



2010-2011

Season Information

<http://www.pmi.tv/html/syndication.php>

The official start date for In the Zone Presents is the week of Monday 9/27/10 – the first day of Q4.





FEEDS WILL BE FROM PMI

Production Masters, Inc. [PMI]
202 Fifth Ave. - Buhl Building, Pittsburgh, PA 15222
412-281-5900 Fax: 412-263-5401
<http://www.pmi.tv/html/syndication.php>

SCHEDULE

The official schedule will be posted on [PMI's website](#) and on [Showplace's website](#).

WHO TO CONTACT

Feeds/Schedules/Formats

PMI - Monica Cecchini, monica@pmi.tv, 412-281-5900

Usage

Daren Gaskill, daren@showplaceonline.com
3023 N. Clark St. #890, Chicago, IL 60657
Phone: 614-372-5525 Fax: 206-984-4179

Showplace

Daren Gaskill, daren@showplaceonline.com, 614-372-5525
Hal Pontious, halp@showplaceonline.com, 773-935-1572

Websites

Demo - http://www.showplaceonline.com/demo/itz_demo.html
PMI - <http://www.pmi.tv/html/timingsheets/inthezone.php>



FACT SHEET

2010 – 2011 Season

SERIES TITLE: In the Zone Presents

DISTRIBUTED BY: Showplace Television Syndication
614-372-5525

FEEDS: PMI - 412-281-5900

START DATE: Monday, September 27, 2010

LENGTH: ½ hour – TRT: 28:30

BARTER: 3.5/3.5

FORMAT: The series will be delivered is SD with three commercial breaks and will be Closed Captioned.

FCC INFORMATION: In the Zone Presents is E/I for Kids 13-16 with a TV-G rating.

NIELSEN CODE: Long Name – In the Zone Presents
Short Name – In the Zone



TV G E/I 13-16 CC

IN THE ZONE PRESENTS
EPISODE #116

AIRS WEEK OF SEPTEMBER 06, 2010

	<u>SEGMENT TIME</u>	
INTRO/ SEG.ONE	07:56	07:56
COMMERCIAL BREAK ONE	02:02	09:58
: 30 MY COMPUTER WORS/SUPPORT/800.600.4268 (12021)		
: 90 BLACK FOR LOCAL ADVERTISING		
SEGMENT TWO	07:04	17:02
COMMERCIAL BREAK TWO	02:02	19:04
: 60 SPIN DIRECT VECTRON WAVE / 800.846.1894 (VWAVE60)		
: 60 BLACK FOR LOCAL ADVERTISING		
SEGMENT THREE	03:21	22:25
COMMERCIAL BREAK THREE	03:03	25:29
2:00 DIRAY WANDARAMA / 800.608.7594 (WAND120)		
: 60 BLACK FOR LOCAL ADVERTISING		
SEGMENT FOUR /Close	03:02	28.31
TOTAL RUNNING TIME:	28:31	

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT MONICA or AMANDA @ PMI
(412) 281-5900. Can also be downloaded from the following website:

www.pmi.tv

AFFIDAVIT OF PERFORMANCE:

STATION CALL LETTERS _____ ADDRESS _____
WE WARRANT THAT THE ABOVE LISTED COMMERCIALS AIRED IN OUR FACILITIES ON
DATE _____ TIME _____.

*IF ANY DISCREPANCY OCCURRED WITH THE BROADCAST OF THE SHOW AND /OR THE
COMMERCIALS PLEASE EXPLAIN ON THE REVERSE SIDE.*

NOTARIZED BY _____ REP. _____

RETURN ALL AFFIDAVITS TO:

STILL ROLLING PRODUCTIONS
17 Elmhurst
Ladera Ranch, CA 92694



SATELLITE FEED INFORMATION IN THE ZONE PRESENTS

Half-Hour Weekly / e/i / TV-G / Barter 3.5/3.5

TO: PROGRAMMING / SATELLITE COORDINATOR
FR: Monica Cecchini/ Production Masters Inc.
DT: AUGUST 23, 2010

The DIGITAL SATELLITE feed is scheduled as follows:

IN THE ZONE PRESENTS **feed FRIDAYS, Effective SEPT. 24, 2010** **[for the telecast week of 9/27/2010]**

1600 – 1630
4:00 PM – 4:30 PM (NYT)
GALAXY 19/Transponder 14

Audio Channel 1: Left is left; Right is right Stereo / Channel 2: Left is Mono
D/L frequency 3991.25 H

SYMBOL RATE: 9.982979
FEC: 3/4 DATA RATE: 13.8000 CHANNEL: 2 (PMI1)

Uplink Facility: PMI **TROUBLE NUMBER is: 412-201-4922**

PLEASE FAX THIS COMPLETED INFORMATION BACK TO PMI AS SOON AS POSSIBLE.

