

Press/Program Information Kit

For



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

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

www.rotfeldproductions.com



STEVE ROTFELD PRODUCTIONS
FCC OBJECTIVE LETTER

TO: PROGRAM DIRECTORS
FROM: FERM ROTFELD & MATT JAY
DATE: JULY 2021
RE: “ANIMAL SCIENCE” – Weekly E/I Series for 2021-2022

“ANIMAL SCIENCE” is a half-hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under (**target audience is 13-16**). While most animal shows look at the behavior of animals, we go one step further to look at the *how* and *why* an animal is able to excel in its environment.

Shot in high-definition, “ANIMAL SCIENCE” uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. Our enthusiastic host’s modern vocal style will be engaging to the target audience. This program will attract all age demographics.

We provide a written synopsis of each episode for your FCC Children’s Television Report. These write-ups will be 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



STEVE ROTFELD PRODUCTIONS
 “ANIMAL SCIENCE”

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
 2d. 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

PROMOTIONAL CONSIDERATIONS
 1. :60

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.**

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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

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STEVE ROTFELD PRODUCTIONS
“ANIMAL SCIENCE”

EPISODE LINEUP

THIRD QUARTER - 2021

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
27-Aug	30-Aug	Episode # 1
3-Sep	6-Sep	Episode # 2
10-Sep	13-Sep	Episode # 3

FOURTH QUARTER – 2021

17-Sep	20-Sep	Episode # 4
24-Sep	27-Sep	Episode # 5
1-Oct	4-Oct	Episode # 6
8-Oct	11-Oct	Episode # 7
15-Oct	18-Oct	Episode # 8
22-Oct	25-Oct	Episode # 9
29-Oct	1-Nov	Episode # 10
5-Nov	8-Nov	Episode # 11
12-Nov	15-Nov	Episode # 12
19-Nov	22-Nov	Episode # 13
26-Nov	29-Nov	Episode # 14
3-Dec	6-Dec	Episode # 15
10-Dec	13-Dec	Episode # 16



STEVE ROTFELD PRODUCTIONS
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EPISODE LINEUP

FIRST QUARTER – 2022

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
17-Dec	20-Dec	Episode # 17
24-Dec	27-Dec	Episode # 18
31-Dec	3-Jan	Episode # 19
7-Jan	10-Jan	Episode # 20
14-Jan	17-Jan	Episode # 21
21-Jan	24-Jan	Episode # 22
28-Jan	31-Jan	Episode # 23
4-Feb	7-Feb	Episode # 24
11-Feb	14-Feb	Episode # 25
18-Feb	21-Feb	Episode # 26
25-Feb	28-Feb	Episode # 1
4-Mar	7-Mar	Episode # 2
11-Mar	14-Mar	Episode # 3



STEVE ROTFELD PRODUCTIONS
“ANIMAL SCIENCE”

EPISODE LINEUP

SECOND QUARTER - 2022

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
18-Mar	21-Mar	Episode # 4
25-Mar	28-Mar	Episode # 5
1-Apr	4-Apr	Episode # 6
8-Apr	11-Apr	Episode # 7
15-Apr	18-Apr	Episode # 8
22-Apr	25-Apr	Episode # 9
29-Apr	2-May	Episode # 10
6-May	9-May	Episode # 11
13-May	16-May	Episode # 12
20-May	23-May	Episode # 13
27-May	30-May	Episode # 14
3-Jun	6-Jun	Episode # 15
10-Jun	13-Jun	Episode # 16



STEVE ROTFELD PRODUCTIONS
“ANIMAL SCIENCE”

EPISODE LINEUP

THIRD QUARTER - 2022

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
17-Jun	20-Jun	Episode # 17
24-Jun	27-Jun	Episode # 18
1-Jul	4-Jul	Episode # 19
8-Jul	11-Jul	Episode # 20
15-Jul	18-Jul	Episode # 21
22-Jul	25-Jul	Episode # 22
29-Jul	1-Aug	Episode # 23
5-Aug	8-Aug	Episode # 24
12-Aug	15-Aug	Episode # 25
19-Aug	22-Aug	Episode # 26

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



STEVE ROTFELD PRODUCTIONS

“ANIMAL SCIENCE”

Descriptions 1-26

Episode 1: Animal Athletes

In this episode, we'll examine some of the animal kingdom's fastest sprinters, like the Cheetah. Also, the mysteries of animal intelligence are revealed as we take a look at Dolphins and Orangutans.

Episode 2: The Predators

In this episode, we examine some of the world's most fearsome predators. Find out why Owls are the only birds that can fly without making any sound. And how the Leopard uses its amazing night vision to catch its prey.

