

Program Information Kit

For

“WHADDYADO”

(What Do You Do?)

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

“WHADDYADO”

Press/Program Information Kit

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Attached you will find the following documents:

**Episode Descriptions FCC Objective Letter
Expert Educator Letter
Closed Caption Compliance Certification**

Series is rated TV-PG. Each episode is E/I Inscribed and Close Captioned

Pathfire will pitch Series in both HD and SD versions

“WHADDYADO”

SHOW DESCRIPTIONS

EPISODES 23-49

Episode # 24

While fishing, a mother and her three sons get stuck on a river bank during a flashflood.

* A mountain biker falls 200 feet down a steep jagged cliff-he's ok, but what precautions should have been taken. *A horse is stuck in a frozen pond and a man is stuck in a pine tree 70 feet off the ground trying to save a pet...whaddyado?

Episode # 25

A high-speed police chase results in a spectacular finish, surprisingly the perpetrator is only 12 years old. *A kayaker is submerged underwater for over six minutes, he is revived by CPR. * We follow two “storm-chasers” who videotape tornados.* A young fisherman catches a shark and unwisely puts his hand too close to the shark's mouth.

Episode # 26

A hot air balloon carrying two teens and the driver collides with a 700 foot radio tower and becomes stuck-they're ok, but how did they get down? * An ATV rider falls through an icy lake-he's lucky there was a witness, who makes a heroic rescue. * We'll learn about the reckless act of 'hill jumping' and its dangerous consequences. * Lastly we will experience the heroic survival of a family during hurricane Katrina.

Episode # 27

A snowmobile rider goes mountain climbing and starts an avalanche. * We revisit the Mount St. Helen eruption site and hear from those who survived the volcano. * A house boat gets stuck on a dam on the Kentucky River. * A woman kayaker is pinned against a rock in a rapid. Will she survive?

Episode #28

Witness the ordeal of a man stuck alone in an elevator for nearly two full days. *A group of teens go river tubing and two of them end up in a sticky situation. * A kid finds himself knee deep in mud and he can't get out. * Watch as rescuers rush to the aid of a group of kayakers who are stuck under a bridge during the rising tide.

Episode #29

A routine trip to visit some relatives literally takes a turn for the worse. *A trooper arrives on the scene of a car fire and someone's trapped inside the burning vehicle. *A young man's car is immobilized by rapidly rising water and he can't open the door.*A woman pulls into her driveway and catches a burglar in the act.

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Episode # 30

A late night shortcut home has chilling results when the ice breaks on a frozen pond. *The emergency lane becomes a real hazard when a car careens out of control. * You'll see a car break-in that is “bearly” believable. * A decision to attend a rock concert ends on a serious sour note.

Episode # 31

A picture perfect photo opportunity turns nearly tragic in a flash. A young boy is home alone when two intruders break in to his house. Racing in the Gulf of Mexico puts a sailing team in deep trouble. And our moral dilemma looks at the lure of internet gambling

Episode # 32

A pre-teen body boarder uses his skills to rescue two girls caught in a rip current. Man's best friend is caught on thin ice and an animal control officer attempts a frigid rescue. A risky rock rappelling accident is caught on camera. And before you send that next naughty text message you might want to check out our moral dilemma.

Episode # 33

A trip home on public transit puts a girl's newly acquired CPR skills to the test. A routine traffic stop turns dicey for a motorcycle patrolman. The gas pump at a convenience store becomes the scene of an explosive situation. This week's moral dilemma takes a look at the subject of hazing.

Episode # 34

A Mother's Day brunch becomes a choked up experience and a boy scout comes to the rescue. A graduating nursing student puts her skills to use just before walking down the aisle. Back seat driving from an eight year old saves the day for his pregnant mom. Out of control credit card issues are examined in this week's moral dilemma.

