STEVE ROTFELD PRODUCTIONS

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

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

www.rotfeldproductions.com

STEVE ROTFELD PRODUCTIONS

"XPLORATION OUTER SPACE"

BROADCAST SEASON – 2022-2023

Press/Program Information Kit

Welcome to **Season IX** of **"XPLORATION OUTER SPACE."** The season will premiere the week of Monday, August 29, 2022, airing for 52 weeks through Sunday, August 27, 2023.

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

"**Xploration Outer Space**" 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 26th for shows that will air Monday August 29th through Sunday September 4th).** 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. ***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 or Matt Jay matt@rotfeldproductions.com.

We look forward to a new and exciting season of **"Xploration Outer Space."**

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

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STEVE ROTFELD PRODUCTIONS

"XPLORATION OUTER SPACE"

SEASON IX

EPISODE LINEUP

THIRD QUARTER - 2022

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
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

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STEVE ROTFELD PRODUCTIONS

"XPLORATION OUTER SPACE"

SEASON IX

EPISODE LINEUP

FIRST QUARTER – 2023

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
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

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STEVE ROTFELD PRODUCTIONS

"XPLORATION OUTER SPACE"

SEASON IX

EPISODE LINEUP

SECOND QUARTER - 2023

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
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

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STEVE ROTFELD PRODUCTIONS

"XPLORATION OUTER SPACE"

SEASON IX

EPISODE LINEUP

THIRD QUARTER - 2023

DAY OF FEED (FRIDAY):	AIRING WEEK OF:	SHOW NUMBER:
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*

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STEVE ROTFELD PRODUCTIONS

"XPLORATION OUTER SPACE"

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.**

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STEVE ROTFELD PRODUCTIONS

MEMORANDUM

TO: PROGRAM DIRECTORS

FROM: FERN ROTFELD & MATT JAY

DATE: JULY 2022

RE: FCC OBJECTIVE LETTER – "**XPLORATION OUTER SPACE"**

Xploration Outer Space – This series is also a part of a 3-hour block of STEM based E/I programs titled… **XPLORATION STATION.**

This half-hour weekly series produced for the 13-16 target audience will certainly attract viewers of all ages. Each week our host Emily Calandrelli will take viewers on incredible journeys through space that will both entertain and educate. Ever wonder what it would be like to live in space or on a different planet? Watch our host try to perform every day responsibilities while floating in zero gravity. Explore the challenges that come along with living on a different planet as our host lives like an astronaut in a Mars-like habitat. We will have episodes on space robotics, commercial space tourism, asteroids, and our search for life, among many others. *When appropriate, the host will highlight NASA related programs and internships for young students that are relevant to the content we have shown.

Xploration Outer Space is a half-hour weekly E/I series produced with the intention of increasing and expanding our target audience' 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 or matt@rotfeldproductions.com

STEVE ROTFELD PRODUCTIONS

MEMORANDUM

TO: PROGRAM DIRECTORS

FROM: FERN ROTFELD & MATT JAY

DATE: JULY 2022

RE: FCC CLOSED CAPTIONING & AUDIO DESCRIPTION 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 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 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

Sincerely,

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

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

"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 or matt@rotfeldproductions.com

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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 • info@dcmp.org

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www.rotfeldproductions.com

SRP STEVE ROTFELD PRODUCTIONS

South Street Elementary School
151 South Street, Newark, NJ 07114
(973) 465-4880

7/18/16

Stephanie Wolf
Director of Development
Steve Rotfeld Productions
740 East Haverford Road
Bryn Mawr, PA 19010

Re: Review of Xploration Station

Dear Ms. Wolf,

I have been an educator for over 30 years, holding a variety of positions including technology coordinator, math, and bilingual education within the Newark, NJ Public School system. Viewing your programs instilled hope in me for the future of educational television programming; Xploration Station makes learning fun and interesting for people of all ages.

All of the Xploration Station programs (Awesome Planet, Earth 2050, Outer Space, Weird But True, Nature Knows Best and DIY Sci) have been created for the purpose of educating and entertaining students on STEM subjects (Science, Technology, Engineering and Math). Statistics show that the US has fallen behind other countries in these subjects, and as a consequence, many jobs have been outsourced to better-educated prospects. I had the opportunity to view and evaluate several episodes of each of the stated series. All of these programs target children ages 13-16, however they certainly will appeal to viewers of all ages.

