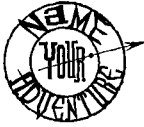


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Mr. Viatcheslav Kostikov  
Press Secretary to the President  
of the Russian Federation  
Moscow Kremlin  
Russia 103132

May 3, 1994  
*Исполнительное*  
*управление*  
*Б. Я. Яковлев*  
*21.05.94*  
*Bo*

Dear Mr. Kostikov,

"Name Your Adventure" is a national television show on the NBC Network here in the United States for teenagers. The premise of the program is that teens write in and tell us what they want to do and who they would like to meet then, we arrange for them to have that experience. We are the educational show for NBC in children's programming and try to provide positive role models for today's teenagers.

We would be most honored to do a show in Russia with President Boris Yeltsin. There's no question that it would do much to promote better understanding between the two countries particularly among our young people. It would certainly be an incredible opportunity for our viewers to see your country from a very personal perspective.

I have included a tape of a show we did last year with President Clinton and his press secretary, Dee Dee Myers. As you can see, it's an extremely positive show that strives to teach and empower our viewers.

We realize that you must receive many requests for President Yeltsin's time but hope you will consider this with the same enthusiasm and goals as we do.

Thank-you for your assistance.

Sincerely,

*Margy Friedman*  
Margy Friedman  
Producer, "Name Your Adventure"

*Вячеслав Яковлев - главный*  
*о Б. Кавтисове (гос. управление)*

BIG DADDY PRODUCTIONS, INC.

*N 5254*

18990 17.05.94

Канцелярия Президента РФ (и)

13937	17.05.94
Администрация Президента Российской Федерации	
Время выдачи: 13:08:08	

04.МАР1996\* 5254

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NAME YOUR ADVENTURE: THE BACKSTORY 1992

**Name Your Adventure** premiered in September of 1992. The program was hosted by Mario Lopez, best known to children and teens as Slater on the comedy series "Saved by the Bell," and he was assisted by a favorite comedian among teens, Jordan Brady. The program was the first reality-based educational and informational series designed for the early adolescent (tweens) and teenagers. The show was unique because it empowers teens by permitting them to choose the kind of program that is to be their great adventure.

Each episode featured regular kids making their dream adventures come true. Some examples of adventures selected by the teens were a visit to the Oregon rainforest, dancing a *pas de deux* with the Joffrey Ballet, learning how to be a director from Henry Winkler, and experiencing a day in Congress with Senators John Kerry and Jack Danforth. While all of these were fantasies selected by the young people, Scott and Kerri Friedland of Big Daddy Productions viewed these experiences as an excellent vehicle for providing the target audience of 12- to 17-year olds (demographic data showed that children as young as six were also watching the show) with an opportunity to gain new knowledge about

**BIG DADDY PRODUCTIONS, INC.**

3900 W. Alameda Ave. • Burbank, CA 91505 • (818) 955-7317 • FAX (818) 955-7277

history and the arts, science and the humanities, the beauty of other people and cultures, and along the way, to learn something positive about themselves. All of the opportunities growing out of the adventures selected by the young people were presented with two basic premises in mind:

First, the educational and informational program content in **Name Your Adventure** should include facts about science and history, as well as prosocial themes related to seeing adult and peer role models who have made a contribution to society; teenagers who emphasize hard work in the community; teenagers who have developed programs to protect the environment; and young people who simply know how to enjoy themselves in unique and positive ways.

Second, **Name Your Adventure** respects the personal and social development of children and youth by recognizing that television is an informational and entertainment medium that can stimulate their imaginations, cause them to reach for ideas, and foster an interest in them to learn more about the people, places, and the career options they are exposed to in the various episodes of the program.

It was within the framework of these premises that the first year of **Name Your Adventure** was presented. As a result of the first season, the ratings of the show were high and Big Daddy Productions is receiving over 1000 letters a week from tweens and teens who want to experience their great adventure. Equally important, educators on several levels have written excellent

reviews about the show, and one associate superintendent from Washington, D.C. has informed every principal in the school district to alert the students about the program (see Appendix A). Students are also using segments of the program as presentations and visual aides in the classroom (see Appendix B).

NAME YOUR ADVENTURE: THE PRESENT STORY 1993

The Children's Television Act of 1990: Meeting the Challenge

Television is a powerful and important medium in terms of its ability to attract young people to its messages. The Children's Television Act of 1990 required, in part, that:

...the FCC review the extent to which television broadcast license renewal applicants have complied with the commercial limits, and the extent to which they have served the educational and informational needs of children through their overall programming, including programming specifically designed to serve their needs.

