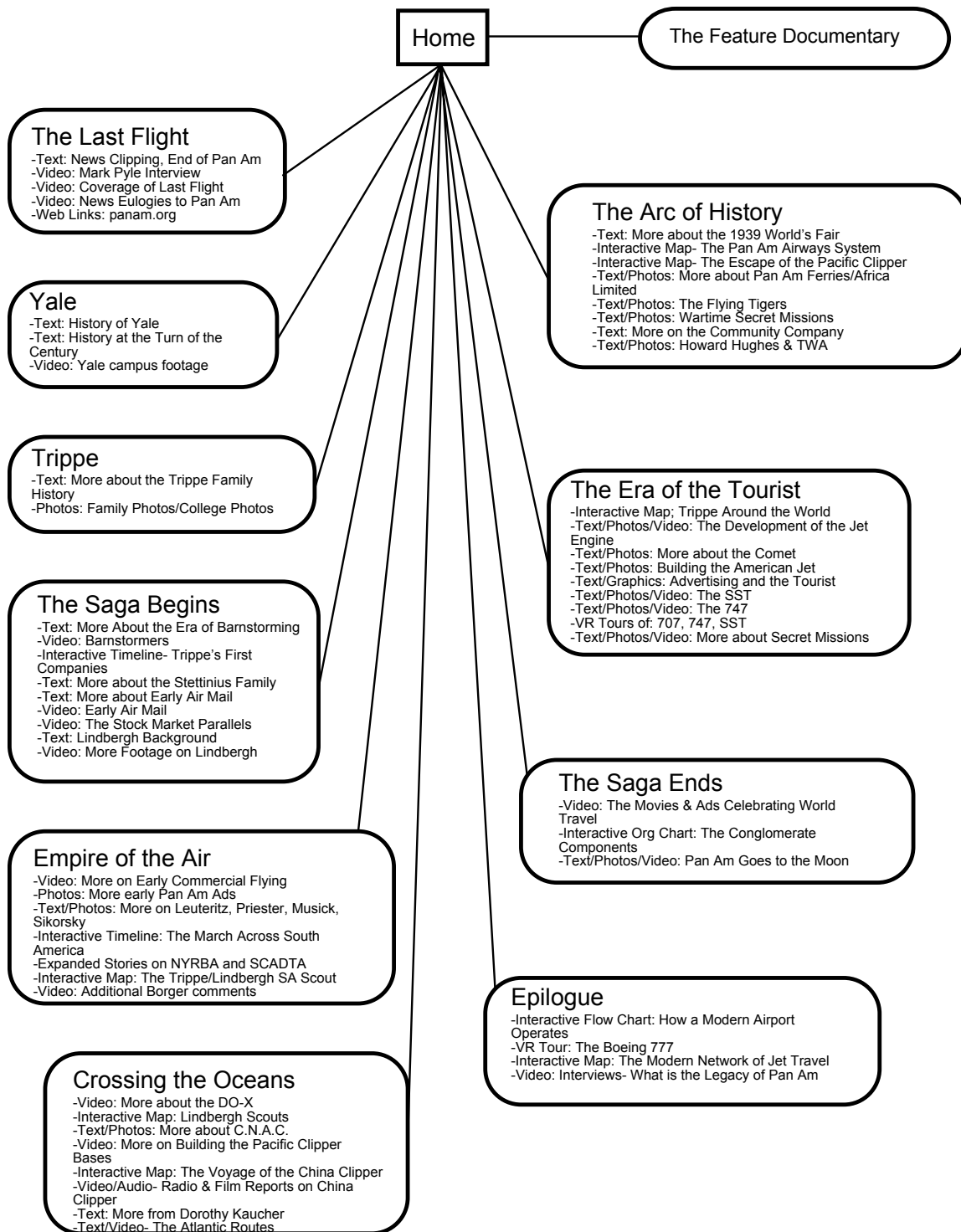
making this Outreach Program a thoughtful, well-crafted educational tool that reaches out to the community in all its diversity. We wish to leave our educational audience with a solid understanding of why this fascinating story matters to American history and to them personally.