XPLORATION AWESOME PLANET:

This program addresses many topics related to Earth Sciences, encompassing all the fields of science dealing with planet EARTH. To name only a few of the topics discussed in this program: geography, geology, ecology, and glaciology (the glaciers of the earth). It is hosted by Philippe Cousteau, an environmentalist and the grandson of Jacques Cousteau, who brings a lot of enthusiasm to the study of the earth. I was impressed with the producer's ability to successfully deliver scientific information in such an entertaining and engaging way. It gives the viewer an appreciation of the fine balance that exists in our atmosphere. It would be easy for educators to use the content to create lesson plans on Earth Sciences from this program.

Here are a few details from several episodes:
Extinction Earth Episode:
Filmed in Yellowstone National Park, this episode describes and shows geothermal features, the stored thermal energy within the earth's surface. It is very visual and explains why there are geysers, hot springs, volcanoes and the potential issues if the earth balance is disrupted or changed. This episode also explains what meteoroids and asteroids are, and why they are formed. In Northern Arizona a meteoroid created a huge crater 50,000 years ago, and it is interesting to view this in the middle of the desert.
Another episode was filmed in the Canadian Rockies and explained how glacier melt formed beautiful Lake Louise. The program also addresses the concern of rapidly melting and receding glaciers in the Canadian Rockies.

XPLORATION EARTH 2050:

This fascinating and imaginative program allows the viewer to think about all the possibilities for our future world. It looks into the potential of bringing science, technology, engineering and math to another level.
One of the episodes I viewed called "The Future Explores the Past" showed how our improved technology is helping archeologists and anthropologists to study the earth's past. Experts talk about how "Future Tech" and the use of radar, 3D printers, computer generated maps, sophisticated telescopes, drones, and satellite imagery help us to understand how past civilizations lived, how our planet is changing, and giving us very useful information that could not have previously discovered. I found it most interesting to see how advances in modern technology have significantly improved our study of the past. There were many discussions with expert archeologists and anthropologists in the field.

Another Episode of Xploration Earth 2050 called "The Animal Kingdom Meets the Future" demonstrates how advanced technology is able to improve the lives of all animals. One of the segments demonstrated how a prosthetic device was created with the help of a 3D printer for a dog unable to use his front legs. The viewer can see the paraplegic dog able to run with the use of this device. Another segment showed how drones were being used in Detroit to help find abandoned and stray animals, and ultimately save them. The concept of future tech having a large impact on the lives of both humans and animals was most interesting. It appears that every year our technology is becoming more refined and improved, so the future holds unimaginable possibilities.

XPLORATION OUTER SPACE:

This show is very captivating for anyone who is interested in outer space and its possibilities. Host Emily Calandrelli is an aerospace expert, and was a former NASA employee. She is a wonderful role model for women interested in science, as she is young, smart and very passionate. The show also includes interviews with many other knowledgeable experts on the subjects being discussed.

I viewed the episode of Xploration Outer Space titled Solving Mars. Solving Mars' unique challenges will be necessary before we can safely attempt to send astronauts there. At this time, two thirds of all spacecraft sent to Mars without humans have failed, so designing an aircraft that can enter and exit Mars safely is difficult. Besides the distance (it is estimated that it will take 2 ½ to 3 years to get there, further than we have ever been to)) it also presents with

a dangerous environment. Some of the issues that need to be dealt with are the need for radiation protection, the possibility of many dust storms and hazardous weather on Mars. Space suits must be created that will protect humans from dust, radiation, etc.
They are investigating how difficult it would be for 6 astronauts to spend 2 ½ - 3 years together in a closed environment, the time required to travel to Mars. They would be away from family and friends, so their physical, psychological and emotional states must be considered.
Another episode viewed was titled ASTRONAUT HEALTH and addresses the concerns of keeping astronauts healthy. One issue is the lack of gravity in space which causes bone and muscle loss. To counteract this, treadmills are installed in spacecrafts and the astronauts must work out frequently to keep their bones and muscles intact. Prior to going into space they need to undergo vigorous conditioning so they are in optimal shape. Another problem addressed is potential for vision problems in space, due to the rush of fluid into the upper body and brain due to the lack of gravity to keep this fluid down. This fluid in the head has the potential for causing serious visual as well as other problems.
This program will enlighten students, and motivate them to find out more about Outer Space.