It is clear that **Name Your Adventure** during its first year met the FCC requirements. We are, however, prepared within the new season to systematically tailor our show to focus both on the letter and spirit of the new requirements, while maintaining the unique features of this entertaining, educational and interactive series. The following sections will provide a framework for achieving our programmatic goals of education, information, and entertainment as we plan for the creation of new episodes of **Name Your Adventures**.

The Program Concept

**Name Your Adventure** is an educational, informational, prosocial, and interactive television program designed to meet the needs of early adolescents (tweens) and teenagers between the ages of 12-17. The episodes will represent a diverse group of young people who will be able to have their wishes become a reality as

they gain new knowledge, become exposed to prosocial activities, and to simply enjoy the personal experience of their GREAT ADVENTURE.

#### Goals of the Program

**Name Your Adventure** is designed for the young viewers who are moving into a new century of great and marvelous changes, but who, at the same time, must understand life today. With this notion of today and tomorrow in mind, the general goals for the program reflect both concern for the educational and informational experiences in the cognitive areas of life (i.e., knowledge and information about people, places, music, art, science, and mathematics), as well as those affective elements of life (i.e., self-esteem, creatively getting along with others, how to achieve your goals, perseverance, empathy, and cooperative behavior).

Some of the broad or general goals that the program plans to emphasize during a new season of development are the following:

- To provide in the program content opportunities for the viewers to broaden their knowledge in the areas of the arts and humanities by selecting those adventures that will expose them to creative areas that are not part of their general school curriculum or television fare.
- To provide program content that features opportunities for the viewers to increase their knowledge base in the biological, ecological, marine, mathematical, and physical sciences.

- To provide an opportunity in the program content for the viewers to experience the decision-making process of local, state, and national government bodies, and to identify their role in this process.
- To provide through the program content an opportunity for the viewers to see their peers accomplish personal goals that will serve to increase their self-esteem and "can-do" spirit.
- To provide through the program content adventures that will show the importance of understanding different places, people, and cultures, as well as yourself.
- To provide through the program content opportunities for the viewers to experience a variety of career choices that are open to them now and in the future, as well as the attributes and preparation it takes to be successful in any area of work, field of study, and vocation.

It is important for the reader to note that these goals and objectives for the program are not designed to be "preachy" or to stifle the creative energy of the present show. Rather, the objectives will serve as a curricular guide for the systematic introduction of educational, informational, and prosocial content within each adventure selected for the program.



NAME YOUR ADVENTURE: THE CREATIVE ENTERTAINMENT AND  
CURRICULUM STORY 1993

Those of us involved in creating the new season of **Name Your Adventure** will design an entertainment and educational curriculum that integrates informational content into each of the two segments planned for a show. This information will not, however, simply "drop" educational content into an episode, but the content will be systematically drawn from a curriculum of materials and ideas that the company, working with our educational advisor, judge as important for the target audience to know. As previously noted, some of the content will be cognitive-type information related to facts, some related to values and feelings that are prosocial or affective, and other content elements will include a mixture of both.

A specific example taken from some of our thousands of letters is the following:

The Adventure is to be an Archeologist

Educational/Informational

Content

(a) Identify the various tools used in this field.

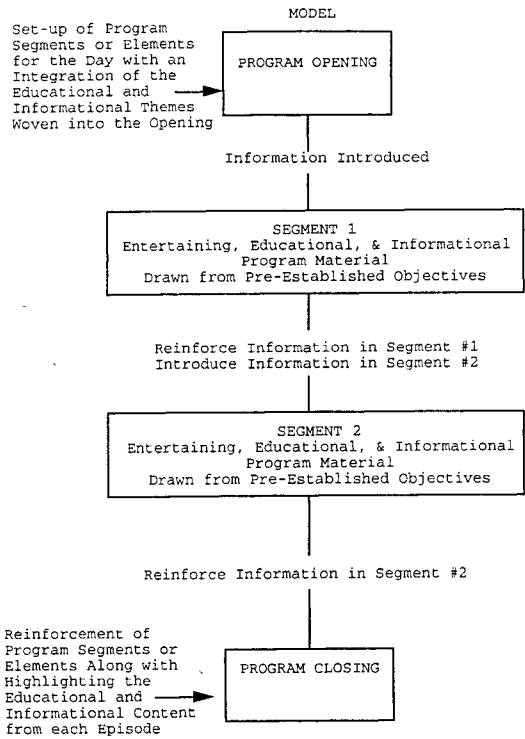
Prosocial Content

(a) Identify the personal traits of dedication and patience needed for the field.