OUR FAX NUMBER IS 412- 263-5401

STATION _____ CITY/STATE _____
(Call Letters)

Tele # _____ E-MAIL/FAX # _____
(For Formats)

We **will** take the satellite feed.

DAY AIRED: _____ **TIME** _____

Your Name: _____ Date: _____
(Please Print)

**Any questions please contact PMI: Monica Cecchini or Amanda Pfennig @
PMI 412-281-5900**

— or —

**Showplace Television Syndication: Hal Pontious or Daren Gaskill @
Hal – 773-935-1572 halp@showplaceonline.com
Daren - 614-372-5525 daren@showplaceonline.com**



AFFIDAVITS

Report all broadcasts, episodic and commercial preemptions and make-goods to Showplace. Affidavits of performance for each Showplace program licensed to your stations must be returned within 10 days of the end of each broadcast month. Please notify Showplace of all preemptions as soon as possible. Affidavits must be signed and dated by a representative of the station.

Affidavits should be addressed to:

Showplace Television Syndication
Attn: Sales
3023 N. Clark St. #890, Chicago, IL 60657
Fax: 206-984-4179
email: sales@showplaceonline.com



PRODUCER STATEMENT

AND

EDUCATOR'S LETTERS



**IN THE ZONE PRESENTS [TV-G – E/I K13-16]
WEEKLY HALF-HOUR BARTER 3.5/3.5 TRT 28:30**

To All In the Zone Presents Stations

In accordance with the 1990 Children’s Television Act (ATC) intended to increase educational and informational programming for children on television, In the Zone Presents clearly meets the goals of providing children with a television show that meets CORE requirements of the FCC as follows:


1. In the Zone Presents provides CORE programming in the areas of exercise and teamwork. Children can learn that exercise gained from participating in sports activities is good for their overall health. The various sports figures in each episode teach children about passion and determination – qualities essential in sports as well as in life.
2. The In the Zone Presents website can be easily accessed and provides a clear description of the series.
3. In the Zone Presents emphasizes the essence of sportsmanship and using teamwork to accomplish goals.

Program Producers:

Still Rolling Productions
Rob Hickman and Wes Fox producers
17 Elmhurst, Ladera Ranch, CA 92694
<http://stillrollingproductions.com>
310-345-4183

Producers:

Wes Fox wfstillrolling@yahoo.com
949-412-0295
Rob Hickman - rbstillrolling@yahoo.com
949-279-9469

X 
ROBERT HICKMAN

Closed Captioning:

Programs will be delivered to stations fully Closed Captioned.

FCC E/I:

Still Rolling Productions verify that they will follow guidelines as outlined by the FCC in order for this program to be classified as an FCC Children's Television Educational/Informational Program for kids primarily up to age 16. In the Zone Presents is targeted to children ages 13-16.

Still Rolling Productions will deliver program to stations with the FCC's required E/I logo on screen for the entire duration of the program (except during commercial time.).

Commercial Limits:

Still Rolling Productions will keep total commercial time within the program to 7:00 minutes or less.

Still Rolling Productions will provide In the Zone Presents to stations with no more than 3:30 minutes of barter commercial time.

FCC E/I compliant website:

Still Rolling Productions warrants that In the Zone Presents is in full compliance with FCC regulations.

Additionally, Still Rolling Productions will neither mention nor show onscreen any commercial website inside the program content of In the Zone Presents - except the In the Zone Presents website - that does not meet FCC Guidelines.

Still Rolling Productions warrants that when the website is put up, the website will be maintained in a manner in compliance with the FCC Kids E/I guidelines. Still Rolling Productions agrees to give stations 5 days notice prior to adding any ads, logos or potentially commercial material to the website in order for stations to review material.

No Host Selling:

Still Rolling Productions will not use any program character, host, or the program's name to endorse any product within the program nor during any commercial time during the program.

Still Rolling Productions will not use any program character, host or the program's name to endorse any website or web product within the program itself nor during any commercial time within the program.

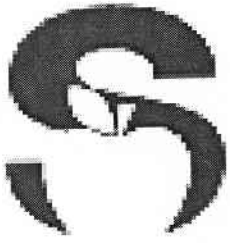
Produced and Distributed by:

Still Rolling Productions
Rob Hickman and Wes Fox producers
17 Elmhurst, Ladera Ranch, CA 92694
<http://stillrollingproductions.com> Phone: 310-345-4183

Syndicated by:

Showplace Television Syndication
3023 N. Clark St. #890, Chicago, IL 60657
773-935-1572 Fax: 206-984-4179
www.showplaceonline.com / sales@showplaceonline.com

A handwritten signature in black ink, appearing to be a stylized name, possibly 'Rob Hickman' or 'Wes Fox', written in a cursive style.



