

**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

## “LIFE 2.0”

*BROADCAST SEASON – 2022-2023*

### Press/Program Information Kit

Welcome to **Season III** of “LIFE 2.0.” 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**

“Life 2.0” 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 “Life 2.0.”

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)**

**“Life 2.0”**

**SEASON III**

***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



# “Life 2.0”

## SEASON III

### *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



# “LIFE 2.0”

## SEASON III

### 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

# “LIFE 2.0”

## SEASON III

### *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*

# SRP STEVE ROTFELD PRODUCTIONS

## “LIFE 2.0”

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: LIFE 2.0”

**Xploration: LIFE 2.0** – This series is also a part of a 3-hour block of STEM based E/I programs titled... **XPLORATION STATION**.

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How will new technologies and ideas impact us in the near - and far - future? How will our lives change in the coming years? As cutting-edge scientific advancements happen right now, what are some of the “bigger questions” that we, as a civilization, should start considering?

XPLORATION LIFE 2.0 is a high-end anthology miniseries that takes a deep and thought-provoking dive into a variety of topics - such as the future of human life extension, breakthroughs in interspecies communication, the rise of “cyborgism”, existing in virtual reality, and more. By interviewing world-class scientists and researchers, as well as leading futurists like Dr. Michio Kaku, each half-hour episode reveals mind-blowing scientific breakthroughs... and then asks viewers to consider what these incredible discoveries might mean for their own lives in the future.

Produced primarily for the 13 to 16-year-old target audience, XPLORATION LIFE 2.0 will appeal to the entire family, and help increase and expand viewers 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.com](mailto:matt@rotfeldproductions.com)

**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 in the 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)

Kendra Wambold  
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To Whom It May Concern:

**Series Review**

**Program:** *LIFE 2.0*

**Shows Reviewed:** Episode 104 "Making Contact" and Episode 107 "Digi-Life"

**Program length:** Episode 104 "Making Contact" 22 minutes, 12 seconds  
Episode 107 "Digi-Life" 22 minutes, 5 seconds

*LIFE 2.0* is a science-based educational program that is produced for children aged 13-16 years old. The purpose of this series is to educate, inform, as well as entertain children in this age group. Each episode in this series embarks upon a different science topic which would be of educational value and interest to viewers in this age category. The show begins by introducing the topic of that episode and setting a purpose for watching and learning. This is achieved by the narrator posing several questions that children can answer or discuss during and/or after each episode. This series engages children to connect what they know about a topic from their schema to new information. During this process children will utilize a series of critical thinking skills, based on Bloom's Taxonomy, such as identification and recall of knowledge, comprehension and organization of information, application, analysis, synthesis, and finally evaluation/creation, which can include opinions as well as ways to extend further learning.

Science as well as other related content areas (Math, Engineering, Technology) become more specialized in school for this age group and *LIFE 2.0* not only helps support the curriculum, but engages children in topics that pique interest and contribute to further investigations into STEM areas.

*LIFE 2.0* is a narrated series by Casey Turner. Her style of delivery keeps the audience excited and waiting for the next tidbit of information. There are also many well-known and respected scientists and innovators who appear in these episodes. In the episode "Making Contact," such notable scientists include Dr. Michio Kaku, Professor of Theoretical Physics who has appeared on many educational series. Dr. Douglas Vakoch, astrobiologist, psychologist, and founder/president of METI International. Dr. Penny Patterson, who many children of this age group will recognize immediately. She is an animal psychologist who is renowned for her work with Koko the gorilla and language. Children are introduced to Dr. Penny Patterson's work in second grade. Dr. Diana Reiss, cognitive psychologist and marine mammal scientist, who, like Dr. Patterson, is well-known for her work with language and animals, focusing on dolphins. Several futurists appear in this episode as well who further engage children to think critically as questions are posed about our universe.