Episode 3: Arctic Animals

In this episode, we'll feature animals that live in the freezing arctic. Learn how the Polar Bear has developed special adaptations that help it survive in the most unforgiving climate imaginable. And why the Wolverine is able to hunt so efficiently in the snow.

Episode 4: Man's Best Friend

In this episode, we examine the science behind man's best friend – the dog. Find out what makes a greyhound so fast. See how a bloodhound's nose really works, and the reason that border collies are so intelligent is revealed.

Episode 5: Primarily Primates

In this episode we meet human's closest relatives – primates. See what makes a chimpanzee one of the most intelligent primates. Find out why the spider monkey is such an amazing climber and feel the power of the howler monkey's howl.

Episode 6: Surf and Turf

In this episode we'll find out how sharks use electro-sensors to detect their prey. Also, discover the skunk's stinky defense mechanism. And domestic versus wild – see how the striped zebra matches up against its cousin the horse.

Episode 7: Incredible Animals

In this episode we'll see the amazing strength of the leaf cutter ant. Find out how fast can a pronghorn really run, and how the desert camel is able to survive in such extreme conditions.



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“ANIMAL SCIENCE”

Descriptions 1-26

Episode 8: Journey to Africa

In this episode we meet the animals of Africa. We'll see how the zebra able to use its stripes as camouflage against its colorblind nemesis. Explore the engineering of a giraffes neck, and feel the power of a hyena jaws.

Episode 9: In Flight

In this episode we'll examine the life cycle of a butterfly and delve into the mechanics of how a bird is able to take flight. Plus, the mystery of how a Venus Flytrap catches its prey is revealed.

Episode 10: Predator and Prey

In this episode, we find out how the Jaguar's spots create a disruptive pattern that makes them harder for prey to see. We'll also learn how a bee sting really works, and how a salmon is able to migrate thousands of miles to spawn.

Episode 11: Fabulous Felines

In this episode, we examine the science of the cat. We'll learn about the evolution of cats throughout the world, featuring the Saber-tooth Tiger. Find out how cat senses stack up against other animals. And take a pop quiz that reveals some incredible feline facts.

Episode 12: Australian Animals

In this episode we travel to the land down under - Australia. Learn the science behind the one of the world's largest natural wonders, the Great Barrier Reef. See the ferocity of the Tasmanian devil, and meet the cute and cuddly Koala Bear.

Episode 13: Animals on the Farm

In this episode we go down on the farm to explore the science of the cow's 4-chambered stomach. Learn about the mysterious muscle disorder that makes certain types of goats faint. Plus, find out what horsepower really is.

Episode 14: South America's Coolest Creatures

This show features some of the coolest creatures from the continent of South America. Find out how the Jaguar's jaws are able to crush bone. And why the Galapagos Tortoise can grow to nearly 1,000 lbs.



STEVE ROTFELD PRODUCTIONS

“ANIMAL SCIENCE”

Descriptions 1-26

Episode 15: Creatures of North America

This show features some of the coolest creatures from the continent of North America. Find out how Canada Geese can fly over 600 miles in a single day. And how the Beaver is able to build dams stretching over 2,000 ft.

Episode 16: Europe’s Coolest Creatures

This show features some of the coolest creatures from the continent of Europe. Find out why the Mongoose is immune to cobra venom. And why 80% of the Dragonfly’s brain is used to process what it sees.

Episode 17: Asia’s Coolest Creatures

This episode features some of the coolest creatures from the continent of Asia. Find out how the Snow Leopard is able to survive in the Himalayan Mountains. And why the Komodo Dragon is the largest lizard on earth.

Episode 18: Animals of the Land and Sea

This episode features a variety of animals found on land, and in the sea. Find out why the Seahorse swims like an underwater hummingbird. And how the Thomson’s Gazelle is able to outrun a Cheetah.

Episode 19: Extreme Animals

This episode features a variety of animals found on land, and in the sea. Find out how sharks are able to sleep while they swim. And how the Arctic Fox survives in temperatures that can drop to 70 below.

Episode 20: How Animals Survive

This episode features a variety of animals found on land, and in the sea. Find out how the peregrine falcon can fly at speeds over 200 miles per hour. And how the alpaca is able to survive at altitudes above 15 thousand feet.

Episode 21: Siberian Tiger

This episode features a variety of animals found on land, and in the sea. Find out how the badger is able to dig tunnels up to 13 feet deep. And why the Siberian tiger is the largest cat in the world.

