

# PRESS RELEASE

## **Weems & Plath®**

*Manufacturer of Fine Nautical & Weather Instruments*

### FOR IMMEDIATE RELEASE

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### **Weems & Plath To Be Presenting Sponsor Of *On The Wind***

*January 3, 2017, Annapolis, MD* — Weems & Plath, makers of fine nautical and weather instruments, has signed on as the long-term ‘Presenting Sponsor’ of the popular sailing podcast *On the Wind*, hosted by professional sailor and yachting journalist, Andy Schell and produced by 59 North, Ltd. The Annapolis-based company has informally supported Andy Schell and his wife, Mia Karlsson in their offshore passagemaking business for years; the new agreement, which goes into effect January 1, 2017, continues and formalizes that support.

“I got hooked on this great podcast during my commutes,” says Weems & Plath President Peter Trogdon, “and we at Weems & Plath are excited to help facilitate the creation of the show.”



*On the Wind* is a casual, long-form audio interview show where Andy sits down to chat in-depth with sailors from around the world, for about an hour at a time. Notable guests have included pioneering cruisers Lin and Larry Pardey, and Donald Street; the late Volvo Ocean Race skipper Magnus Olsson; revered yacht designer German Frers; Vendee Globe sailor Bruce Schwab; America’s Cup hero Gary Jobson; photographer Rick Tomlinson; and Sir Robin Knox-Johnston himself. Since September 2013, *On*

*the Wind* has released 173 episodes, which in turn have been downloaded nearly one million times. The show publishes weekly on Tuesdays and is free to listeners who subscribe online or through a smartphone app.

“We’re in the Wild West in terms of the medium,” says *On the Wind* host and producer Andy Schell. “Peter is an early adapter and caught onto to the podcast technology very quickly. He’s one of our biggest fans. Like the nearly 10,000 weekly subscribers we now have, Peter gets it.”

In May, Forbes Magazine called podcasting, ‘the future of storytelling,’ citing the explosion in popularity of shows like *Serial*. Podcasts are ‘passively-passive’ - listeners can do something else while they listen - making the medium especially popular in today’s multi-tasking world.

“Weems & Plath’s support legitimizes the format in the sailing sphere and will help *On the Wind* continue to grow and make more and better content,” said Trogon. “We’re excited to be involved at this nascent stage and we love working with Andy and Mia.”

“I expect that podcasting will quickly become an integral part of the sailing media; *On the Wind* sets the standard,” added Schell. “We’re thankful for Weems & Plath’s support.”

To learn more about *On the Wind* and see the details of Weems & Plath’s support, go to [59-north.com/podcast](http://59-north.com/podcast). Subscribe to *On the Wind* on [iTunes here](#).

Weems & Plath has been a trusted manufacturer of fine nautical safety and navigation products since 1928 and is headquartered at 214 Eastern in Annapolis, Maryland, 21401.

**\*\*End of Release\*\***