- |   |  |
|---|--|
| (b) Identify the amount and type of education needed for this field.  | (b) Identify the role that teamwork and cooperation play in the field.                                   |
| (c) Identify the special language used in the field.  | (c) Identify women and men role models who are working together in the field.                            |
| (d) Identify from the elements unearthed more about the culture of the people at that time, and symbolic meanings of the items found. | (d) Identify how people in this field handle both the successes and failures associated with their work. |

We have introduced into each segment a principle of reinforcing the educational information that is based on our objectives. This is the model identified in Figure 1. It should be noted, however, that we plan a flexible approach to highlighting or reinforcing the educational information so that we can tailor the content of each segment to meet the needs of the audience. Each segment will, therefore, be studied and any additional educational information that is needed will be supplied in the wrap-around.

Figure 1  
 EDUCATIONAL, INFORMATIONAL, AND ENTERTAINMENT  
 INTEGRATION PROGRAM



NAME YOUR ADVENTURE: THE EDUCATIONAL ADVISORY STORY 1993

Big Daddy Productions is delighted to report that it has invited Dr. Gordon L. Berry (Ed.D), Professor of Educational Psychology and Communication Studies at UCLA, to join the company as the educational advisor for **Name Your Adventure**. Dr. Berry is a full professor in the Graduate School of Education where he studies media and social behavior. Dr. Berry is a member of the American Psychological Association, American Psychological Society, the American Educational Research Association, and many other professional societies and organizations.

Dr. Berry is the author of several books in the area of television and the socialization of children, academic achievement, education in urban schools, and his new book, with Joy Asamen, is entitled Children and Television: Images in a Changing Sociocultural World. He has written four guides for classroom teachers who use the McGraw-Hill multi-media curriculum, "Learning Values with Fat Albert and the Cosby Kids." In addition, he has published over 50 articles in scholarly journals in the fields of media, psychology, counseling, and education. Dr. Berry received an "Honors" award from the Academy of Television Arts and Sciences for his contribution to the Academy's Anti-Drug Special for Children.

Dr. Berry will assist us in the creation of educational and informational content for the show, and provide a function as a valuable member of our team. In addition, he

will head, when necessary, a panel of experts to advise us on the content areas we are exploring for our show.

NAME YOUR ADVENTURE: THE WRAP-UP OF THE STORY 1993

**Name Your Adventure** has enjoyed great success as a program for school-aged children and teenagers. We have accomplished this task because we believe in the medium of television as an entertainment and informational resource for our young viewers. We also respect the target audience for our show, and believe that they are a special age group that needs the very best programs to meet their special needs.

## THE WHITE HOUSE

## Office of the Press Secretary

For Immediate Release

November 10, 1993

## PRESS CONFERENCE BY THE PRESIDENT

## The East Room

3:05 P.M. EST

I want to tell you a little bit about this young woman. She's here today with a program that puts role models and young people together, and she said her role model was Dee Dee Myers, so she wanted to come here and be here. (Laughter.) But let me tell you about her. Maybe she should be our role model.

When she was two-and-a-half years old, she was cradled in her five-year-old brother's arms as her mother made a desperate run for freedom from Vietnam. They forced their way onto an overcrowded small wooden boat after giving away their life savings for those spots. They endured heavy seas, were separated on the boat for a period of time. They watched people die before being picked up by a U.S. naval ship, the U.S.S. Warden.

After coming here, because of language barriers, her mother could only get jobs in manual labor. She also baked Vietnamese pastries to sell. She held two or three jobs at a time. Sometimes she didn't have enough money to wash the clothes so the family would have to wash them in their tub, while Khan and her brother would try to teach their mother English.

A couple of years ago, she missed several months of school while she single-handedly worked with all the agencies and authorities here to get her two sisters back from Vietnam and to the United States. Finally, they were reunited a year and a half ago, and they now live with Khan and her mother. She is 17, a senior at Reston High School of Virginia. She holds an office with her student government and she's a student representative elected to the Board of Governors, a city office in Reston.

And as I said, she's spending the day here today, and she's interested in being in the press today. But one day she hopes to be America's ambassador to Vietnam.

Thank you for coming here. (Applause.)

Thank you, ladies and gentlemen.

END

3:40 P.M. EST

## U.S. Department of Justice

## Federal Bureau of Investigation

FBI Academy  
Quantico, Virginia 22135  
October 27, 1992

Kerri Friedland  
Executive Producer  
Big Daddy Productions, Incorporated  
3900 West Alameda Boulevard  
Burbank, California 91505

Dear Kerri:

On behalf of the FBI Academy, I would like to tell you how much we enjoyed seeing the "Name Your Adventure" segment on the FBI Academy. The segment gave a positive, yet entertaining portrayal of the FBI New Agents' Training Program that was quite appealing to your young audience. Your talented staff of producers, writers and technical crews should be commended for their outstanding work and for their professionalism during the various phases of the project.