In the episode “Digi-Life” physicist Dr. Michio Kaku makes a return appearance. In addition, several experts and innovators in the field of language technology add to the discussion and content, such as Dr. Stephen Smith, Executive Director, USC Shoah Foundation, Dr. David Traum, Director Natural Language Tech, ICT at USC, Eugenia Kuyda, co-founder of Replika, and Carl Minardo, President and CEO of AIM Holographics. Again, several futurists also make an appearance to bring their point of view to the discussion and pose interesting and relevant questions.

The number of female scientists and a female narrator is worth mentioning as STEM areas are still predominately male. According to the American Association of University Women, only 28% of females make up the STEM workforce (aauw.org). *LIFE 2.0* has made a purposeful effort to include more females from the science and technology community to serve as role models for girls interested in STEM areas and crush stereotypes.

In Episode 104 “Making Contact,” the viewer is introduced to the notion of life beyond our planet and poses the age-old question “Are we alone?” The episode goes on to question that if we made contact with extra-terrestrial beings how would we communicate with them? Would being able to communicate with animals hold the key to communicating with extra-terrestrials? How do we go about decoding that language? As the episode dives into this content the viewer is introduced to Dr. Kaku, who presents the idea that if the day comes where the human race is face to face with another planetary being that being able to decode their language is of quintessential importance to understanding how advanced they are and their intentions for coming to Earth. Children in the 13-16 age group could pause the episode at this point and discuss the questions presented in the beginning of the episode, whether at home or in a classroom setting. “How” and “Why” questions engage higher-order critical thinking skills because it causes a person to engage in application, analysis, synthesis, and/or evaluation. The episode continues with Dr. Vakoch and the work of METI International sending signals into outer space in the form of radio waves. Later in the episode, Dr. Vakoch mentions how METI uses math as a universal basis for the signals being sent to space. At this point the episode presents sort of a “devil’s advocate” approach as valid questions by many are posed, including Dr. Kaku, regarding the notion of “Is it a good idea to send signals into space? Should we be reaching out?” Again, this material lends to purposeful discussion as these questions elicit that debate. As the episode continues, the idea of needing to decode language as the first step to communication with extra-terrestrials is again stated and becomes the basis for the rest of this episode. Being able to decode the language barrier between humans and animals would be the first step in this process. Here the episode features both Dr. Penny Patterson and her work with language with Koko the gorilla as well as Dr. Diana Reiss and her work with language and dolphins. The scientific breakthroughs in language and communication with these animals that both Dr. Patterson and Dr. Reiss have achieved are remarkable. This information is fascinating, relevant, thought-provoking, interest-piquing, heart-felt, passionate, and at times even a bit humorous. Several futurists also appear throughout the episode raising additional questions regarding the universe and if life beyond our own planet exists. The episode wraps us with some thoughts by Dr. Vakoch, Dr. Kaku, as well as an interesting observation made by Dr. Reiss. Dr. Reiss suggests that if we were to meet extra-terrestrials, we would see them from our point of view and those extra-terrestrials would see us from their point of view. However, chances are, as we are thinking about how to communicate with them, they would be thinking the same thing back. The idea of our point of view versus another’s point of view could be explored by children of this age group and align with curriculum standards. “Making Contact” is an exciting episode which poses the viewer with interesting and essential scientific information, both theoretical and empirically-based, as well as many thought-provoking questions that lend to critical thinking skills through discussion, debate, further exploration, and investigation.

