

Press/Program Information Kit

For



E/I Series – Target Audience: 13 to 16 Years



FCC OBJECTIVE LETTER

TO: PROGRAM DIRECTORS

FROM: FERN ROTFELD & MATT JAY

DATE: JULY 2021

RE: “AWESOME ADVENTURES” - FCC OBJECTIVE LETTER

“AWESOME ADVENTURES” is a half-hour weekly teen adventure series that is shot in high definition airing 52 weeks a year. Our host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote.

“AWESOME ADVENTURES” is designed to educate, inform and entertain children 16 and under (**specific target audience is 13-16**) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. This series is designed with a goal to make learning fun.

We provide a written synopsis of each episode for your FCC Children’s Television Report. These write-ups are e-mailed to your station on a quarterly basis. Also, each episode is close-captioned throughout.

If you need additional information, please feel free to contact us.

Sincerely,

Fern Rotfeld
Director of Syndication Sales
fern@rotfeldproductions.com or matt@rotfeldproductions.com

“AWESOME ADVENTUES”

GENERIC FORMAT

EPISODE #: _____
 WEEK OF: _____

00:00	OPENING	
	OPENING BILLBOARD	0:00
	COMMERCIAL I	1:31
	1a. NATIONAL	
	1b. NATIONAL	
	1c. NATIONAL	
	SEGMENT I	
	COMMERCIAL II	2:01
	2a. NATIONAL	
	2b. NATIONAL	
	2c. NATIONAL	
	SEGMENT II	
	COMMERCIAL III	1:31
	3a. LOCAL	
	3b. LOCAL	
	3c. LOCAL	
	SEGMENT III	
	COMMERCIAL IV	2:01
	4a. LOCAL	
	4b. LOCAL	
	4c. LOCAL	
	4d. LOCAL	
	FEE SPOT BUMPER	0.03
	FEE SPOT (6 x: 10)	0:60
	1.)	
	SEGMENT IV	
	CLOSING BILLBOARD	0:00
	TOTAL TIME:	28:40

* Be aware that both the optional FCC FRIENDLY TAG and the GENERIC PROMOS will be provided as a separate Extreme Reach file.



MEMO TO: PROGRAM DIRECTORS
FROM: FERN ROTFELD & MATT JAY
DATE: JULY 2021
RE: FCC CLOSED CAPTIONING QUALITY CERTIFICATION

Steve Rotfeld Productions, Inc. (SRP) will certify that all programs produced and distributed by SRP comply with the quality standards that are required by the FCC for accuracy, synchronicity, program completeness, and placement. The program captioning is in compliance with the requirements of the FCC effective as of March 2015.

Closed Captioning Quality Certifications will be made available to all stations as well as the general public upon request. All such Certifications can be acquired by contacting SRP attention **Matt Jay** or **Fern Rotfeld** at: matt@rotfeldproductions.com or fern@rotfeldproductions.com. Phone: 610-520-0671; address 740 East Haverford Road, Bryn Mawr, PA 19010

Series currently in production are as follows:

XPLORATION AWESOME PLANET
XPLORATION OUTER SPACE
XPLORATION LIFE 2.0
XPLORATION SECOND CHANCE PETS
XPLORATION DIY SCI
XPLORATION SCI Q
WILD ABOUT ANIMALS
ANIMAL SCIENCE
AWESOME ADVENTURES

Sincerely,

Fern Rotfeld
Director of Syndication Sales
fern@rotfeldproductions.com or matt@rotfeldproductions.com

740 Haverford Road, Bryn Mawr, PA 19010 Phone: 610-520-0671 Fax: 610-520-0681

www.rotfeldproductions.com

“AWESOME ADVENTURES”

EPISODE LINEUP

THIRD QUARTER - 2021

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
27-Aug	30-Aug	Episode # 77
3-Sep	6-Sep	Episode # 78
10-Sep	13-Sep	Episode # 79

