

# RECONNECTING ROOTS



SEASON 3

## Promotion Kit



## Logo

There are two versions of the *Reconnecting Roots* logo, a full color version and an off white reverse version to appear on darker backgrounds.

## Recreation

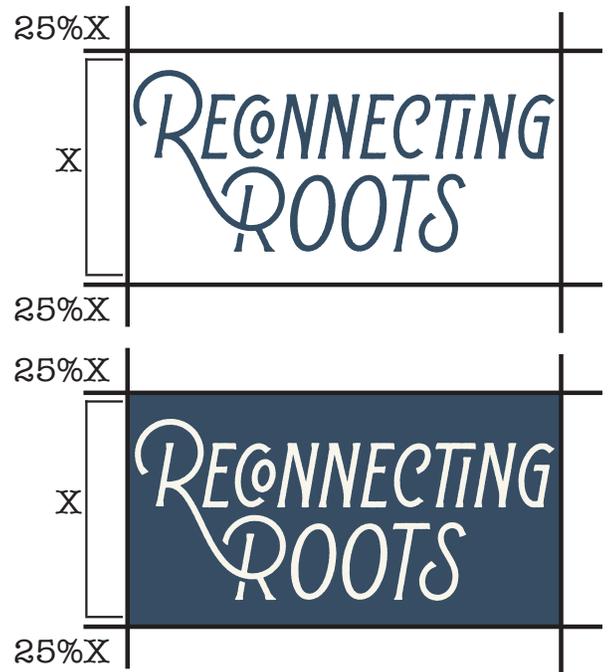
Do not recreate the logotype.

## Reverse Logo

When printing onto a dark background without color printing capability, an off white version of the logo is approved for use.

## Distortion

Do not stretch, distort or otherwise modify the logo. This includes the implementation of decorative effects, such as emboss or drop shadow – all of which are prohibited.



## Minimum Padding

Minimum Padding around the logo is equal to 25 percent of the height of the logo.

## Minimum Sizing

Logo should never print less than 0.5” in width.

## Colors

The primary color palette for *Reconnecting Roots* includes off white, blue, gold, light green, dark green, peach and dark amber. Off white, blue and gold are the brand’s primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Light green, dark green, peach and dark amber are the brand’s secondary colors and should be used as an accent or in locations where off white, blue or gold are not appropriate.

Color	Print		Digital	
	CMYK		RGB	HEX
 Off White	C: 2 M: 2	Y: 6 K: 0	R: 246 G: 243 B: 236	#F6F3EC
 Blue	C: 83 M: 64	Y: 42 K: 26	R: 53 G: 77 B: 99	#354D63
 Gold	C: 18 M: 32	Y: 56 K: 0	R: 211 G: 172 B: 124	#D3AC7C
 Light Green	C: 49 M: 30	Y: 59 K: 4	R: 138 G: 151 B: 118	#8A9776
 Dark Green	C: 64 M: 51	Y: 82 K: 46	R: 69 G: 74 B: 47	#454A2F
 Peach	C: 8 M: 34	Y: 42 K: 0	R: 231 G: 175 B: 145	#E7AF91
 Dark Amber	C: 7 M: 82	Y: 88 K: 1	R: 224 G: 83 B: 54	#E05336

## Typography

*Reconnecting Roots* uses the font **Rough Cut** for headers and **Monroe Regular** for specialty text. **American Typewriter** is used for body copy.

- **Futura Bold** can also be used for headers
- When using these fonts to promote *Reconnecting Roots*, do not add effects, such as gradients, emboss or drop shadow.

# Header

## Subheader1

Subheader2

Body copy

## Imagery

These graphics serve as signature art and title treatment art for *Reconnecting Roots* and should be used where appropriate.

### Signature Art



### Title Treatment Art



## Season Imagery

Below are 10 production stills selected to reflect Season 3 of *Reconnecting Roots*. These have been approved for promotional use and can be found, along with image captions, episodic production stills and other promotional tools, online at [www.scetv.org/about/press-room](http://www.scetv.org/about/press-room).



## Funding Partners

Where appropriate, funding partners should be mentioned. Funding partners for *Reconnecting Roots* include:

- Ranger Plant Corporation
- Plain Values Magazine
- Muletown Coffee Roasters
- Taylor Stitch
- Music Ranch Montana





**Gabe McCauley, Host**

Gabe McCauley is an actor and film director as well as the founder of the production company, lilDRAGON. He has directed over seven seasons of television, hundreds of commercials, music videos, and the feature film, Heaven Bound. Gabe lives in Columbia, TN with his wife Mandy, the music supervisor of Reconnecting Roots, and

is a proud daddy to Scout and Ash. As the host of Reconnecting Roots, Gabe combines his own comedic personality with his passion for telling stories with purpose. Gabe strives to use media to shape the culture for tomorrow.