In Episode 107 “Digi-Life,” the idea that digital technology connects us to others in the world is presented. The question “But what if tech could go one step further?” is posed. This immediately piques interest and draws in the viewer. The subject of creating a digital replica of a person is presented as the topic of this episode. Another engaging question is quickly raised, “How do we remember someone after they are gone?” The show takes this idea beyond just thinking about loved ones and friends. Dr. Kaku discusses Winston Churchill in saying with the evolving technology Churchill will one day be a holographic image to talk with and interact. This leaves the viewer with a “wow” feeling and a yearning to learn more. The show then explains that this technology is already in the process of being developed at the University of Southern California Institute for Creative Technologies along with the USC Shoah Foundation with the creation of virtual digital humans. Dr. David Traum is working on a 3D interactive hologram program to achieve this. The viewer watches as Pinchas Gutter, a Holocaust survivor, goes through Dr. Traum’s process to become a virtual digital human. Over 2,000 questions are asked of Pinchas which are then routed through an AI program, so that when students ask him questions, his virtual digital human will be able to provide answers and interact in a very natural way. Pinchas says it best with “What’s going to happen in the future?” referring to when all the Holocaust survivors are gone. This causes the viewer to really pause. Here is another time when discussion would be appropriate with children of this age group with regards to why technology as this is so vastly and deeply important. The episode has done a remarkable job crossing content areas and demonstrating how science and technology connect to the social sciences, history, and humanity. This is educationally relevant, as this is what educators aim to achieve in the classroom each and every day by showing students the connections between different content areas and the application of that knowledge in the real world. This episode then presents this technology at a smaller level and Dr. Kaku presents the notion that our digital footprint could be “homogenized” to create a digital copy of ourselves. Regarding our digital footprints, the episode poses the question “Where does it all go? What can all that chatter be used for in the future?” These questions lend to very important discussion with children in this age group. Beyond the idea of creating virtual digital humans, this would be a good time to discuss children’s online usage and the idea that everyone has a digital footprint. This episode opens the door to the important discussion of being a good digital citizen and being responsible online. The final piece of the episode presents the viewer with developing technology that can give the feeling of someone who has departed as still being with us. Eugenia Kuyda, the co-founder of the AI app Replika, has found a way to create a chatbot using uploaded texts and pictures from a departed person’s phone or computer files so that it is possible to still “text” with someone who has passed on. Similarly, Carl Minardo, President and CEO of AIM Holographics does something along the same line by creating “legacy filming.” Minardo’s company allows a person to create a message to be left for loved ones after he/she has passed that results in a real-life 3D version of the person creating the message. This episode wraps up with Dr. Kaku asking the question “Is this digital copy really you?” This question allows for debate and discussion and further reaches into learning as an ethical and philosophical component is added here. Digi-Life is a relevant, thought-provoking episode which piques great interest into the field of language technology and its applications. This episode not only provokes purposeful and meaningful discussion, debate, and evaluation skills for this age group, but goes one step further in opening the door to further inquiry into related topic and content areas to provide a richer and relevant learning experience.

In conclusion, both episodes presented from *LIFE 2.0* are educational on so many levels, highly engaging, and thought-provoking for its target audience. The content explored in *LIFE 2.0* is age appropriate. *LIFE 2.0* is much needed programming as not nearly enough educational programming exists for this age group, especially programming that appeals to STEM areas and makes a conscience effort to include notable females in their scientific fields to serve as role models for female students. *LIFE 2.0* is truly educational programming at its best.

## Summary

### Target Audience for content, delivery style, and learning goals which meet with standards

- Ages 13-16 years old

### Genre

- Science, Technology, Social Sciences, Educational

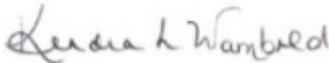
### Learning Objectives

- Science and technology as inquiry
- Science in literacy, writing, listening, and speaking, technology literacy
- Evaluating science and technology, creating personal opinions and connections to the social sciences, history, and humanity

### Outcomes for students

- Questions posed throughout the episodes lend to meaningful discussion and debate about differing areas of science and technology, and how these areas relate to the social sciences and humanity
- Students utilize critical thinking skills as they apply, analyze, synthesize, and evaluate the content presented
- Students gain knowledge as they explore the scientific theories regarding life beyond Earth and through evaluation, further inquiry, and dialogue create opinions about these methods as well as consequences of the possibility of making contact
- Students gain knowledge as they explore how technology has a social component and through evaluation create opinions regarding what humanity has to gain through technological developments, such as virtual digital humans

Sincerely,



Kendra Wambold

**About the Reviewer:** Kendra Wambold holds degrees in both the fields of education and psychology and is a certified teacher by the Pennsylvania Department of Education. Mrs. Wambold is an educator employed by Boyertown Area School District. Mrs. Wambold is also a parent of a 14 year-old daughter.