



Fact Sheet

Concept: DooF (F-o-o-D backwards) is a fast-paced, upbeat television series designed to transform the way kids eat by making good food *fun*. DooF emphasizes a back-to-basics approach, utilizing a playful style combining live action, animation, colorful graphics, cooking and lively music to entertain young viewers while introducing them to a wide variety of healthy foods and encouraging positive eating habits.

Target Age: 6- to 11-year-olds

Format: Following a comic interlude, each episode begins in a field, a garden or a restaurant where kids discover good food at its source. Home base is the clubhouse, a special place where kids use an array of gadgets to help them find their ingredients. The host and his gardener grandfather, who add comic relief and help the kids with their investigations, maintain the clubhouse. From here, the kids might burrow underground to discover how vegetables absorb nutrients from the soil, meet a talking bee or a mechanical composting dog, or swap a freestyle rap about a favorite dish.

Once the kids have collected their ingredients, it's time to cook with help from well-known guest chefs like Alice Waters, Joey Altman, and Traci Des Jardins. DooF will empower children to use all the tools at their disposal – from garden rakes to iPods – to forge healthier eating habits for the duration of their lives.

Series: 13 half-hour episodes

Distribution: National, via PBS Stations

Producer: How Now Productions, Inc.

Production: May 2008

Release: September 2008

Sponsorship: \$375,000



The Food Show For Kids

Key Relationships

Alameda County Department of Public Health

\$100,000 annual funding for pilot development/focus groups and educational outreach. Pilot program for nationwide educational curriculum.

University of California Center for Weight and Health

Pilot study on effectiveness of media in improving the choices kids make about food

Oakland Unified School District

Educational outreach and focus groups

Newman's Own Foundation

\$50,000 development grant

Network Applications

\$10,000 Development grant and collaboration on interactive game for 2nd Harvest Food Program

Ranahan & DTS Production Services

In-kind relationship for production equipment

Revolution Foods

Ongoing collaboration to promote fresh healthy school lunch program

Kitchen on Fire

Base of operations for DooF Kitchen/Creative collaboration

Mosaic Licensing

Partnership in DooF licensing elements

Google

Annual DooF-A-Palooza event and series development



The Food Show For Kids

Project Timetable

July 2007

- Newman's Own joins DooF as a sponsor.
- Google, Inc. agrees to host annual DooF-a-Palooza Event.

August 2007

- Joanne Sutro (Formerly of KQED) joins DooF as Sponsorship Coordinator.

October 20, 2007

- First Annual DooF-a-Palooza Event at Google Headquarters is a huge success, with nearly a thousand people attending. Google calls it *"One of the most successful events we've ever done."*

October 2007

- DooF half-hour pilot completed.
- Regina Eisenberg of R Eisenberg Presents organizes the first of two focus groups for public television programmers from Chicago, Dallas, North Carolina, Phoenix, New York.

November 2007

- Second Programmer Focus Group at the APT Conference in Tucson, Arizona.
- Programmers from Florida, Dallas, and Chicago express active interest.

December-March 2008 - Pre-production

- Investment monies and foundation and individual grants secured.
- Continued focus groups for ages 7-11 in the Oakland Unified School District.
- Regina Eisenberg continues outreach and station relations.
- Joanne Sutro expands sponsorship against budget guarantee.
- Major licensing representation secured.

April 2008

- Final formatting and episode treatments completed.
- Final casting & locations.
- Build clubhouse/Kitchen Set.

May-October 2008 - Production

August-December 2008 - Post-production

Early 2009 - DooF broadcast on public television.

December 2009 - First Licensed Products Appear

Spring 2010 - Initial Product Revenues and Royalties



What People Are Saying About Doof

“This series reaches kids through humor to show them where our food comes from and the essential values of purity, locality and seasonality.”