SEMINOLE COUNTY
PUBLIC SCHOOLS

**FOREST CITY
ELEMENTARY SCHOOL**

1010 Sand Lake Road
Altamonte Springs, FL. 32714
Phone: (407) 746-1050
Fax: (407) 746-1099

ANGELA ZAMBAUX
PRINCIPAL

VICKIE HALLSTROM
ASSISTANT PRINCIPAL

MISSION STATEMENT

The parents, teachers, and staff in our school community are dedicated to providing a safe and caring education environment that prepares all students to become responsible citizens and life-long learners.

VISION

To work together to become the most know knowledge, dedicated, skillful staff of expert educators in Seminole County Public Schools.

SCHOOL MOTTO

“Forever Committed to Excellence”

March 29, 2010

Series Review
Series: In The Zone

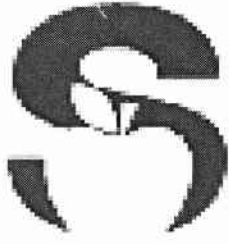
The “In The Zone” is a show hosted by NBA legend, Magic Johnson. Boys and girls between the ages of 13 and 16 years old, who are interested in playing basketball will be drawn to each episode in order to learn new skills and strategies to perfect their own game of basketball. It is good for those who are just starting out and want to be, or by necessity, need to be self-taught, or for those who already play and want to learn more.

This show is full of important lessons and role modeling for adolescents. A number of topics are discussed such as the need for discipline, hard work, sacrifice, respect for others, believing in yourself and showing positive sportsmanship. There is a good mix of both girls and boys playing basketball. Although there are many professional adults guests, the young players do much of the training.

Each episode focusses on a different skill and features professionals such as high school coaches, college coaches, NBA coaches and NBA stars. The skills are taught in a very specific way, allowing viewers to see the techniques that they can then practice.

It is my pleasure as an educator to recommend such a positive, informational and educational show that is designed to inform and teach in an entertaining way.

Cyndi Mitchell



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"Forever Committed to Excellence"

Professional Bio:

Credentials: Master's of Science in Special Education and Florida Teaching Certificate for Special Education, K-12

Cyndi Mitchell earned her Bachelor of Arts degree in Liberal Studies from Loyola Marymount University in Los Angeles, California in 1988. She began working in the Castro Valley Unified School District in 1989, teaching elementary grades second and fourth. In 1992 she earned her teacher certification to teach Gifted Education from California State University, Hayward and taught elementary Gifted Ed. for two years. In 1994, she began teaching high school students with specific learning disabilities, as well as Peer Counseling and Conflict Mediation, where she remained for six years. She earned her Master's in Special Education in 2001 from California State University, Hayward and in 2002 moved to Florida where she taught middle school and now teaches elementary students with specific learning disabilities in an inclusion model.

March 30, 2010

Program Reviewed: Magic Johnson's Fundamentals of Basketball

Episode: 101

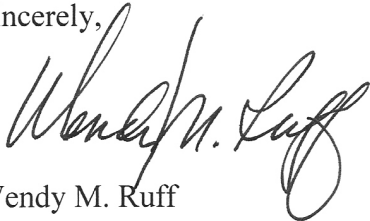
Time: 28:30

Young athletes often look up to those who make it to the collegiate or professional level of sports. Because of this, I think the "star" power of Magic Johnson and his notable guests on *Magic Johnson's Fundamentals of Basketball* will promote high interest and be motivating to its viewers—"to be the best, learn from the best!" The tutorial format used is appropriate and practical as this episode's focus is on ball handling. As a former point guard for my high school basketball team, I was immediately engaged and interested in the ball-handling drills being taught and only wish that this type of programming would have been available to me as a young athlete.

As a former athlete and current educator, I appreciate the show's advocacy of passion, dedication, and teamwork. Part of my success as a teacher stems from the discipline I learned from fine coaches and my love of sports. Success is often the result of physical stamina as much as it is emotional stamina; this program underscores this assertion. I value this show as it emphasizes the significance and rewards of practice. Just as an athlete becomes a better dribbler because of drills and practice, students become better writers when they write more and better readers when they read more.

Magic Johnson also promotes the importance of hard work, sacrifice, and commitment—these life skills and qualities, unlike the basketball court, have no boundaries.

Sincerely,

A handwritten signature in black ink that reads "Wendy M. Ruff". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Wendy M. Ruff

Wendy Ruff graduated from Rollins College with honors in 1993 earning a B.A. degree in English. She began her teaching career in 1994 as a middle school language arts teacher in Duval County, Florida. In 1997 she moved to Orange County, Florida where she has been teaching middle school ever since. In 2007 she became the school's Reading & Writing Coach, working with both students and teachers in these specialized areas. Wendy also chairs the reading department, mentors new teachers, and is a member of the literacy and leadership team at Southwest Middle School in Orlando.