I would also like to mention the FBI's interest in using the "Name Your Adventure" segment for presentations to youths about the FBI. This use would be for informational presentations only, typically done by an FBI Special Agent who might speak to school-aged children during a career day, with no intentions to rebroadcast your program in any way. Please advise if you foresee any problems with doing this.

If you need to reach me, you can do so at (703) 640-1450.

Sincerely,

Kelley L. Cibulas  
Public Affairs



# United States Department of the Interior

GEOLOGICAL SURVEY  
RESTON, VA 22092

In Reply Refer To:  
Mail Stop 917

September 17, 1993

Kerri Friedland  
Name Your Adventure  
Big Daddy Productions, Inc.  
330 Bob Hope Drive  
Room C-117  
Burbank, CA 91523

Dear Kerri:

I am writing to complement you on the magnificent job that you and your staff did on the production of the Name Your Adventure segment on Bering Glacier. I have spoken to more than a dozen adults and children who saw the piece and without exception their reaction has been enthusiastically positive. Several of the adults commented that the footage and explanatory diagrams you used provided them with a better understanding of glaciers and glacial processes than they had ever received before. In all, it was an extremely positive and educational experience. You and your staff did an excellent job. Thank you very much for the opportunity to be part of it!

Here at the U.S. Geological Survey's (USGS) National Center, we have a Visitor's Center, operated by the Director's Public Affairs Office, which annually hosts about 12,000 visitors. About two-thirds of the visitors are fourth through ninth grade students. The Public Affairs Office would like permission to incorporate the Bering Glacier segment into their presentation to visitors and to use it as part of our educational outreach program for student visitors. The segment does a wonderful job of showing geologists at work in a manner which young people can relate to and understand. Not only can the segment be used to describe glaciers and water supplies, but the it will be very useful as part of our presentation on careers in geology. If I can be of any other assistance, please feel free to contact me.

Best wishes and many thanks from the USGS.

Sincerely,

Bruce F. Molnia, Ph.D.  
Chief, International Polar Programs



# United States Senate

WASHINGTON, DC 20510

March 15, 1993

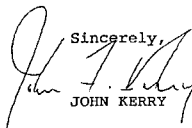
Kerri Friedland, Executive Producer  
Name Your Adventure  
3900 W. Alameda Ave. Suite 700  
Burbank, CA 91505

Dear Kerri:

Thanks very much for the copy of the show. I enjoyed doing the segment. After watching the final show on tape, it is clear to me that your young viewers will get a feel for how our government works.

It was a pleasure to participate in a positive, educational Saturday morning kids' show. I hope that Name Your Adventure continues to be a place where kids can get some interesting information about the world around them. I think the combination of fun and educational TV is the key to your success.

Good luck in the future with the show.

Sincerely,  
  
JOHN KERRY

THE WHITE HOUSE  
WASHINGTON

January 6, 1994

Kerri Friedland  
Executive Producer  
Name Your Adventure  
Big Daddy Productions, Inc.  
330 Bob Hope Dr. #C117  
Burbank, Ca 91523


Dear Kerri,

I want to let you know what a pleasure it was to meet Khanh Pham and to help her realize her dream through *Name Your Adventure*. Khanh is quite an extraordinary young woman, and she has a bright future. I hope we've helped to inspire her to continue to pursue her goals.

I would like to congratulate *Name Your Adventure* for being the first network show to qualify for the FCC Children's Television Act. It is an important law that uses the best of what television can offer to help young people to prepare for a successful future. Certainly having a program like yours that brings teens together with their role models will encourage youth across the country to pursue positive roles themselves.

I was thrilled to be a part of your show and look forward to seeing it on the air.

Best of luck to you.



Dee Dee Myers  
Press Secretary



## NATIONAL EDUCATION ASSOCIATION

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Robert Chase, *Vice President*  
Marilyn Monahan, *Secretary-Treasurer*

1201 16th Street, N.W.  
Washington, D.C. 20036-3290  
(202) 822-7200 Fax (202) 822-7292

Don Cameron, *Executive Director*

COMMUNICATIONS  
William R. Martin, *Director*

January 26, 1994

Ms. Kerri Friedland  
Executive Producer  
Name Your Adventure  
Big Daddy Productions, Inc.  
330 Bob Hope Drive  
Room C-117  
Burbank, CA 91523

Dear Ms. Friedland:

The National Education Association is pleased to recommend for viewing, "Name Your Adventure."

The production quality is excellent and is appropriate for the target audience of 12 to 17 years old. The balance of gender and ethnicity is commendable.