WEIRD BUT TRUE:

This playful and curious series shows viewers how fun and surprising science can be! The series clearly looks at a wide variety of topics, which seems to appeal to a broad audience, especially the target age group, 13-16 year olds. The hosts bring an enthusiasm to the series that is downright contagious. Overall it is has a "pop" science feel that kept me engaged and excited to learn more. Having the Nat Geo seal on this program was an added bonus. I could definitely see myself using a number of these episodes in my classroom to introduce my students to new topics.
One of the episodes called "Sense-Ability" reveals the strange and interesting ways our senses work. The hosts, Charlie and Kirby, go to a research lab to speak with a scientist about how our senses function. They take an in-depth look at how taste and smell come together to help us interpret "flavors." By using a series of experiments, the hosts teach kids all about how their senses work in a way that is fun and interactive. I thoroughly enjoyed how the hosts would throw out Weird But True "fun facts" throughout the episode. They are a great way to keep kids with shorter attention spans engaged. A personal favorite of mine was that "babies can both smell and taste things before they're born" – a fact I never knew!
Another episode of Weird But True called "Hurricanes vs. Tornadoes" teaches kids all about super storms. I enjoy how they start every episode covering the 101 of the subject matter to help give the episode context upfront. The "craft" elements are easy to follow, and help break down complex science into easily digestible and entertaining lessons. Once Charlie and Kirby explained the basics behind the storms, they gave a glimpse at a "day in the life" of a real-life expert. Overall I found this to be as entertaining as it was educational.

XPLORATION DIY SCI:

This show is hosted by Steve Spangler, a very popular science educator, who is able to relate well to all age groups, particularly teenagers. He performs science experiments, making them fun and simultaneously explaining the scientific principles behind them. They can be performed at home or in the classroom. He uses common household items that can easily be found in the home. He makes it clear when caution is necessary, such as the use of protective goggles. One

of the episodes I viewed was on the power of Air Pressure. With the use of household items such as a glass jar, coaster and bowl he demonstrates how the air pressure pushing up on the jar will prevent the water from spilling out when turned upside down. He also performs a fascinating experiment with the use of a glass bottle, hardboiled egg, a match and small strip of paper that goes into the bottle. The strip of paper is lit and placed into the bottle, and the egg is then placed on the rim. When the flame goes out, the air molecules in the bottle cool down and contract, making room for more air molecules and creating a vacuum. The egg sitting on the rim is quickly sucked into the bottle because of the greater pressure on the outside.
Another episode that was so much fun to watch was the science behind soda or any carbonated beverage, and explains how carbon dioxide gas creates the bubbles in soda. When you open a can of soda, you release the pressure and the carbon dioxide gas escapes from the liquid, which comes out in the form of bubbles. When it is in the can the pressure inside keeps the carbon dioxide dissolved in the water and there are no bubbles until you open the can and the gas is released. The liquid then cannot hold as much carbon dioxide, so it bubbles out of the can. This episode also teaches how to make soda and the science behind it.
This show successfully explains scientific principles in a most entertaining way!

NATURE KNOWS BEST:

This program teaches how new inventions and technology are developed by observing and understanding nature. Engineers look to nature to help design innovative products.
The host, Marine Biologist Danni Washington, is a young woman who captivates the audience with her enthusiasm. The episode I viewed goes into depth as to how scientists examine birds to develop more advanced aircraft. They look at specifics including wing size, wing movements, etc. They look to birds to understand the physics of flight. Nature itself keeps improving, and therefore they feel that further study can continue to improve our ability to make the most efficient aircraft for both commercial and military purposes.
Also showed graphic exciting images of parachuting and how we can observe flying squirrels to see how they maneuver in the air, and helped in the development of wing suits.
Another episode viewed titled "Bio-Based Building" looks at how the construction of buildings are surprisingly influenced by nature. A "living building" call the Bullit Center is six stories high and resembles a tree. It creates its own energy, collects its own water, and recycles its own waste. Another interesting segment is about the lotus leaf, and how it helped to develop a new water-resistant paint. Very interesting and unique material for sure.

Overall, I found that each of the Xploration Station programs bring something unique to the table. While they are all entertaining and engaging in their own ways, they fit together to create a block of programs an entire family could enjoy together. It is my professional opinion that this programming is exactly the sort of content we need to be sharing with our kids.