Episode # 35

Lost in the woods, a young boy uses his wits and some of what he learned from TV as a blueprint for survival. A vacation water sport adventure turns nearly tragic for two teen friends. A young man keeps a cool head in the midst of a house fire. This week's moral dilemma takes a look at truancy.

“WHADDYADO”

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Episode #36

A nine year old daughter sees her mom collapse from a brain seizure. She bravely calls 911 and tells the dispatcher the necessary information...you'll hear the riveting 911 call. *A woman and her son drive their SUV into a flooded street and their car begins to sink...they are trapped inside as it almost completely submerges...watch their amazing rescue. *A man stops at a gas station to fill up his car, when he goes to grab the gas pump from his car, the gas tank explodes...what was the cause of this fire; Static Electricity?

* This week's **Moral Dilemma** segment takes a look at ways to handle various forms of bullying teenagers.

Episode #37

A 13 year old boy gets lost for 16 hours in the freezing, snowy mountains...he tells the amazing story of how he survived. *Two young boys are sledding down a hill when they veer off course...you'll see their chilling ride as they nearly get run over by a car...what could they have done differently. *A pet dog falls through the ice and struggles to survive...you'll witness an elaborate rescue attempt by the local fire department. * In this week's **Moral Dilemma** segment we investigate the dangers of encountering scam artists on the internet.

Episode #38

A three year old nearly drowns in his family's swimming pool...he is rescued just in time by his five year old brother. *Father and son are walking home from a basketball game when the father suffers a heart attack...the son bravely gives him CPR and saves his life.

*A critter has been disturbing a man's bird feeder, so he sets up a motion detecting camera in his back yard...the very next night, he discovers it's a huge black bear.

* In our **Moral Dilemma** this week we take a hard look at teenage drivers and the dangerous distraction of their cell phones.

Episode #39

An eight year old girl begins choking, but she is saved by her 14 year old cousin, who uses the Heimlich maneuver to save her life. * In some cities, pedestrians are hit by a car once a day, on average...We'll see some actual accidents, and examine what can be done to make walking safer. *A mom suffers an allergic reaction and falls unconscious...we'll see the brave response from her 10 year old son, who calls 911 and gives her medication. Our **Moral Dilemma** segment features the growing trend among teenagers who seek cosmetic plastic surgery.

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Episode #40

A 15-year-old teenager suffers from the Swine Flu and nearly dies. We'll feature the symptoms in case you suffer from the Swine Flu. *A six-year-old boy is faced with a life threatening emergency and needs to call 9-1-1. *A man in Arizona is walking his dogs when a venomous rattlesnake bites him. We will tell you the steps to take in case a rattlesnake bites you. Our **Moral Dilemma** segment features the social problems caused by “mean girls.”

Episode #41

A 16-year-old teenager is struck by lightning and still survives. We'll tell you what you should do if you find someone struck by lightning. *A dog trainer saves a dog's life by giving it CPR. We'll show you how to give CPR to help save your pet. * When a family's car is stuck in the snow, they nearly die of carbon monoxide poisoning. We'll explain how carbon monoxide is the invisible killer and can be avoided. Our **Moral Dilemma** segment features the growing trend of sexual harassment at work.

Episode #42

A wild buffalo attacks a spectator at a famous National Park...a tornado hits a busy airport and the passengers need to run for cover...a mother is choking on a piece of steak and her 13 year old daughter must save her...after a high speed chase, a police officer discovers that the reckless driver is only 12 years old...our Moral Dilemma looks at the recent fad of romantic neck biting, an affection that can lead to an infection.

Episode #43

In an amazing story of survival, a snowboarder gets buried alive when he falls into a tree well...a nine year old girl must rescue four small children when her house catches on fire...a triathlon athlete gets attacked by a 10 foot alligator while training in a Florida lake...our Moral Dilemma looks at a new hazard when communicating on the internet; it's called cyber-bullying.