You may use the NEA's name and logo in connection with promotions and publicity about the program. Should you wish a copy of a still or animated logo, contact Marilyn Simmons at NEA (202) 822-7270.

NEA's recommendation can not be used on any products or for sale items, even cassettes that contain reproductions of broadcast programs.

Again congratulations on a creative and imaginative program.

Sincerely,

Lyle Hamilton  
Manager, Broadcast Services and Media Relations

# Silver Apple Award



*"City Slickers et, FBI"*

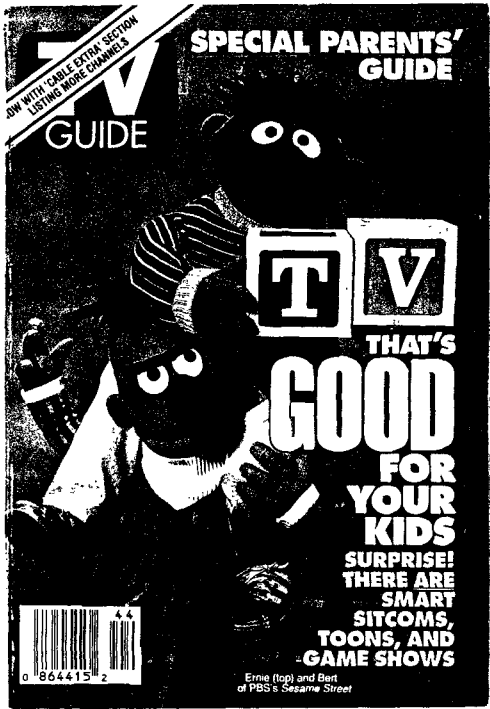
*TV/Broadcast: Children's News/Magazine  
Shows*

*Big Daddy Productions, Inc.*

*Kerri and Scott Friedland, Producers*

Festival Director/Year  
*Sue Davies/1993*

## National Educational Film & Video Festival



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GAME SHOWS**

0 864415 2

Ernie (top) and Bert  
of PBS's Sesame Street

where. I didn't want my kids to see that. We'll do that story, but it won't be so graphic. We don't do news for grown-ups. We do it for kids."

As a host, Doocy is rather childlike himself, smiling, laughing, and occasionally hyperactive. You might want to send him to his room to calm down. But he makes it plain that he's having a good time. And that sends kids powerful, positive messages about news and information programming. It doesn't have to be weighty or ponderous. Watching it doesn't have to make a kid feel glum. Moms and dads looking for a good way to introduce their kids to news-based programming might want to start with *Not Just News*. —Hillary Cosell

## NEWS & MAGAZINE BEST BETS



### NAME YOUR ADVENTURE (NBC)

A teen could explore Hawaii (above) on *Name Your Adventure*. Or dance a pas de deux with the Joffrey Ballet, or be a veterinarian for a day. The idea is to expose viewers to science, history, and other cultures, and to spotlight teens and adults who make positive contributions to society.



**REAL NEWS FOR KIDS (CNN)** CNN does kid news (above) thoughtfully and thoroughly. Its philosophy is the opposite of *Not Just News*. But all is not straight news: "Sound Waves," where viewers express their opinions on-camera, and "Kids Call," a phone-in poll to answer the question of the week, add balance and keep it light.

**NICK NEWS (Nickelodeon)** Nick News is Linda Ellerbee (above), the way *60 Minutes* is Mike Wallace and *Nightline* is Ted Koppel. That's good. Ellerbee's calm, direct approach challenges kids to think and to examine issues of the day. Is advertising sexist? Should immigration to America be stopped? A news-magazine that's perfect for family viewing and designed to start everyone talking.

**IN THE MICK (PBS)** Parents might want to tell their teens that watching this show is like going on an archeological dig. You have to sift through lots of dirt before you find any real treasures. The format is so overloaded with hip production techniques that worthwhile stories on such topics as violence, tattoos, and steroids just get lost.

THURSDAY, NOVEMBER 11, 1993

The Washington Post

# MIETRO

## Clinton Spotlights Va. Teen Girl From Vietnam Praised for Achievements

By Debbi Wilgoren  
Washington Post Staff Writer

A Reston teenager who as a toddler fled war-ravaged Vietnam in a small wooden boat was introduced to the world yesterday by President Clinton at a globally televised news conference.

"She said that her role model was [press secretary] Dee Dee Myers, so she wanted to come here and be here," Clinton said of Khanh Pham, 17. "But let me tell you about her. Maybe she should be our role model."

According to Pham, she and her two siblings learned English in Fairfax County public schools and taught a few words to their mother while helping her work as a domestic and selling Vietnamese pastries.