FOURTH QUARTER – 2021

17-Sep	20-Sep	Episode # 80
24-Sep	27-Sep	Episode # 81
1-Oct	4-Oct	Episode # 82
8-Oct	11-Oct	Episode # 83
15-Oct	18-Oct	Episode # 84
22-Oct	25-Oct	Episode # 85
29-Oct	1-Nov	Episode # 86
5-Nov	8-Nov	Episode # 87
12-Nov	15-Nov	Episode # 88
19-Nov	22-Nov	Episode # 89
26-Nov	29-Nov	Episode # 90
3-Dec	6-Dec	Episode # 91
10-Dec	13-Dec	Episode # 92

“AWESOME ADVENTURES”

EPISODE LINEUP

FIRST QUARTER – 2022

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
17-Dec	20-Dec	Episode # 70
24-Dec	27-Dec	Episode # 71
31-Dec	3-Jan	Episode # 72
7-Jan	10-Jan	Episode # 73
14-Jan	17-Jan	Episode # 74
21-Jan	24-Jan	Episode # 75
28-Jan	31-Jan	Episode # 76
4-Feb	7-Feb	Episode # 77
11-Feb	14-Feb	Episode # 78
18-Feb	21-Feb	Episode # 79
25-Feb	28-Feb	Episode # 80
4-Mar	7-Mar	Episode # 81
11-Mar	14-Mar	Episode # 82

“AWESOME ADVENTURES”

EPISODE LINEUP

SECOND QUARTER - 2022

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
18-Mar	21-Mar	Episode # 83
25-Mar	28-Mar	Episode # 84
1-Apr	4-Apr	Episode # 85
8-Apr	11-Apr	Episode # 86
15-Apr	18-Apr	Episode # 87
22-Apr	25-Apr	Episode # 88
29-Apr	2-May	Episode # 89
6-May	9-May	Episode # 90
13-May	16-May	Episode # 91
20-May	23-May	Episode # 92
27-May	30-May	Episode # 70
3-Jun	6-Jun	Episode # 71
10-Jun	13-Jun	Episode # 72

“AWESOME ADVENTURES”

EPISODE LINEUP

THIRD QUARTER - 2022

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
17-Jun	20-Jun	Episode # 73
24-Jun	27-Jun	Episode # 74
1-Jul	4-Jul	Episode # 75
8-Jul	11-Jul	Episode # 76
15-Jul	18-Jul	Episode # 77
22-Jul	25-Jul	Episode # 78
29-Jul	1-Aug	Episode # 79
5-Aug	8-Aug	Episode # 80
12-Aug	15-Aug	Episode # 81
19-Aug	22-Aug	Episode # 82

Note: *Sunday, August 28, 2022 is the last broadcast date for this season*

“AWESOME ADVENTURES”

SHOW DESCRIPTIONS

EPISODES 70-92

Episode #70 - New Zealand

This week we traveled to the beautiful country of New Zealand. We began our trip in Auckland where we visited the War Memorial Museum and learned some traditional dances from the natives. We next took a tour on the Waitomo River, where we saw the stunning glowworms as they lit our way through the caves along the river. Our next stop was Queenstown, New Zealand. Our first adventures there was to take the skyline gondola ride, 450 meters in the air, looking at the town from up above. We then traveled to the Kawaru Bridge where the world's first commercial Bungy Jump at 415 feet took our breath away. On our final day we took an exhilarating turn when we took a ride on the famous shotover jet through the river canyons.

Episode #71 -Maui

This week we travel to Hawaii. We begin our adventure on the island of Maui where we take scuba diving lessons and get to experience and learn about how turtles live and breed as well as take in the beautiful ocean coral. Next, we head to Piiholo Ranch where we take the longest side-by-side zip line in Hawaii and take in the beautiful mountain and ocean views that Maui has to offer. Next, we hike through the Haiku rainforest learning about the animals and plants we see. We end the day with a cool finish at Ululani's Hawaiian Shave Ice. Our last day in Maui we took lessons in standup paddle boarding and surfing.

Episode #72- Pacific North West

On today's episode we travel to Seattle, Washington. We visit the famous Pike Place Market one of the oldest establishment's in Seattle dating back to 1907. Then we head to IFly and experience the indoor wind tunnel and fly away. We finish our trip in Seattle and go to the Museum of flight Aviation and take a ride on the jet simulator.

Episode #73 -Poconos

This week we travel to the Pocono Mountains. We began our trip by zipping on through Camelback Mountain Adventures and taking a segway hike through the mountains. Next we put our wilderness survival skills to the test. Finally we stop by Lake Harmony and give wakeboarding a try.