Some of the larger goals are:

- To impart an appreciation for how far we have come in commercial aviation by examining the daring and scientific innovation that marked the early years of the industry.
- To show how America inherited the role of world leadership in the first decades of the 20th century and how important it would be to all Americans
- To understand the currents of business and politics by examining Juan Trippe's vision for Pan Am, consider its roots historical roots, and understand Pan Am's eventual demise.
- To reveal the striking parallels between today's dawn of the information age and that of commercial flight, and what cautionary lessons can be learned.
- To illuminate the impact of the American tourist on global business and society.
- To convey from today's perspective why world travel, and Pan American Airways, still matters.

# The Pan Am DVD-ROM

## Structure & Content



# Production Team

## Biographical Information

### **David Hoffman**

David Hoffman heads Varied Directions International, one of the country's leading production companies of prime time PBS and cable television programs. Since 1975, VDI has produced 78 television specials and series that have aired on PBS, Discovery, Turner Broadcasting, HBO, A&E, and on many international TV systems. VDI programs have won top prizes at most major national and international competitions including the 1995 Peabody award for the four-part Turner series, *Moon Shot*. Among Hoffman's other television accomplishments are the six-part PBS series *Making Sense of the Sixties*, the Time Warner series *Ten Who Dared* with Anthony Quinn, and the 1998 HBO special *Cinderella Season*.

Hoffman has produced for popular series such as PBS's The American Experience, NOVA, and Turner Broadcasting's Portrait of America and Portrait of the World. He has also produced more than 15 highly rated programs on the military, science, and technology, and is one of the nation's most experienced producers of programming about aviation. Mr. Hoffman will act as Executive Producer for the Pan Am Documentary Project.

### **Jeffrey Mills**

Jeffrey Mills is President of Io Communications, a producer of documentaries and documentary-style corporate communication programs. His projects have won many top broadcast and interactive awards for clients such as Compaq Computers, Chevron, Duke Energy, Cooper Industries, Raytheon, and Universal Weather and Aviation. Mr. Mills has worked in the film industry for nearly 25 years in almost every production capacity including writer, producer, director, cinematographer, editor, and sound recordist. Mr. Mills will be the Writer and Director for the Pan Am Documentary Project.

### **Bill Moore**

Bill Moore is one of the leading film editors in the country with over 25 years of editing experience. In 1986 he started POV Editorial and in 1989 he became the first editor in the Southwest to utilize digital non-linear editing. Mr. Moore is especially attuned to long-format editorial having edited three independent feature films and several documentaries including "Hubble-Secrets from Space" for the Discovery Channel and "Guadalupe-Mother of all Mexico" for PBS. Mr. Moore will act as the Lead Editor and Post Production Supervisor for the Pan Am Documentary Project.

### **Gary Watson**

Gary L. Watson is a Houston-based director of photography. He started shooting film and video in 1973 as a television news photographer. In 1981 Watson moved to Houston where he began working on commercial, documentary, and feature film productions as a director of photography. He has developed an international list of clients including the BBC, NOVA, and the Discovery Channel, and recently produced *Inside the Octagon*, a feature-length documentary history of the M.G. Car Company. He currently is working on a series of theatrically-released short documentary films called LONE STARS. Mr. Watson will be the Director of Photography for the Pan Am Documentary Project.

## **Scott Szabo**

Scott Szabo began his career as a location sound mixer in 1988. As a sound mixer, Scott has worked on feature films, documentaries, commercials, and corporate videos. His client list includes Disney, IMAX, MGM, and HBO. He has also composed the music for four feature films, three TV series, (currently, Texas Justice airing on FOX), numerous short films, and nearly 100 commercials and marketing CD-ROMS for such clients as BMW, Compaq, Time Warner, and Continental Airlines. Mr. Szabo will work as location sound mixer on the Pan Am Documentary Project.