She often missed school to translate for family members at the doctor or to fill out forms and meet with bureaucrats on behalf of two sisters, now 19 and 20, who were left behind in Vietnam. They arrived in 1992.

When the family fled in 1979, Pham's 5-year-old brother carried her across marshes and swamps to

the boat. Her mother carried an infant sister. The other two girls "were too small to walk and there was no one to take them across," Pham explained. She said she does not remember her father, who disappeared in Vietnam when she was an infant.

Now a senior at Southlakes High School, Pham hopes to study diplomacy and international affairs at Georgetown University. She said she dreams of becoming the U.S. ambassador to Vietnam.

She emphasized her interest in government and her desire to meet Myers in a videotape she sent to the NBC television show "Name Your Adventure," which grants wishes to high-achieving youngsters. Pham was selected from dozens of entrants.

Trailed by an NBC camera crew, Pham spent part of the day filing, copying and answering the telephones in Myers's outer office.

She helped prepare briefing papers for Clinton's news conference, which focused on health-care revisions and the North American Free Trade Agreement until Clinton beckoned the teenager to his side.

At 7 p.m., tired and overwhelmed,



With her role model Dee Dee Myers in the background, Khanh Pham is introduced by President Clinton.

Pham said she couldn't pick out just one highlight from the day.

She had watched Myers quiet a room of feisty reporters, spoken Vietnamese to National Security Adviser Anthony Lake, and met President Clinton after an Oval Office ceremony honoring the creators of the Vietnam Women's Memorial.

"All of a sudden, I saw him coming over. I thought, 'No, he must be coming [past me] to get something,' but he came over to me and shook my hand," she said. "I'm just sitting here in awe, and I'm just so flabbergasted. I know that I'm one of the luckiest people in the world."

North Harford Elementary School  
120 Pylesville Road  
Pylesville, MD 21132

410-638-3670

Mary J. Welsh  
Principal

September 20, 1993

Name Your Adventure  
P.O. Box 7304-506  
North Hollywood, CA 91603

Dear Sirs:

I am an elementary school music teacher in Harford County, Maryland with an eleven-year-old daughter who watches your show regularly. On Saturday, September 18, 1993, I happened to see part of your episode featuring "Boyz 2 Men" and a young man whose goal is to become a songwriter and composer.

As the culminating activity of my student's elementary music career each year, I have my oldest students compose their own songs. The vocabulary, concepts and process demonstrated on your episode parallels what we do in class. If there is any way I could obtain a video copy of that segment, I would be most appreciative. It would provide my students with a "real-life", "their music" connection. The material would be presented in a classroom setting for small group instruction. Please contact me at the above address or by phone, Monday through Friday, 8:00 a.m. to 4:00 p.m. Thank you for your assistance.

Sincerely,

*Colleen O. Case*

Colleen O. Case  
Music Specialist



ORANGE COUNTY

# Los Angeles Times

SATURDAY, AUGUST 14, 1993

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**GO WITH FLO:** When Florence Griffith Joyner saw a videotape by 16-year-old Sunni Lee of greater Boston saying her dream was to some day run with the Olympic gold medalist, Joyner happily agreed to it. It's part of the NBC children's TV show "Name Your Adventure." The producers will shoot the "adventure" today at the track at Trabuco High School in Mission Viejo, near the track star's home. "Young people need a chance to live their fantasies," says co-producer Scott Friedland. "We give it to them."



# SCHOOL DISTRICT OF BARABOO

Gordon L. Willson Elementary School  
146 Berkley Boulevard, Baraboo, WI 53913 (608) 355-3925

Mary Heugsby, Principal



January 1994

I requested a copy of the NYA tape on Paleontology for a project that students were working on in our Gifted & Talented Program.

Two sixth grade boys were interested in a career in Paleontology. They needed to gather information and then make a presentation to their classrooms.

They watched the tape first, and used information from it in their presentation. The tape was informative. The students had wondered what a dig was like, and the tape showed this. They found the museum part of the tape interesting also, especially the cleaning & categorizing of the bones.

The students also showed the NYA tape to their classes at the end of their presentations. All of the students (and teachers) were interested and enjoyed the tape.

I was grateful to get a copy of this tape for the students' project. Watching this tape turned some kids on to the weekly show. I also enjoy watching this show and think it's a wonderful concept and very educational.

Sincerely,  
Pam D'Amour  
Aide, Gifted and Talented Program



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Jeff Wald

October 16, 1992

Ms. Kerri Friedland  
Executive Producer  
NAME YOUR ADVENTURE  
c/o Big Daddy Productions  
3900 West Alameda Ave  
Suite 200  
Burbank, CA 91505

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Ira Ziskin

Dear Kerri,

Thank you very much for participating in EDUCATION FIRST! Week 1992.