Episode #74 - Australia

This week we travel to the land down under: Australia. We begin our trip in Sydney where two local Sydney teens joined us for a trip that started out at BridgeClimb Sydney where we climbed the iconic Sydney Harbor Bridge. From there it was into the nearby waters for some sailing adventure. Our day wrapped up with a Sunset walk high above from the Sydney Tower Eye Skywalk. Next we head to the Northern Territory for some cultural adventures in Kakadu National Park and then a thrilling dip in the water with the massive crocodiles of Crocosaurus Cove.

Episode #75 -San Diego

This week we head to one of Southern California's most popular cities: San Diego. We meet up with two local teen volleyball players who get things started with a beach volleyball lesson. After that it's up in the air to Torrey Pines Glider Port for a paragliding lesson. Our second day starts out at the Wavehouse for some flow riding and then we wrap things up with a few Olympic archery hopefuls teaching our teens the focus and technique of their sport.

“AWESOME ADVENTURES”

SHOW DESCRIPTIONS

EPISODES 70-92

Episode #76 - Pittsburgh

This week we travel to the Pittsburgh Pennsylvania! Our trip began with battling the rapids on a white water adventure. Then we got a taste of Pittsburgh at the world famous Primanti Brothers. Next we visited the National Aviary and got a hands-on experience with their birds. Lastly we stopped by the Pittsburgh soaring club where we got the chance to glide across the sky.

Episode #77 - Cancun

This week it's a short flight down to Cancun, Mexico. We meet up with two local teens who will join us on the beach for some parasailing to start things off. After that we head inland to the stunning Mayan ruins of Coba and Mayan village of Tres Reyes to explore. Things heat up with a Mexican chili eating contest and then we cool off at one of the many beautiful Cenotes nearby. We wrap up learning the basics of one of Mexico's most well known dishes - Guacamole.

Episode #78 - Panama

This week it's down to Central America where we visit Panama City. Our two local teens join us at the world famous Panama Canal to get a look at how this phenomenal structure works. From there it's out of the city and into the rainforest first by boat, and then above the tree tops with an aerial tram ride. After that Nicole and the teens have a blast learning a traditional Panamanian dance - the cumbia. We wrap things up by taking a trip into the Casco Viejo, or "Old Town", of Panama where our teens show us a few cultural spots in their hometown.

Episode #79 - Hawaii

This week we're island hopping in Hawaii. We start out on the Big Island where our local teens join Nicole for some exciting lava exploration by land and sea. After that we head to Kauai to get a little muddy during an ATV ride and then wrap things up with our Kauai teens teaching Nicole a little more about Hawaiian culture at a popular luau.

Episode #80 - Thailand

This week we head to Southeast Asia to spend time in Phuket, Thailand. Nicole will start out with our two local teens for an elephant trek and then hop aboard a boat to the magical Phi Phi islands. After that she'll put her taste buds to the test with a local Thai snack - fried insects. We'll wrap things up with a beachside lesson in Muay Thai boxing.

Episode #81 - Curacao

This week it's off to the remote Caribbean island of Curacao. Nicole will meet up with our two local teens for a mini-submarine dive to depths approaching 500 feet! From there it's a surprise activity for our host that will have her soaring above the water like she's never done before. We'll head into the capital for some local culture and to a few caves where the three will be dodging bats during their exploration. Finally it's a golf lesson at the beautiful Santa Barbara Beach & Golf Resort to round things out in this island paradise.

“AWESOME ADVENTURES”

SHOW DESCRIPTIONS

EPISODES 70-92

Episode #82 - Iceland

Bundle up because this week Nicole explores Iceland for a few days of winter! She'll meet our local teens at one of Iceland's largest glaciers for ice climbing, glacier walking, and then a sunset to remember while snowmobiling. Her travel buddies will round things out at one of their favorite spots - a local hot spring where they'll teach Nicole a little bit of their language while taking in Iceland's pure natural beauty. You don't want to miss this!

