

**Press/Program Information Kit**

**BROADCAST SEASON – 2022-2023**

*For*



**A half-hour series that is part of the 3-hour block titled:**



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

# SRP STEVE ROTFELD PRODUCTIONS

## “SECOND CHANCE PETS”

*BROADCAST SEASON – 2022-2023*

### Press/Program Information Kit

Welcome to **Season II** of “SECOND CHANCE PETS.” The season will premiere the week of Monday, August 29, 2022, airing for 52 weeks through Sunday, August 27, 2023.

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*Attached you will find the following documents:*

**Closed Caption Compliance Certification**  
**Episode Lineups**  
**Expert Educator Letters**  
**FCC Objective Letter(s) Show Specific**  
**Generic Format**  
**FCC Commercial Time Limits**  
**DCMP Audio Description Certification**

“Second Chance Pets” will be available on your station’s Extreme Reach / Pathfire Server every **Friday morning by 9:00AM the WEEK PRIOR TO AIR**. The first Pitch/Feed of the new season will be on **Friday, August 26, 2022**, for the week **PRIOR** to air (Example: Feed on Friday August 26<sup>th</sup> for shows that will air Monday August 29<sup>th</sup> through Sunday September 4<sup>th</sup>). There will be **ONE FEED** per week.

**Please inform your Traffic Department of changes to the generic format of all shows. All of the local commercial time will now be located in one (4) minute block, which was previously fed in two, (2) minute blocks. This new 4-minute block will be filled with commercials that you will need to roll over with your local commercials.**

Beginning this season, we are partnering with DCMP (Described and Captioned Media Program) to create audio description for Xploration Station. Audio description is a secondary audio track that describes vital visual information for people who are blind and visually impaired.

Questions concerning satellite feeds or timing formats should be directed to: **Jennifer Gilpin** at Extreme Reach, Inc. (312) 624-7500, or you can e-mail Jennifer at: [JGilpin@extremereach.com](mailto:JGilpin@extremereach.com). **Formats will be available every Friday on the Extreme Reach website: <https://syndication.extremereach.com/>**

If you have any questions or need additional information, please contact Fern Rotfeld [fern@rotfeldproductions.com](mailto:fern@rotfeldproductions.com) or Matt Jay [matt@rotfeldproductions.com](mailto:matt@rotfeldproductions.com).

We look forward to a new and exciting season of “Second Chance Pets.”

Series is rated TV-PG. Each episode is Close Captioned  
Extreme Reach will pitch Series in both HD and SD versions

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

**[www.rotfeldproductions.com](http://www.rotfeldproductions.com)**



# “SECOND CHANCE PETS”

## SEASON II

### *EPISODE LINEUP*

#### *THIRD QUARTER - 2022*

<b>DAY OF FEED (FRIDAY):</b>	<b>AIRING WEEK OF:</b>	<b>SHOW NUMBER:</b>
26-Aug	29-Aug	101-22-23
2-Sep	5-Sep	102-22-23
9-Sep	12-Sep	103-22-23

#### *FOURTH QUARTER – 2022*

16-Sep	19-Sep	104-22-23
23-Sep	26-Sep	105-22-23
30-Sep	3-Oct	106-22-23
7-Oct	10-Oct	107-22-23
14-Oct	17-Oct	108-22-23
21-Oct	24-Oct	109-22-23
28-Oct	31-Oct	110-22-23
4-Nov	7-Nov	111-22-23
11-Nov	14-Nov	112-22-23
18-Nov	21-Nov	113-22-23
25-Nov	28-Nov	114-22-23
2-Dec	5-Dec	115-22-23
9-Dec	12-Dec	116-22-23

# “SECOND CHANCE PETS”

## SEASON II

### *EPISODE LINEUP*

### *FIRST QUARTER – 2023*

<b>DAY OF FEED (FRIDAY):</b>	<b>AIRING WEEK OF:</b>	<b>SHOW NUMBER:</b>
16-Dec	19-Dec	117-22-23
23-Dec	26-Dec	118-22-23
30-Dec	2-Jan	119-22-23
6-Jan	9-Jan	120-22-23
13-Jan	16-Jan	121-22-23
20-Jan	23-Jan	122-22-23
27-Jan	30-Jan	123-22-23
3-Feb	6-Feb	124-22-23
10-Feb	13-Feb	125-22-23
17-Feb	20-Feb	126-22-23
24-Feb	27-Feb	127-22-23
3-Mar	6-Mar	128-22-23
10-Mar	13-Mar	129-22-23

# “SECOND CHANCE PETS”

## SEASON II

### *EPISODE LINEUP*

### *SECOND QUARTER - 2023*

<b>DAY OF FEED (FRIDAY):</b>	<b>AIRING WEEK OF:</b>	<b>SHOW NUMBER:</b>
17-Mar	20-Mar	130-22-23
24-Mar	27-Mar	131-22-23
31-Mar	3-Apr	132-22-23
7-Apr	10-Apr	133-22-23
14-Apr	17-Apr	134-22-23
21-Apr	24-Apr	135-22-23
28-Apr	1-May	136-22-23
5-May	8-May	137-22-23
12-May	15-May	138-22-23
19-May	22-May	139-22-23
26-May	29-May	140-22-23
2-Jun	5-Jun	141-22-23
9-Jun	12-Jun	142-22-23