We are honored to have *Name Your Adventure* on our list of committed programs this year and we look forward to seeing what interesting and informative adventures you take us on during EDUCATION FIRST! Week.

If I can be of any assistance in preparing your episodes for the week please feel free to call. Again, thank you for your support of EDUCATION FIRST! Week 1992.

Best Regards,

  
Mark A. Petersen  
Director of Research and Communications



102

UNITED STATES DEPARTMENT OF EDUCATION  
THE SECRETARY

March 24, 1994

Ms. Kerri Friedland  
Executive Producer  
Name Your Adventure  
Big Daddy Productions  
330 Bob Hope Drive, Room C-117  
Burbank, CA 91523

Dear Ms. Friedland:

Thank you so much for writing and sending copies of your educational program for teens, "Name Your Adventure." I watched the segment on Khanh Pham, who spent the day at the White House with Press Secretary Dee Dee Myers. I congratulate you on your efforts to bring this extraordinary young woman, and others like her, together with their role models.

Thank you as well for your comments on behalf of this nation's youth, as that group does not usually receive much attention from the media. I believe, as I'm sure you do, that providing teens with inspiration for future careers will help teach them the importance of learning and staying in school to reach their goals.

Once again, thank you for your interest and support of our young people.

Yours sincerely,

Richard W. Riley

# TELEVISION

NEWS, PROGRAMMING AND PERSONALITIES

## Real 'Adventure' kids only dream of

By Robin DeRosa  
USA TODAY

When 17-year-old Khanh Pham sent a videotape describing her dream experience to NBC's *Name Your Adventure*, she never thought it would lead to being singled out by President Clinton at a press conference.

The Chantilly, Va., teen's adventure of choice was to spend the day at the White House with Clinton press secretary Dee Dee Myers.

NBC did arrange for Pham to visit Myers, but Clinton surprised them all by ending a press conference with the story of how Pham came to the U.S. from Vietnam when she was just 3½ years old.

"I was really shocked," says Pham, whose ultimate dream is to become the ambassador to Vietnam. "Breathing was very hard!"

*Name Your Adventure*, in its second season, receives thousands of letters and videotapes each week from kids hoping to have a wish fulfilled.

"We choose adventurers based on what the teen wants to do, how much educational value (the adventure) has and the teen's desire and knowledge in that particular area," says creator/producer Kerri Friedland.

The show has fulfilled 60 dreams; Pham's story airs Saturday (check local listings.)

As a result of her day with Myers — and because "I pestered them," Pham says — the ambitious teen begins an internship at the White House in February.

"I'm the type of person who will go for it even if I don't have the slightest chance," Pham says, attributing her determination to her mother. "My



**KHANH PHAM:** She spent a day at the White House.

mom believes anything is possible. She sort of had to believe that to be able to leave Vietnam."

Other teens whose dreams were fulfilled by the program have run track with Florence Griffith Joyner and gone on a caving expedition.

"We had (on one show) the first teen-ager to go into an underwater sea station," Friedland says. "That was very cool and it was also a first."

The most common requests are to be actors or models or to meet a favorite celebrity. But many teens are too adventurous for the program's taste.

"It's the strangest thing, but a lot of kids want to bungee jump," Friedland says. "We would never do that."

Friedland says *Name Your Adventure* is often compared to the Make-A-Wish Foundation of America, which grants wishes to kids with life-threatening illnesses. The biggest difference: adventures must have educational value so kids can "take the experience and really use it in their lives."

**Tonight's TV listings and Mike Clark's video column, 8D**

# THE HOLLYWOOD REPORTER®

a BPI publication

64th year

January 28-30, 1994

\$1.00 (California) \$1.50 (Elsewhere)

## TV review

### 'Name Your Adventure'

By Rick Sherwood

It's like a modified MTV production for the kids, a highly stylized, well-produced mini-doc for teens and 'tweeners that combines style and content to come up with a show that entertains, informs and inspires — and all on their level.

This series, designed specifically to meet requirements of the Children's Television Act, sets out on a weekly basis to match everyday teens with their heroes. This week's show features one extended segment while most offer up two, but that doesn't mean it drags.

#### NAME YOUR ADVENTURE NBC

Big Tooth Productions Inc.  
Executive producers . . . . . Berni Freedland,  
Scott Freedland  
Producers . . . . . Marge Friedman  
Associate producer . . . . . Mark Rains  
Director . . . . . Joka Rehring  
Segment producer . . . . . M. Scott Martin  
Editor . . . . . Carl Bushi  
Music . . . . . Mark Hallner  
Host: Mario Lopez

Airdate: Saturday, Jan. 29, 9-9:30 p.m.