Episode #83 - Marco Island

This week it's into the Florida sunshine as Nicole joins our two teens in Marco Island. They'll head out on waverunners and see wild dolphins, then it's onto an airboat through the Florida Everglades. The three will also test their focus during a glassblowing lesson and round things out soaring above the water on a jetpack.

Episode #84 - San Francisco

This week it's off to the city by the bay, San Francisco. We meet up with two local teens and start by sailing under the Golden Gate bridge on an America's Cup level boat. From there we test our balance and bounce at the House of Air for slacklining and trampoline practice. Then we visit Pier 39 and learn about San Francisco's famous wild sea lions. We wrap things up at the roof of the Fairmont San Francisco where Nicole and the teen harvest local rooftop honey.

Episode #85 - Colorado

This week we go into the Rocky Mountains and visit Colorado. We start off with snowboard lessons at Winter Park and then our teens take Nicole onto the slopes and into the stunt park. Then we head indoors and visit Progresh where extreme athletes can practice high flying tricks in a controlled environment. Our teens show off stunts down the face of the massive Mega-Ramp and Nicole even decides to test her limits and drop in on a pair of skis. We also visit the city of Denver and then head down into the great outdoors for horseback riding into the Garden of the Gods.

Episode #86 - Philadelphia

This week it's off to the city of brotherly love! Nicole joins two local teens at Boathouse Row to start things off with a rowing activity at an iconic Philadelphia locale. Then it's into Old City to walk thru the walls of history at Independence Hall. After that we take part in one of the 4,000 mural projects across the city with the Mural Arts Program. Things wrap up at the Philadelphia Pretzel Factory for a lesson in twisting the classic Philly soft pretzel

Episode #87- Utah

This week it's into the great state of Utah. We meet up with two local teens and start with a white water rafting trip outside of Salt Lake City. From there we race the clock at the Utah Olympic Park in Park City on the bobsled track. Then we visit head south to Moab where we test our fear of heights during two incredible rappels. We wrap things up off the grid at a dinosaur excavation site.

“AWESOME ADVENTURES”

SHOW DESCRIPTIONS

EPISODES 70-92

Episode #88 - Croatia

This week we go to the incredible country of Croatia. We start off looking at the natural wonders of Plitvice National Park and Bisevo. Then we meet our local teens to hold and learn about the European Eagle Owl. We then go rock climbing at Paklanica National Park. We wrap things up dabbling in some local Croatian folk music.

Episode #89 - Quebec

This week it's off to the winter wonderland of Quebec, Canada. We meet up with two local teens and start by dogsledding in the local wilderness. From there we meet one of the world's premiere ice sculptors and carve some ice. Then we visit the Quebec Remparts junior hockey team for a lesson on the ice. We wrap things up at the outdoor playground of Village Vacances Valcartier to take sledding to another level.

Episode #90 - New Orleans

This week it's off to the charming city of New Orleans. Nicole joins two local teens at the New Orleans School of Cooking to taste some incredible local recipes. Then it's into the bayou for a swamp tour around dozens of alligators. After that we lend a hand in the 9th ward to Habitat for Humanity. Things wrap up at a local music club to learn about the sweet sounds of jazz.

Episode #91 - Pittsburgh

This week we go into the western Pennsylvania city of Pittsburgh. We start off learning about a modern artistic genius at the Andy Warhol Museum. Then we head outside the city to explore a few local caves that include a thrilling rappel. Our teens show Nicole some hot spots of the city and then we wrap up with a local metal artist crafting our own metal bracelets.

Episode #92- Southern California

This week it's off to the sunshine of Southern California. Nicole joins our local teens at a popular landmark for a high flying trapeze lesson. Then it's a trip to Stunt University to get a few basics on action stunts in Hollywood. We wrap things up at a local Southern California farm that grows its produce while using techniques that conserve massive amounts of water.



CELEBRATING
ACCESS TO EXCELLENCE

1801 N. Broad Street
401 Conwell Hall
Philadelphia, PA 19122
Phone: 215-204-8873/Fax: 215-204-4609

Series Review

Program: *Awesome Adventures*
Shows reviewed: Puerto Rico
Dallas
Program length: 30 minutes

Awesome Adventures is an educational and informational adventure travel program that targets the 13 to 16 year old age group, but is also a highly entertaining program for a more general audience. With a host and the use of young guides from a specific locale, it is ideal for the “tween/teen” market.