## Series Descriptions

---



### Long Description

Over the past century and a half, America's progress has been unrelenting-- and it's only accelerating. But with all this change, what's getting lost? In this great rush forward, are we in danger of leaving behind the heritage that made us special? Through culture and history, Reconnecting Roots puts a lens on the values that got us here before they're lost to time.

---



### Medium Description

America's progress has been unrelenting-- and it's only accelerating. Are we in danger of leaving behind the heritage that made us special? Through culture and history, Reconnecting Roots puts a lens on the values that got us here before they're lost to time.

---



### Short Description

Through culture and history, Reconnecting Roots puts a lens on American values before they're lost to time.

## Season Descriptions

---



### Long Description

Gabe McCauley continues reconnecting Americans to their roots with eight exciting new topics. What makes us American? We'll look at the history of baseball, bourbon and Hollywood to find answers. Joined by Mike Rowe, Ben Stein and Astronaut Shane Kimbrough, Gabe looks at our past, uncovers how we got here and searches for the values worth holding on to.

---



### Medium Description

Explore the history of baseball, bourbon and Hollywood. Joined by Mike Rowe, Ben Stein and Astronaut Shane Kimbrough, Gabe McCauley looks at our past, uncovers how we got here and searches for the values worth holding on to.

---



### Short Description

Joined by special guests, Gabe McCauley explores the history of baseball, bourbon and Hollywood.



### Episode 301: Space: The Final Frontier

---

#### Medium Description

The determination and spirit of America made us shoot for the stars and land on the moon. Gabe visits the Johnson Space Center and chats with an astronaut to find out why we're so determined to explore the space outside our planet.

#### Short Description

Gabe visits the Johnson Space Center and chats with an astronaut.



### Episode 302: Energy: Enter the Matrix

---

#### Medium Description

A giant network of power was created to energize our nation - and in the process, completely transformed life in America. From whale oil to nuclear energy, Gabe finds out just what it takes to give power to the people.

#### Short Description

From whale oil to nuclear energy, Gabe finds out just what it takes to give power to the people.



### Episode 303: Dollar: Rise and Fall of the Dollar

---

#### Medium Description

The U.S. dollar conquered the world economy, then turned plastic and went digital. So, what does a "dollar" even mean these days? Gabe visits Ben Stein to help make "cents" out of our money.

#### Short Description

Gabe visits Ben Stein to help make "cents" out of our money.



### Episode 304: Working: Working on a Dream

---

#### Medium Description

While early Americans worked the land to survive, the job market of today allows greater freedom of choice. But is it harder to find purpose in our work now? And are we any happier than before? Special guest Mike Rowe helps Gabe figure out if working hard is worth all the hard work.

#### Short Description

Special guest Mike Rowe helps Gabe figure out if working hard is worth all the hard work.



## Episode 305: Philanthropy: For the Love of Man

---

### Medium Description

The gifts of private individuals have long benefited America's public well-being. But is it possible for our country to become too dependent on them? What happens when spreading the wealth is a little more complicated than simply writing a check?

### Short Description

What happens when spreading the wealth is a little more complicated than simply writing a check?



## Episode 306: Bourbon: The Spirit of America

---

### Medium Description

Freedom, government control and craftsmanship were distilled together thanks to a uniquely American spirit - bourbon! More than just a mere drink, this concoction at one point affected just about every American's lives. Gabe hikes the bourbon trail to learn how this special blend both changed America and was changed by it.

### Short Description

Gabe hikes the bourbon trail to learn how bourbon both changed America and was changed by it.



## Episode 307: Baseball: First Pitch

---

### Medium Description

Out of all the sports played in America, there's one in particular that really hit it out of the park. A game that united civil rights and workers' rights, America's pastime stepped up to the mound and pitched us all into the future.

### Short Description

America's pastime stepped up to the mound and pitched us all into the future.



## Episode 308: Hollywood: The Imagine Nation

---

### Medium Description

Savoring intensifies the positive emotions that come with doing things you love. To relish today's practice to its utmost, stay as present in the moment as possible and feel the gratitude that arises by appreciating this life you have been given.

### Short Description

Gabe takes a journey through cinema history to find out why celluloid holds a special place in America's heart.