Vivian F. Rivera

Vivian F. Rivera
Elementary Bilingual Educator

STEVE ROTFELD PRODUCTIONS

CHESTER UPLAND SCHOOL DISTRICT
OFFICE OF STUDENT SERVICES
1720 MELROSE AVENUE
CHESTER, PENNSYLVANIA 19013
610.447.3880
610.499.2683 (fax)

July 16, 2016

Fern Rotfeld
Steve Rotfeld Productions
740 Haverford Road
Bryn Mawr, PA 19010

Re: Review of Xploration Station

Dear Ms. Rotfeld:

As a leader in public education, I am always looking for teaching tools that will both engage students and meet the ever-increasing curricular expectations of both the state and federal governments, as well as the job market our students will eventually find themselves a part of. In the last five years there has been a growing pressure to prepare students for the jobs that will be most prevalent, namely those in the areas of science, technology, engineering and math (STEM). The Xploration Station program block, consisting of six half hour programs: Xploration Earth 2050, Xploration Outer Space, and Xploration Awesome Planet, Xploration Nature Knows Best, Xploration DIY Sci, and Xploration Weird But True, provide family-friendly programing that are engaging both in content and presentation, and in my opinion encourage students to consider future careers in the STEM areas.

Xploration Earth 2050 – This program is hosted by Chuck Pell, an artist, entrepreneur and futurist. The overarching theme or question presented by this show is what the future will look like in the areas of science and technology. The episode I viewed presented the wide range of developing robotics, from robots that kills germs in hospitals with light and another that allows surgeries to be completed, to exoskeletons used to allow paraplegics walk again and astronauts to move in zero gravity. For each type of robot, there is a designer, scientist or end user to talk about the development, uses and how it is changing the lives of people. As with the other shows in this block, it is designed to present the information in a visually stimulating way, with a pace and visual effects that address the need for the material to be engaging to younger viewers.

Xploration Outer Space – This program is hosted by Emily Callendrelli, a host that demonstrates that young women can be cool, smart, and still chose careers in science. This message is critical to addressing the dearth of women who choose to go into STEM careers. The series addresses all areas of space exploration: planets, stars, moons, and how science, engineering and technology are allowing us to learn more every day. The presentation takes very technical and complex information and presents it in a way that is accessible to viewers, but manages to remain very high level in its concepts. In this episode they demonstrated the variety of ways in which balloons are allowing scientists to collect information in ways never done before. Each segment also explains why the information is being collected and what we hope to learn.

Xploration Awesome Planet – This program is hosted by Phillipe Cousteau, another very engaging host that younger viewers will relate to. Awesome Planet presents earth sciences, including geology, geography and meteorology. The theme of the episode I viewed was 'fire and ice,' and how both fire and ice shape the earth's environments. The episode looked at how extreme forest fires are leaving deposits on the ice sheets in Greenland, contributing to the rate they are melting; the impact of lightening on the surface of the earth (e.g. forest fires) as well as the science that tracks lightening; and a look at Iceland, which boasts both active volcanoes and glaciers.

Xploration Nature Knows Best – This program is hosted by Danni Washington, a young Marine Biologist who brings a lot of passion and fun to the world of science and biomimicry. The show explores how we develop new technologies, products and inventions based on the study of nature. One of the episodes I viewed was "Bio-Based Building" and it was fascinating to learn about a waste-movement system that is based on the intestines of animals. An example was the blue whale. Another episode gave the viewer tremendous insight into how the study of birds has helped us develop some of our most advanced aircrafts. I found the visuals helpful in understanding the concepts explained. This show will give the viewer a greater appreciation of nature and how it can contribute to advances in technology, as well as the development of new products and inventions.

Xploration DIY SCI – This program is hosted by Steve Spangler, a scientist who makes science principles fun to learn by performing captivating experiments. All of his experiments used household items, so they can be duplicated in the classroom or at home. I viewed one episode that includes several experiments related to the power of air pressure. A can of soda is used to teach about the change in carbon dioxide gases and air pressure. I watched a soda can implode when it was dropped into a bowl of water, due to the change in pressure. The host successfully offers clear explanations and provides excellent visual images of scientific principles.