Episode #44

In this episode, a teenage girl who is a type 1 diabetic decides to skip her insulin in order to lose weight. As a result, she almost dies. A man who loves to ride his snowmobile in the backcountry, narrowly escapes death when he almost rides off a cliff. His ride is caught on tape. A town in Florida is invaded by black bears, and some of them are very aggressive. And our Moral Dilemma features the hazard of having a helicopter mom.

“WHADDYADO”

SHOW DESCRIPTIONS

EPISODES 23-49

Episode #45

In this episode, a teenager tries to sell his iPod on the internet, and he ends up doing business with a swindler. A 16 year old boy is driving down the highway, when his car's accelerator gets stuck, and he can't slow down. A neighborhood bike race turns grim when two men try to steal their bicycles. A snowboarder narrowly escapes death when she is caught in an avalanche. The avalanche is caught on tape. And our Moral Dilemma looks at the dangers of having an enabling parent.

Episode #46

In this episode, a teenager hears about a missing girl, and all by himself, he tracks down her abductor. A mother tells the story of her son, who decided to take steroids, and they nearly destroyed him. Three teens are hanging out by a creek, when a flash flood turns the creek into a raging river. In the Florida Everglades, a tour guide discovers a 10-foot python, and decides to wrestle it. And our Moral Dilemma looks at the stress involved with choosing the right college.

Episode #47

In this episode, a 12-year old is home alone, when an intruder breaks into his house. Two buddies are snowmobiling when an avalanche buries one of them. It will take a miracle to save him. A Florida family finds an unwelcome guest on their doorstep: A large alligator. And our Moral Dilemma looks at the growing problem of obesity.

Episode #48

Two teens try to save woman from being kidnapped. A 15 year old ventures out onto thin ice. An ATV rider nearly falls off the edge of a cliff. And our Moral Dilemma looks at the strain of having divorced parents.

Episode #49

A teenager falls into the trap of prescription drug abuse. A waiter tries to save a customer who is choking. A bike-rider becomes the victim of a hit-and-run. And our Moral Dilemma looks at the problem of being in a controlling relationship.



MEMO TO: NETWORK
FROM: STEVE ROTFELD PRODUCTIONS
DATE: JANUARY 2018
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 January 2018.

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 **Steve Rotfeld** at: steve@rotfeldproductions.com Phone: 610-520-0671; address 740 East Haverford Road, Bryn Mawr, PA 19010

Series currently in production are as follows:

WHADDYADO

Sincerely,

Steve Rotfeld
President

SRP STEVE ROTFELD PRODUCTIONS
FCC OBJECTIVE LETTER

TO: NETWORK
FROM: STEVE ROTFELD PRODUCTIONS
DATE: JANUARY 2018
RE: “WHADDYADO” - FCC OBJECTIVE LETTER

“WHADDYADO” (What Do You Do) is a half-hour weekly educational series designed to inform, educate, inspire and entertain children 16 & under (**specific target audience is 13–16**) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere.

Using a combination of actual dramatic footage, re-enactments, and demonstrations, “WHADDYADO” provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the *right* decision at the *right* time many episodes will feature a Moral Dilemma segment.

We provide a written synopsis of each episode for your FCC Children’s Television Report, each episode is close-captioned and E/I inscribed throughout.

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

Sincerely,

Steve Rotfeld
President
steve@rotfeldproductions.com



Childhood Solutions, PC

Building a strong future for children, adolescents and their families.

Jill Belchic-Schwartz, PhD ■ Suzanne Grossman Goldstein, PhD ■ Mara Kaplan-Kaliner, PhD

April 8, 2009

Series Review
Program: WHADDYADO
Episodes reviewed: #7, #15

WHADDYADO, a half-hour weekly series designed to educate, inform, inspire and entertain, does an exceptional job educating teenagers. The show's target audience is between 13 and 16 years of age, the time period when children are making the transition to becoming adults. Both theory and research demonstrate that this is the stage of life where children begin to experiment with who they are who they want to be. It's a time which is typified by feeling invincible. This sense of invulnerability is commonly coupled with withdraw from parents and authority figures which leaves teenagers susceptible to poor decision making. Therefore, this time where insight and judgment are developing, but adult influence is limited, educational programming can make an immense impact on a child's decisions. WHADDYADO provides an excellent opportunity for teenagers to learn life lessons they likely are otherwise not open to receiving.