## **Jeffrey Walton**

Jeffrey Walton is a Houston based composer for film and television. Walton began his professional musical career as a member of The Judy's, a pop rock band in the early 1980's. In 1986, while studying music at the University of Houston, Walton left the band to pursue his music writing career. To date, Walton has scored nineteen feature films, including Paper Bullets (James Russo and Ernie Hudson), Invisible Mom (Dee Wallace Stone), and Fear Runs Silent (Stacy Keach and Billy Dee Williams). Commercial work includes Nick at Nite, FX, and Old Navy as well as numerous corporate films and documentaries. One of his most recent projects is the PBS documentary The Man Who Could Heal Hearts. Mr. Walton will act as music composer for the Pan Am Documentary Project.

## **Barbara Mills**

Barbara Mills has been an award winning graphic designer and animator with Io Communication since 1983. Her work has spanned print design, 2D and 3D animation, and design for interactive programs on CD, DVD, and the Web. Ms. Mills will be the Lead Designer and Animator for the film, DVD-ROM, and Web site for the Pan Am Documentary Project.

## **Kerry Maniam**

Kerry Maniam is the Director of Interactive Projects at Io Communications. She has worked on several series of CD-ROM and Web based programs for Compaq Computers, Weatherford, and Universal Weather and Aviation since 1998. Kerry will be the Lead Programmer for the DVD-ROM and Web site for the Pan Am Documentary Project.

# Project Historians

## Biographical Information

### **R.E.G. Davies**

Author of *Pan Am, An Airline and its Aircraft*  
Contribution: Advisor, On-camera Commentator

R.E.G. Davies is a prolific writer and publisher of books on aviation subjects. His book *Pan Am, An Airline and its Aircraft* is the most complete history of all the airplanes that Pan Am flew and examination of its involvement in the design of many of these aircraft. Mr. Davies is also the author of *Airlines of the United States*, *History of the World Airlines*, and *Airlines of Latin America*. Mr. Davies is an invaluable resource for both the history of aviation and the pioneering role played by Pan Am. He has been involved in research on Pan American Airways since 1948.

### **Robert Daley**

Author of *An American Saga, Juan Trippe and his Pan Am Empire*  
Contribution: Advisor, On-camera Commentator

Robert Daley is a distinguished writer of novels and non-fiction books. His best-known fiction works are *Prince of the City* and *Night Falls on Manhattan*, both made into movies by Sidney Lumet. Daley has written the definitive biography of Juan Trippe and the history of Pan Am, titled *An American Saga, Juan Trippe and his Pan Am Empire*. He was given greater access to Trippe than any other writer, meeting with him for fifty interviews over a period of three years.

### **Robert Gandt**

Former Pilot, Pan American Airways  
Author of *Skygods*  
Contribution: Advisor, On-camera Commentator

Robert Gandt is a former naval officer and pilot for Pan American Airways. He currently flies as an international captain for Delta Airlines. He has written two books on Pan Am history; *China Clipper: The Age of the Great Flying Boats*, and *Skygods. The Fall of Pan Am*.

### **Tom Culbert**

Author of *Pan Africa. Across the Sahara in 1941 with Pan Am*  
Contribution: Advisor, On-camera Commentator

Tom Culbert is a former United States Air Force officer whose 21 years of military service includes nearly 11 years spent studying Air Force activities in Africa. His research on Pan Am's activities in Africa during the Second World War will be invaluable in examining this extremely colorful and important era for Pan Am. Tom currently works as an aviation research consultant through his company Aviation Information Research Corporation.

# Content Advisors

## Biographical Information

### **Paul Roitsch**

Pan Am Chief Pilot Technical

Contribution: Advisor, On-camera Commentator

Paul Roitsch is currently the Executive Vice President of the Pan Am Historical Foundation. He has a long and distinguished aviation career, starting as a Navy carrier pilot, followed by 28 years with Pan Am. He retired from the company as Chief Pilot Technical after having flown for the company and serving as the acceptance flight pilot for the Boeing 707, 727, and 747. In 1969, Mr. Roitsch flew the first American evaluation flights of the Concorde for Pan Am. Paul has been spearheading the Foundation's efforts for developing a documentary film on the history of the company.

### **Kathleen Clair**

Personal Secretary to Juan Trippe

Contribution: Consultant, On-camera Commentator

Kathleen Clair was Juan Trippe's personal secretary for 32 years. No one, next to his family, knew Trippe so personally, or had such inside access to the company as she did. Kathleen has also been instrumental in saving and preserving the records of the company for the Foundation and carefully cataloging it for inclusion in the collection at the Otto Richter Library in Miami.