Xploration Weird But True – This program is hosted by a talented brother and sister team. Charlie, an Ecologist and his sister Kirby bring a lot of excitement and humor to this program. I viewed an episode on "Hurricanes versus Tornadoes" which thoroughly explains how storms are formed, and addresses many little known details about them. An excellent interview with an expert is included in this episode. I also viewed an episode called "Sense-Ability" which explores our five senses. Many "Fun Facts" were revealed in both these shows. Educators could certainly use a lot of this material in the classroom.

From the perspective of an educator, the Xploration programs meet many criteria for educational tools: they present a variety of topics all aligned to the encourage students into STEM careers; they present topics in an accessible way that addresses the Common core drive for students to be able to understand and answer higher level questioning, and perhaps most importantly, the presentation is very engaging to younger viewers. The importance of this last factor cannot be under-estimated. If a younger viewer won't watch the show, everything else is meaningless.

Andria B. Saia

Andria B. Saia, JD, M.Ed
Assistant Superintendent

STEVE ROTFELD PRODUCTIONS

Harris Social Media
Helping businesses connect
harrissocialmedia.com • info@harrissocialmedia
Raleigh, North Carolina • 919 662 1618

Xploration Station - Educator Evaluation

Educators today are looking for compelling, engaging audiovisual content that serves the needs of students. **Xploration Station** produced by Steve Rotfeld Productions meets that need. Experts consider the lack of STEM graduates as a risk to US competitiveness and even national security. The **Xploration Station** shows address one of the most pressing issues of our time.

> *"At the top of the list of challenges to American competitiveness and national security is the lack of STEM (science, technology, engineering, and math) graduates in our schools and universities."*
> ~ American Security Project

The shows encompass the best of modern science. The shows will not only encourage interest in particular topics, but also plant the seeds for a lifelong fascination with science. Many scientists today credit their initial interest to television science programs. The **Xploration Station** shows will serve a vital role inspiring students to undertake STEM careers.

Xploration Station Outer Space – Any child who looks at the night sky cannot fail to be awed by the spectacle. As I worked with the team that created the *Overview Effect* short movie that has 3.7 million views on Vimeo, I am confident that *Xploration Station Outer Space* will build on the natural fascination kids have for the night sky. The shows enable students to connect space to their personal experience. Students study the problem of how to wash your hair in space while also addressing big questions, such as the possibility for life beyond Earth. Topics such as space weather cover very real challenges that connect students to potential careers in related technology.

Xploration Station Awesome Planet – It's astonishing to realize that we know more about the surface of the moon and Mars as we do about the less accessible corners of our own planet. *Xploration Station Awesome Planet* will inspire students' desire to learn about the wonders of our Earth by taking them to these hidden places, such as charismatic volcanoes and the mysterious deep oceans. As the author of two travel guidebooks to the Amazon rainforest, I can testify that a show that entertains while it educates is a powerful way to reach into the hearts and minds of students. As the world undergoes unprecedented change, we certainly need more scientists to unravel Earth's mysteries. *Xploration Station Awesome Planet* will go a long way to meeting that need.

Xploration Station Earth 2050 – Although change can be unsettling, most parents and educators know how readily kids embrace it. The episodes of *Xploration Station Earth 2050* build on the fascination children have for the

Harris Social Media
Helping businesses connect
harrissocialmedia.com • info@harrissocialmedia
Raleigh, North Carolina • 919 662 1618

power of technology, not only the seeming magic of it, but also its ability to solve pressing problems. As an early adopter and with my own long time interest in futurism, it's clear to me that students want to understand where science and technology are taking us, and the kind of world we are creating for our own children. *Xploration Station Earth 2050* shows students the potential of technological trends, such as robotics, automated transport system and artificial intelligence, to change our world for the better.

Profile

I am a former middle school teacher and continue to work with local schools on program development. I also currently work with leading online science education providers such as Discovery Education, providing standards-based content for Discovery's Techbook, which is the leading online education portal for middle and high school teachers. I've also provided science curriculum content to top STEM organizations including Intel, 3M and the US Navy.

With this breadth of experience, I am confident in fully supporting **Xploration Station** for its educational value. The shows will benefit teachers by promising an entertaining format to engage students, but without "dumbing down." In this way, the style of programming allows students to explore and expand on topics they encounter in the regular curriculum. The country needs **Xploration Station** for the sake of our teachers, children and the national interest.

Roger Harris
Principal, Harris Social Media LLC
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