# “SECOND CHANCE PETS”

## SEASON II

### *EPISODE LINEUP*

### *THIRD QUARTER - 2023*

<b>DAY OF FEED (FRIDAY):</b>	<b>AIRING WEEK OF:</b>	<b>SHOW NUMBER:</b>
16-Jun	19-Jun	143-22-23
23-Jun	26-Jun	144-22-23
30-Jun	3-Jul	145-22-23
7-Jul	10-Jul	146-22-23
14-Jul	17-Jul	147-22-23
21-Jul	24-Jul	148-22-23
28-Jul	31-Jul	149-22-23
4-Aug	7-Aug	150-22-23
11-Aug	14-Aug	151-22-23
18-Aug	21-Aug	152-22-23

Note: *Sunday, August 27, 2023 is the last broadcast date for this season*



STEVE ROTFELD PRODUCTIONS  
"SECOND CHANCE PETS"

UPDATED GENERIC FORMAT

SHOW #: \_\_\_\_\_ 22/23

WEEK OF: \_\_\_\_\_

00:00 OPENING

OPENING BILLBOARD 0:00

COMMERCIAL I 2:01

1a. NATIONAL

1b. NATIONAL

1c. NATIONAL

1d. NATIONAL

**SEGMENT I**

COMMERCIAL II 2:01

2a. NATIONAL

2b. NATIONAL

2c. NATIONAL

2d. NATIONAL

FEE SPOT BUMPER 0.03

FEE SPOT (3 x: 10) 0:30

1.)

**SEGMENT II**

FEE SPOT BUMPER 0.03

FEE SPOT (3 x: 10) 0:30

1.)

**SEGMENT III**

COMMERCIAL IV 4:01

4a. LOCAL

4b. LOCAL

4c. LOCAL

4d. LOCAL (ROLL OVER ANY ADS)

4e. LOCAL

4f. LOCAL

4g. LOCAL

4h. LOCAL

**SEGMENT IV**

CLOSING BILLBOARD 0:00

**TOTAL TIME: 28:30**

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

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

[www.rotfeldproductions.com](http://www.rotfeldproductions.com)



## MEMORANDUM

TO: PROGRAM DIRECTORS

FROM: FERN ROTFELD & MATT JAY

DATE: JULY 2022

RE: FCC OBJECTIVE LETTER – “XPLORATION: SECOND CHANCE”

**Xploration: Second Chance Pets** – This series is also a part of a 3-hour block of STEM based E/I programs titled... **XPLORATION STATION**.

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Produced primarily for the 13-16 year old target audience, **Xploration Second Chance Pets** will inspire and educate anyone interested in animal science, engineering, and where the two intersect. Dr. Jim Alaimo, owner of My Pet’s Brace in Pennsylvania, is one of the leading animal prosthetists in the world. Dr. Alaimo and his world renowned team have saved thousands of animals by creating one-of-a-kind prosthetics and braces that give them *a new leash on life*. This heartwarming program covers the medical side of Dr. Alaimo’s profession when dealing with different dog injuries. We follow the science and engineering side as well, with every brace and prosthetic posing unique challenges. Along with that, the show will shine a light on various dog breeds, teaching the audience about the unique and distinct features that make each dog different.

**Xploration Second Chance Pets** is a half-hour weekly E/I series produced with the intention of increasing and expanding our target audience’s interest in the field of STEM education.

**Steve Rotfeld Productions will provide a written synopsis of each episode for filing with our stations’ FCC Children’s Television Report. These write-ups will be emailed to stations 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](mailto:fern@rotfeldproductions.com) or [matt@rotfeldproductions.co](mailto:matt@rotfeldproductions.co)

**SRP** STEVE ROTFELD PRODUCTIONS  
**MEMORANDUM**

TO: PROGRAM DIRECTORS

FROM: FERN ROTFELD & MATT JAY

DATE: JULY 2022

RE: FCC CLOSED CAPTIONING & AUDIO DESCRIPTION QUALITY  
CERTIFICATION

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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 and audio description are in compliance with the requirements of the FCC effective as of June 2022.

Closed Captioning Quality Certifications and Audio Description 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](mailto:matt@rotfeldproductions.com) or [fern@rotfeldproductions.com](mailto: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**

Sincerely,

Fern Rotfeld  
Director of Syndication Sales  
[fern@rotfeldproductions.com](mailto:fern@rotfeldproductions.com) or [matt@rotfeldproductions.com](mailto:matt@rotfeldproductions.com)

**SRP** STEVE ROTFELD PRODUCTIONS  
**MEMORANDUM**

TO: PROGRAM DIRECTORS

FROM: FERN ROTFELD / MATT JAY

DATE: 2022-23 BROADCAST SEASON

RE: STATEMENT OF COMPLIANCE WITH FCC COMMERCIAL TIME LIMITS  
**“XPLORATION STATION” - E/I SERIES TARGET AGE 13-16**

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**“XPLORATION STATION”** is a 3 Hour STEM E/I block. This Block is produced for children 16 and under (**specific target audience is 13-16**).