### **John Borger**

Pan Am Chief Engineer

Contribution: Consultant, On-camera Commentator

No single living person has been more involved in the history of Pan Am as John Borger. His first job for the company was working on the preparation of the original Clipper base on Wake Island in the mid 1930s. His career with the company continued through the 1980s becoming Pan Am's Chief Engineer and a key participant in the introduction by the company of the first commercial jets and the 747. His stories of the adventure of working for Pan Am will be invaluable.

### **Stanley Gewirtz**

Pan Am Public Relations Manager

Contribution: Consultant, On-camera Commentator

Mr. Gewirtz was formerly a lawyer for the Civil Aeronautics Board during the 1950s, a period when the CAB found itself opposed to Pan Am's plans for expansion. Later he would join Pan Am as a Public Relations Director. His unique perspective from both outside and inside the company will be important in examining the saga of Pan Am's rise and fall.

### **Hank Strauss**

Film Producer for Pan Am

Contribution: Consultant, On-camera Commentator

Hank Strauss was a filmmaker who worked extensively for Pan Am during the Sixties and Seventies. He has tremendous knowledge of the history of the company as well as access to much of the original footage he produced for Pan Am. Mr. Strauss's advice as a fellow seasoned filmmaker will be invaluable.

# Educational Outreach

## Funding

The Educational Outreach component of the Pan Am Documentary Project will seek funding through donations from corporate foundations and individuals. These tax-deductible\* donations will be made through the Project's 501(c)(3) fiscal sponsor, the Southwest Alternate Media Project (SWAMP).

SWAMP is a nonprofit regional media arts center located in Houston, Texas committed to the production, promotion, and presentation of film and video as art forms to educate a multi-cultural public. 2001 marks the 26th season of SWAMP's highly regarded independent film television series, THE TERRITORY, which they co-produce with the Austin Museum of Art, KUHT-TV Houston Public Television, and The Museum of Fine Arts, Houston. Each year THE TERRITORY presents a wide range of independent film and video programs submitted from across the country, and is presently broadcast by 13 public television stations.

The Pan Am Documentary Project seeks to raise \$241,337.00 (see Outreach Budget) to fund the production of the Pan Am Educational DVD-ROM. All production costs for the Pan Am Documentary Project Web Site are being donated by Io Communications.

Foundations and Individuals wishing to contribute to the Educational Outreach Programs for the Pan Am Documentary Project will make their checks payable to the Southwest Alternate Media Project. As expenses are incurred in production of the DVD-ROM, the Producers will submit invoices to SWAMP for these expenses. For administering these funds, SWAMP will deduct a 7.5% fee from all monies paid to the Producers. They will also supply each donor with a receipt\* for their donation.

\*Most donations made in this way are fully tax deductible, but donors may want to consult their accountant or lawyer as to the extent of what they may deduct.