This program is fast paced, and provides information which encompasses many aspects of the location. It is produced in a contemporary style, and features both historical and cultural information, in addition to an action adventure. The introduction about the specific food, music, geography, history and environmental issues as well as popular recreational activities of the locale, make for a most entertaining program.

Our hosts, probably in their mid-twenties, are both engaging and welcoming for an audience used to YouTube videos. Coupled with a very conversational style is the MTV shooting technique. The program’s opening is visually engaging, featuring scenes of upcoming adventures in the form of a teaser for the audience. In the program about Puerto Rico, the teen team provides some humor while also detailing history. The visualization is excellent—camera angles and action shots make the viewer feel a part of the experience. The use of subjective camera angles further contributes to the “feeling of being there.” The natural sounds on location further emphasize the on-site experience for the viewer. The historical content grounds the program, framing location and history of the region for the viewer. The music selection adds to the overall experience. Along with some creative camera angles, the editing is representative of an exceptional craft. The viewer becomes immersed into the history and flavor of the location in a short period of time, which is an important part of the learning experience. The show always combines fun with facts. For instance, explaining the science behind the rainforest, and then introducing a segment connected to this with body sliding and rock climbing, entertains viewers while educating them about a new culture and community.

The walking tour of Old San Juan on the second day provides additional exposure to the area. The history is integrated with a humorous piece that focuses on snow cones. Another compelling aspect of the program is the integration of a language lesson. The 360 degree camera shot during the discussion of the artifact in the fort gives the viewer total exposure to the statue. If they cannot touch it on location, the camera work and the conversation will bring it to the viewer. As is the case with the first sequence, the visualization and storytelling of this scene are excellent, and the host is effective in making the viewer feel a part of the story. Through the conversation about the statue the viewer learns about the city, its artifacts and culture. The scene in the cave is well shot and uses lighting to dramatize the location. Another interesting aspect of this segment is highlighting that you are unable to talk on a cell phone in a cave. For this particular audience (13-16) this is a very important aspect of the story because they are used to communicating from every imaginable location, and it is rare that they would find themselves somewhere without the ability to text or dial._

The program's diverse segments are also strong. *Pacing throughout the show is excellent, and will certainly keep the attention of the teen viewer.* At the end of the show, to provide some closure, visuals include highlights of the entire episode, reinforcing the most important educational points.

The "Awesome Adventures-Dallas," episode further highlights the impact of this series in that the storytelling again moves effectively through several genres from history to action to entertainment. It seems that it is the "extreme sport" that really draws the viewer into the program. This particular episode features bungee jumping, and this extreme sports' fantasy is played out for the viewer in a very captivating way. Again, the camerawork is outstanding and Mystro, the host, certainly draws the viewer into the content, by leaping into the air and dropping down. He is street smart, knowledgeable about the history of the city, can relate to teens on their level and has found a style that works.

The lesson in bovine grooming was a little known fact contributing to the history of the state fair. Another very impressive aspect of this series is that as the host narrates, the people of the city also tell the story, which is much more compelling than a third person narration. Natural sound also plays a significant role in this particular episode and is a very compelling aspect of the program. Too often producers fill time and space with script for the host to read. Music transitions and natural sound provide a sense of "being there."

Overall, the visualization of this program is very effective, and the host is not only charming, but colorful and perfect for the target audience. His sense of humor is present throughout both episodes, and his ability to relate to his audience, as well as to the local guides and other people introduced in the show, is most impressive. He is colorful and meets the dominant target audience (tweens/teens) at their level.

Summary:

Target audience for content, learning modules and style

- Tweens/teens – 13 to 16 year olds

Genre:

- Educational/ Informational

Learning Objectives:

- Learn about other cities or countries including all aspects of the culture
- Recognize connections between past and present
- Appreciate the nature of geographical space
- Understand the importance of an action-adventure experience in a new environment

Outcomes for students

- Develop working knowledge of other countries or cities and their cultures
- Compare and contrast one's own society to other cultures
- Understand the historical construction of similarities and differences between regions or nations

Sincerely,



Betsy Leebron Tutelman
Senior Faculty Advisor to the Provost