“ANIMAL SCIENCE”

Descriptions 1-26

Episode 22: Animals that Amaze

This episode features a variety of animals found on land, and in the sea. Find out why spider silk is 5 times stronger than steel. And how the vulture is able to digest some of the world’s most deadly bacteria.

Episode 23: Surprisingly Dangerous

This episode features a variety of animals found on land, and in the sea. Find out how the box turtle can live for up to 100 years. And why the red lionfish is considered one of the most dangerous animals in the world.

Episode 24: Poisonous Pufferfish

This episode features a variety of animals found on land, and in the sea. Find out why the Pufferfish is one of the most poisonous animals on earth. And see how the hummingbird is able to flap its wings up to 70 times per second.

Episode 25: Animals with Super Senses

This episode features a variety of animals found on land, and in the sea. Find out how the Beluga Whale uses echolocation to find food. And how an owl can detect the heartbeat of a mouse from 100 feet away.

Episode 26: Keystone Species

This episode features a variety of animals found on land, and in the sea. Find out how the anteater is able to eat nearly 10,000 insects every day. And why the walrus is considered a keystone species in the Pacific Northwest.

MATTHEW J. RYAN VETERINARY HOSPITAL
of the
UNIVERSITY of PENNSYLVANIA

APPOINTMENTS 215-746-8387 • EMERGENCIES 215-746-8911
3900 Delancey Street, Philadelphia, PA 19104-6010 • www.vet.upenn.edu

Review: Animal Science
Reviewer: Dr. La'Toya Latney

November 10, 2011

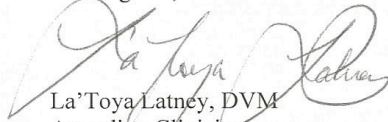
To Whom It May Concern:

I have had the opportunity to review the pilot episode of *Animal Science* and I think the show is a wonderful educational opportunity for teenagers. Some reasons for its appeal are:

- The language isn't stuffy or pedantic and the science behind these animals' feats is explained so it's easy to understand.
- I found the 3D imaging and digital schematics effective in visually delineating the animals' abilities, especially that of how baleen works when a whale feeds.
- Some of the animal facts are truly surprising, such as the number of muscles in an elephant's trunk and that while a cheetah has multiple adaptations for speed, it can only run at top speed for 200 yards.

I can see kids being spurred on to conduct further research and learning from watching the show. Animals have a universal appeal and people's curiosity about them is endless.

Best regards,



La'Toya Latney, DVM
Attending Clinician
Exotic Companion Animal Medicine and Surgery
School of Veterinary Medicine
University of Pennsylvania



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Andria Saia, Director

December, 2011

Series Review for "*Animal Science*"

Length: 30 minutes

Animal Science is an educational and informational program that provides interesting factoids about a variety of animals. It targets the 13 to 16 year old age group, but is also a highly entertaining program for a more general audience, in particular younger children, 8-12. With a quick moving segments, and "cool" graphics, this program is sure to capture the interest of the intended audience.

This program is well paced for the target audience. The show and each segment are introduced with a question designed to peak curiosity, similar to the anticipatory set in a lesson. The format allows for discussion and the making of predictions, making it ideal for the classroom. Each segment is united by a theme: fastest, largest, etc. In a tight, well edited format, the answers the question posed for each segment are revealed, along with interesting facts provided by an expert.

The program is narrated by an enthusiastic host, with a young, modern vocal style that will be engaging to the target audience. The graphics are innovative and very high-tech and futuristic in appearance, which will also connect and draw in the audience. The experts were well chosen and seemed very eager and approachable.

As someone who considers themselves to be highly knowledgeable about animals, who watches programs similar in content to *Animal Science*, I learned several new facts. Professionally, my job requires that I participate in the development of educational curriculum. Charged with educating students, I am always on the lookout for tools that will link students to the material in a meaningful and engaging way. This program would be ideal for connecting students to a variety of topics in the science content areas.

Summary:

Target audience for content, learning modules and style

- Teens (13-16 years old)

Serving the Schools of Delaware County

Genre:

- Educational/ Informational

Learning Objectives:

- Recognize characteristics of animals and be able to identify animals in their natural environments
- Recognize similarities and differences between animals and humans
- Appreciate the nature and diversity of the animal world

Outcomes for students

- To promote higher level thinking and the ability to evaluate ideas, processes, experiences in meaningful contexts
- To support the development of a positive disposition toward lifelong learning through engaging material
- To use a wide range of experiences for developing the student's knowledge of science.

Thank you for allowing me to review Animal Science.

Very Truly Yours



Andria B. Saia, JD, M/Ed
Director of Alternative Educational Programs