This is one of those uplifting, can-do kinds of programs, and this installment is particularly moving and impressive in the way in which

See "ADVENTURE" on page 66

### 'Adventure'

Continued from page 20—

the wealth of footage collected for the show was boiled down and cut together. In it, a 17-year-old from Virginia who came to America as a Vietnam boat person gets to meet her personal role model — White House press secretary Dee Dee Myers. Along the way, she also gets to meet the president, meet the press, and in a most poignant moment, she gets to meet some women who served in her homeland during the Vietnam War.

The show is put together with a style and flair that keeps things stimulating, and it's blended with interviews and voice-overs that should do well to keep its young

audience interested. It uses flashy technique and editing styles and tosses in just the right amount of youthful irreverence needed to keep it fun and still show the proper respect.

This program captures the day's excitement and emotion quite well, putting together a story with force, focus and skill to paint an uplifting portrait of the young woman's life. The installment, like its subject, is intelligent and inspiring. Fine editing and production technique should get much of the credit, along with a good dose of input from show host Mario Lopez of "Saved by the Bell" fame. He accompanies his young guest to the White House and helps guide the way. It's a good match. □



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U.S. DEPARTMENT OF COMMERCE  
National Oceanic and Atmospheric Administration  
NATIONAL OCEAN SERVICE

Florida Keys National Marine Sanctuary  
P.O. Box 1083  
Key Largo, FL 33037  
August 12, 1993

Mr. Scott Friedland  
Big Daddy Productions, Inc.  
330 Bob Hope Dr. Room C-117  
Burbank, CA 91523

Dear Scott (Big Daddy):

On behalf of the Florida Keys National Marine Sanctuary, we would like to thank you for your generous contribution in providing your production crew and equipment to produce crucial public service announcements to "Save Florida Bay".

The ecological importance of Florida's Coral Reef Ecosystem is analogous to the biological significance of tropical rainforests. Florida Bay is a critical habitat, an important nursery and feeding ground for marine life which spend part of their life cycle in the waters of the marine sanctuary. Florida Bay is on the verge of ecological collapse, due to a 90% reduction in freshwater which has been diverted for agricultural and urban development demands. The collapse of Florida Bay would result in the collapse of all the surrounding habitats within the Florida Keys National Marine Sanctuary, including the beautiful reefs which your crew filmed.

Your impact reaches far beyond the influence which you have on the lives of young people through the experience which you provide to them through Name Your Adventure. Through the significant contribution of you and your associates, Florida Bay, will be brought the level of attention which it desperately needs.

Sincerely,

Heather Dine  
Education Specialist

Florida Keys National Marine Sanctuary

Paige Gill  
Education Coordinator



DISTRICT  
OF  
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PUBLIC  
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OFFICE OF EDUCATIONAL PROGRAMS AND OPERATIONS

DIVISION OF STUDENT SERVICES

415 12th Street, N.W., Washington, D.C. 20004  
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MEMORANDUM

TO: ALL SECONDARY SCHOOL PRINCIPALS

FROM:

*Marilyn Tyler Brown*  
Marilyn Tyler Brown  
Associate Superintendent

DATE: 20 November 1992

SUBJECT: NAME YOUR ADVENTURE

As a part of NBC - TV's Saturday Morning Lineup, there is a new television show called "NAME YOUR ADVENTURE." This is an opportunity for teens across the country to fulfill their wishes and dreams in a fun and entertaining way. Some examples of previous adventures selected for the program are:

SENATOR FOR A DAY - WASHINGTON, DC  
ASTRONAUT TRAINING - NASA SPACE ACADEMY  
FLY OVER AN ACTIVE VOLCANO - HAWAII  
CHEF FOR A DAY - CALIFORNIA CULINARY ACADEMY  
WHITEWATER RAFTING - YOSOMITE NATIONAL PARK

Essentially, there is nothing in the world of fantasy (all in good taste) that the students can't propose as the adventure they would like to experience the most. While the competition is keen, I am sure that our students will stretch their imaginations and come up with some exciting items. Please distribute the enclosed form and have them filled out per the directions and send to:

NAME YOUR ADVENTURE  
P.O. BOX 7304-506  
NORTH HOLLYWOOD, CA 91603

You can duplicate the form if you need more copies. Let's hope we will see some of our students on T.V. in the future. Thanks for your cooperation.

MTB/wc

Enclosures

cc: Dr. Constance Clark  
Ms. Carla Banks ✓



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