—**Alice Waters**, Chez Panisse Founder

“Doof-A-Palooza was exactly the opportunity we’ve been looking for to live the values we share with Doof - promoting sustainable and healthy food and eating. Since the event, the emails of praise have been pouring in from attendees and the chefs. There are festivals and events of all kinds, but everyone seemed to agree they had never seen anything like this before. Everyone wants to do it all over again. As one chef told me, his child couldn’t stop saying ‘Doof!’ all weekend. He wants to know when we start planning for Doof-A-Palooza 2008. The only response I can give, is ‘not soon enough.’”

—**Mirit Cohen**, Sous Chef Google Cafe 150 & Doof-a-Palooza Co-Organizer

“Doof provides a crucial opportunity to affect children's behavior by modeling food preparation and choices, and promoting physical activity in a way that can make a real difference in the obesity crisis. Given the credibility among children for PBS shows, it's a powerful way to get kids excited about wholesome, fresh food.”

—**David C. Ginsburg**, MPH, Assistant Chief, Cancer Prevention and Nutrition, California Department of Health Services

“This innovative and ground-breaking television show offers one of the most effective ways to help counteract the insidious messages beamed at children by the food industry.”

—**Anthony Iton**, MD, JD, MPH Alameda County Public Health Officer



The DooF Advisory Board

Alice Waters, Owner/Head Chef, Chez Panisse

Alice is the Founder and Director of the Chez Panisse Foundation, an internationally renowned chef and advocate for the slow food movement. One of the best-known and most influential American chefs since the 1970s, she is credited with single-handedly creating a culinary revolution in the United States. She has also promoted organic and small farm products heavily in her restaurants, in her books, and in her Edible Schoolyard program in the public schools. Her ideas for “edible education” have been introduced into the entire Berkeley, CA school system, and with the current crisis in childhood obesity, have attracted the attention of the national media.

Janet King, MD, PhD

Dr. King is a Professor of Nutrition and Internal Medicine, University of California, Davis, a Professor of Nutrition, University of California, Berkeley, and a Scientist at Children’s Hospital Oakland Research Institute (CHORI). She is member of the National Academy of Sciences, Institute of Medicine. She chaired their Food and Nutrition Board and is currently a member of the Board on Agriculture and Natural Resources of the National Research Council. She has served on Expert Consultations for the Food and Agriculture Organization/World Health Organization and is a member of the International Zinc Consultative Group. She was the recipient of the Excellence in Research Award of the American Dietetic Association (1999), the Distinguished Achievement Citation from Iowa State University (1998), the Borden Award and the Lederle Award from the American Society for Nutritional Sciences (1997; 1989), the International Prize in Modern Human Nutrition from the University of Lausanne, Switzerland (1996), and the Agnes Higgins Award in Maternal Nutrition from the American Public Health Association (1993). She has published over 200 articles and trained over 50 graduate students and postdoctoral fellows.

Anthony Iton, MD, JD, MPH, Alameda County Public Health Officer

As Alameda County’s Public Health Officer, Dr. Iton has worked to position DooF at the forefront of “social marketing” initiatives to address obesity and diet-related health issues. His efforts on behalf of DooF have led to funding for education outreach and program production. Dr. Iton received his medical degree at Johns Hopkins, trained in internal and preventive medicine at New York Hospital, Yale, and Berkeley, and is dually board certified. Dr. Iton has also received a law degree and a Master’s Of Public Health from UC Berkeley and is a member of the California Bar. Dr. Iton’s primary interest is the health of disadvantaged populations and the contributions of race, class, wealth, education, geography, and employment to health status.

Jim Hill, President of Hill & Associates

As President of Hill & Associates, Mr. Hill specializes in social marketing interventions to promote healthy living and healthy eating among populations that are impacted by obesity and related health problems. Working closely with the Alameda County Public Health Department, he spearheaded a number of groundbreaking programs, including ‘Soda Free Summer’ and the ‘Passport to Healthy Living.’ Most recently, Mr. Hill has helped DooF in developing its pilot education outreach program. Jim brings strong credentials from his experience as a Vice President at Kaiser Permanente and Burrell Communications in Chicago.