# Pan Am Documentary Project

## Educational Outreach Program

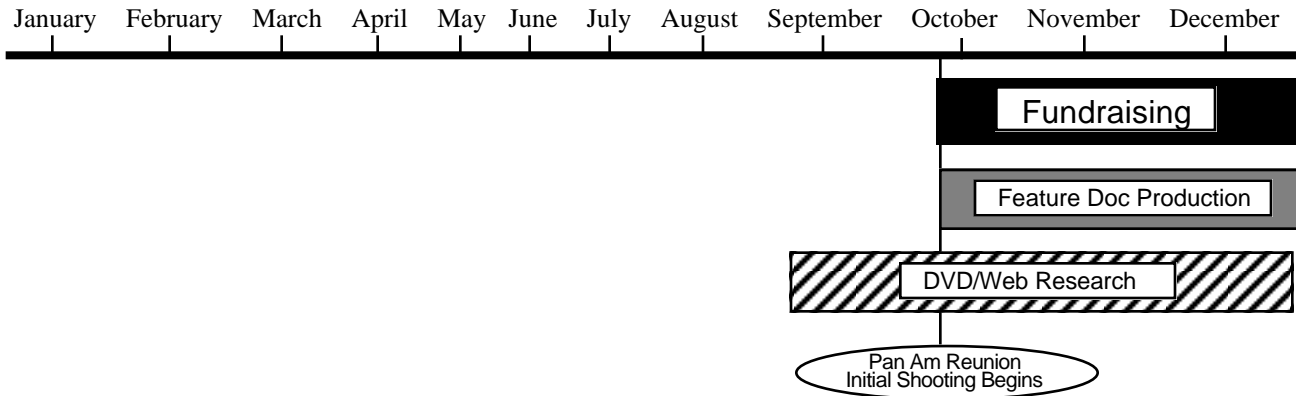
### Budget

Description	No.	Item	Cost	Rate	Total Needed	Total Received
<b>DVD-ROM/WEB EDUCATIONAL OUTREACH</b>						
Pan Am Project Web Site					0	Io Communications Donation
DVD-ROM Production Costs:						
Research/Design/Creative					\$50,000.00	
Graphics/Animation	500	hrs.	\$150.00	/hr.	\$75,000.00	
Laanguage Translation/Subtitling- 4 languages	4	languages	\$500.00	ea.	\$2,000.00	
Programming	250	hrs.	\$150.00	/hr.	\$37,500.00	
Electronic Mastering- DVD Video Digitizing/Scanned Graphics					\$7,500.00	
Video, Still, and Audio Rights					\$35,000.00	in kind donation?
Testing/QC/Golden Master Production					\$2,500.00	
Replication- 2500 (DVD-9, NTSC)	2500	DVDs	\$2.00	ea.	\$5,000.00	
Teacher's Guide- Writing/Design	50	hrs.	\$100.00	/hr.	\$5,000.00	
Teacher Guide- Printing (1000)					\$5,000.00	
					\$224,500.00	
Fiscal Sponsor (SWAMP) Fees (7.5% of Outreach Budget)					\$16,837.50	
DVD-ROM Total					\$241,337.50	

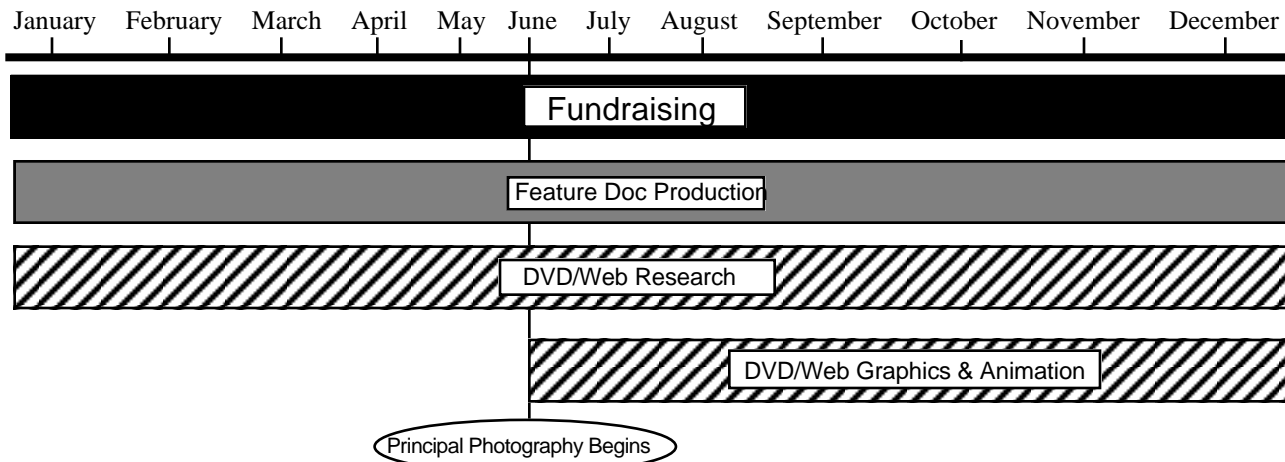
# Pan Am Documentary Project Educational Outreach Program

## Production Timeline

2001



2002



2003