What makes WHADDYADO such a valuable resource for teenagers is that it exposes them to real life situations. The reenactments give the audience the opportunity to develop important life saving skills. By exposing the audience to perilous situations that have actually occurred, then, using interviews with the participants, and instructions from experts, teenagers are shown what the proper reaction should be when faced with similar life-threatening circumstances this show is perfectly positioned to educate its audience. Because research demonstrates that teenagers learn best from children their own age, this show is uniquely designed to get its lessons through to teenagers. It is likely that in addition to learning the life saving lessons contained in each episode, the show will also work to minimize a viewer's belief in their immortality, a priceless lesson for all teenagers.

WHADDYADO's moral dilemma segment is an invaluable addition to the series. In these segments, teenagers are given a scenario which raises moral questions. They are then provided with an expert's analysis of the costs and benefits of various courses of action. This portion of the show touches on sensitive areas that I have yet to find in other television shows being dealt with in such an up front, open nature. By tackling these challenging issues head on,

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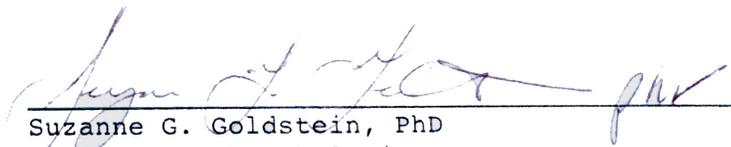
www.rotfeldproductions.com

WHADDYADO works to help develop the moral fiber of our nation's teenagers. These segments are a welcome educational opportunity for teenagers who are working to define themselves.

The following episode descriptions are offered to help provide concrete examples of the show's educational merit. In episode #7, a seasoned rafter gets caught in a river hydraulic and has to work out of it. The rafter compounds the problem by trying to hang onto the raft. Experts show the audience what to do if caught in the same situation: have someone throw you a rope; try to get on top of the overturned raft and curl into a ball and have the current expel you out from under the raft. In story two of that episode a young man uses his video camera as a tool in the fight against crime. He sees a man peeping into his friend's window. He calls the friend and she does not believe him. He grabs a video camera to get proof and records the peeping tom. The police are called and using the tape as evidence they are able to catch and arrest the man. Finally, in the moral dilemma segment academic dishonesty is presented and discussion of the downside of cheating on a test ensues.

In episode #15, a man is working on his car when one of the jacks gives way and the car falls on top of the man. His nephew who is nearby, hears the man's pleas for help and rushes to aid him. Small in stature, the nephew is somehow able to move the car enough for his uncle to get out. In story two of the episode a boy's leg is pierced by his bicycle brake and he removes the brake from his leg. The resulting wound is serious and the boy loses a lot of blood. Fortunately he is able to get to the hospital in time and the doctor realizing the extent of his injury is able to save his leg from permanent damage. In the tips from the expert the audience learns to: call Emergency services before doing anything; do not remove the object from the leg and to apply direct pressure to the wound. The moral dilemma involves dealing with a suspected stalker. The advice from the expert is to listen to your inner instinct, if you think you're being followed, you probably are.

As a licensed child/adolescent psychologist working in an outpatient setting with teenagers on a daily basis, I am thrilled to be able to refer families to WHADDYADO. Our teenagers need as much exposure as possible to media which helps to develop their insight and judgment both in physical and moral dilemmas. By providing teenagers with exposure to difficult situations that other teenagers have experienced and walking them through the steps to good decision making, this show's educational benefits are numerous.


Suzanne G. Goldstein, PhD
PA Licensed Psychologist