**“XPLORATION STATION”** as delivered is formatted to allow for no more than 16 minutes of total commercial time per broadcast hour (**8 minutes total per half-hour**). This block does not display any Internet web sites address or host selling, and is in compliance with the FCC Commission’s Rules.

All stations airing this block if shows are provided with a written synopsis of each episode for their quarterly FCC report filings. These written episode descriptions are e-mailed to all stations prior to the start of each quarter. Also provided is written documentation by various Educators inthe appropriate field who have reviewed a number of episodes and substantiate the educational value of the program.

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

Sincerely,

Fern Rotfeld  
Director of Syndication Sales  
[fern@rotfeldproductions.com](mailto:fern@rotfeldproductions.com) or [matt@rotfeldproductions.com](mailto:matt@rotfeldproductions.com)



## DCMP Audio Description Certification Statement

Accessibility Partner: Steve Rotfeld Productions

The Described and Captioned Media Program (DCMP) certifies that:

- High-quality audio description was created for this E/I content
- The *Description Key*, evidence-based guidelines, were utilized
- People with disability were involved in the process
- Audio description was prioritized for curricular content

The *Description Key* was developed by DCMP with the inclusion of disability organizations and is the sole set of guidelines focused entirely on adding audio description to educational media.

DCMP has been a leader in producing and providing accessible educational media for over 30 years. The DCMP team has created audio description for thousands of hours of educational content for broadcast media companies whose content airs on major networks.

DCMP added high-quality audio description to these Steve Rotfeld Productions series:

*Xploration Outer Space*  
*Xploration Earth 2050*  
*Xploration DIY Sci*  
*Xploration Awesome Planet*

*Xploration Animal Science*  
*Xploration Second Chance*  
*Pets Nature Knows Best*  
*Life 2.0*

*Sci Q*  
*Countdown to Apollo*  
*The Apollo Chronicles*

[www.dcmp.org](http://www.dcmp.org) • [info@dcmp.org](mailto:info@dcmp.org)

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

[www.rotfeldproductions.com](http://www.rotfeldproductions.com)

**Pleasantville Elementary School**

16 Pleasant Street, New Castle, DE 19720

[www.colonialschooldistrict.org](http://www.colonialschooldistrict.org)

P. 302.323.2935

F. 302.323.2943

**RENEE GRIFFITH**

*Principal*

[renee.griffith@colonial.k12.de.us](mailto:renee.griffith@colonial.k12.de.us)

Re: Xploration Second Chance Pets Educator Evaluation

Dear Mr. Dodd:

Over the past 10 years, I have worked as a 5th grade teacher with both general and special education students in my classroom. I am always looking for ways to engage my students, meet the increasing demands of state and federal government standards, and prepare them for the changing job market they will find themselves in when they graduate. There has recently been growing pressure on educators to prepare students for jobs in science, technology, engineering and mathematics (STEM). Students as early as kindergarten are creating and building their own structures, making hypotheses, testing and modifying designs, and examining outcomes. Educational programming is vital to building background knowledge and provides students an opportunity to see STEM jobs firsthand.

Second Chance Pets is an educational program that follows a similar format each week. Viewers get some background information on the dog in need of a prosthetic or brace as well as their injury and medical information. Then viewers experience the designing, planning, and building of the tool they need to help them. The show may cover other pets as well, as the office featured in the program has the ability to help all types of animals.

The episode I watched featured Lola Gray, half-poodle/half-black lab, who, after beating cancer, tore her ACL. The family learns about My Pet's Brace, a company that specializes in braces and prosthetics for pets. My Pet's Brace was able to fit Lola Gray for a brace to treat her injury without surgery. This episode features a one year check-up appointment with the clinician to see how Lola Gray is healing and also evaluate the brace for any changes that might need to be made. We watch as the clinician replaces straps and velcro on the brace as well as use heat to re-mold a section that had gotten too tight. We get an inside look at the fabrication and engineering area where the braces are made, providing some useful engineering information to the audience. Viewers also learn valuable facts about the type of dog Lola Grey is, as well as her medical status and injury.

From the perspective of an educator, Second Chance Pets meets many different criteria for educational tools. It presents topics aligned to the Next Generation Science Standards (NGSS) as well as the Common Core State Standards (CCSS), which are used by many states. Topics are presented in accessible ways that allow students to understand, think critically, and answer questions at a high level. Students will also be exposed to different careers in the STEM fields that they may have not been aware of, and perhaps more importantly, the topic is high interest and engaging for even the youngest of students. Though the program targets children ages 13-16, all ages can



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enjoy this highly-engaging and heartfelt program. It has become increasingly difficult to find educational programs that are aligned to standards while also being engaging and interesting to students, but Second Chance Pets has both of these qualifications.

Sincerely,

*Meghan Harrington*

Meghan Harrington  
5<sup>th</sup> Grade General/Special Education Teacher  
5<sup>th</sup> Grade Team Leader  
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