



THE BUSINESS OF BROADCASTING

## SRP Renews Three Weekly E/I Series

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[Steve Rotfeld Productions](#), an independent television production and broadcast syndication company, announced the renewals of three of its weekly, FCC-friendly, children's educational/informational (E/I) series for the fall of 2010.

Twice-weekly series *Wild About Animals* and *Awesome Adventures* have been cleared in 29 of the top 30 markets (total clearance in 85% of the U.S.), including the Fox O&O Station Group and major affiliates in other station groups including Local TV, Tribune, Raycom Media, Cox and Media General.

Additionally, season five of weekly series *Whaddyado* has been cleared in 27 of the top 30 markets (and 80% of the U.S.), including CBS O&Os, as well as stations from groups including Fox, Tribune, Raycom Media, Sinclair, Cox and Barrington.

"Since founding Steve Rotfeld Productions 25 years ago, we have taken great pride in being able to create award-winning, successful programming, including the three, FCC-friendly series that children continue to enjoy year in and year out on our partner stations," said Rotfeld, who serves as executive producer for each series.