Below are 10 production stills selected to reflect Season 3 of *Reconnecting Roots*. These have been approved for promotional use and can be found, along with image captions, episodic production stills and other promotional tools, online at [www.scetv.org/about/press-room](http://www.scetv.org/about/press-room).



## Episode 301: Space: The Final Frontier

### IMAGE 1



#### Caption

Gabe McCauley reads a book on the International Space Station

#### Credit

Soul Feather Studios

### IMAGE 2



#### Caption

Gabe dressed up as the moon

#### Credit

Soul Feather Studios

### IMAGE 3



#### Caption

Gabe in an elevator

#### Credit

### IMAGE 4



#### Caption

Gabe talks to R. Shane Kimbrough at the Johnson Space Center

#### Credit

Soul Feather Studios

## IMAGE 5



### **Caption**

Gabe hosting of a 1960s dating show

### **Credit**

Soul Feather Studios

## IMAGE 6



### **Caption**

### **Credit**

## IMAGE 7



### **Caption**

Jesse Pope as Robert Goddard

### **Credit**

## IMAGE 8



### **Caption**

Sara Antonio as Zalora

### **Credit**

## Episode 302: Energy: Enter the Matrix

### IMAGE 1



#### **Caption**

Gabe McCauley talking to Michael Baute and Tyler Menne on a solar farm

#### **Credit**

Soul Feather Studios

### IMAGE 2



#### **Caption**

Gabe standing inside an electrical monitoring room

#### **Credit**

### IMAGE 3



#### **Caption**

Gabe sitting inside an electrical monitoring room

#### **Credit**

Soul Feather Studios

### IMAGE 4



#### **Caption**

Gabe sitting on a stationary bicycle

#### **Credit**

Soul Feather Studios

## IMAGE 5



### **Caption**

Gabe standing in a cyclist outfit

### **Credit**

Soul Feather Studios

## IMAGE 6



### **Caption**

Gabe talking with Tom King inside Oak Ridge National Laboratory

### **Credit**

Soul Feather Studios

## IMAGE 7



### **Caption**

Gabe inside Oak Ridge National Laboratory

### **Credit**

Soul Feather Studios

## IMAGE 8



### **Caption**

Solar panels on a solar farm

### **Credit**

Soul Feather Studios

## Episode 303: Dollar: Rise and Fall of the Dollar

### IMAGE 1



#### **Caption**

Ben Stein sitting on a couch

#### **Credit**

### IMAGE 2



#### **Caption**

Ben Stein and Gabe McCauley sitting on a couch

#### **Credit**

### IMAGE 3



#### **Caption**

Gabe laying in a bath tub in a junkyard

#### **Credit**

### IMAGE 4



#### **Caption**

Gabe at a lemonade stand handing cash to a worker

#### **Credit**

Soul Feather Studios

## IMAGE 5



### **Caption**

Gabe tasting lemonade at a lemonade stand

### **Credit**

Soul Feather Studios

## IMAGE 6



### **Caption**

Gabe as a bank teller playing poker

### **Credit**

## IMAGE 7



### **Caption**

Julian R. Vaca as "The Duke" and Josh Childs as "The Outlaw"

### **Credit**

## IMAGE 8



### **Caption**

Gabe holding a gold coin inside a bank vault

### **Credit**

Soul Feather Studios

## Episode 304: Working: Working on a Dream

### IMAGE 1



#### **Caption**

Mike Rowe and Gabe McCauley sitting and talking

#### **Credit**

Soul Feather Studios

### IMAGE 2



#### **Caption**

Gabe stands in a business suit

#### **Credit**

### IMAGE 3



#### **Caption**

Tamiko Robinson Steele as "Rosie the Riveter"

#### **Credit**

### IMAGE 4



#### **Caption**

Gabe showing off a paper resume

#### **Credit**

## IMAGE 5



### **Caption**

Gabe points to a "Back to Work" sign

### **Credit**

## IMAGE 6



### **Caption**

Mandy McCauley dressed as a tailor sitting at a desk

### **Credit**

Soul Feather Studios

## IMAGE 7



### **Caption**

Josh Childs as an office manager

### **Credit**

Soul Feather Studios

## IMAGE 8



### **Caption**

Jalen Frierson as a blacksmith sitting at a desk

### **Credit**

Soul Feather Studios

## Episode 305: Philanthropy: For the Love of Man

### IMAGE 1



#### **Caption**

Gabe McCauley dressed as Carl Sagan sitting in a chair

#### **Credit**

### IMAGE 2



#### **Caption**

Gabe with Tamiko Robinson Steele and Josh Nicholson

#### **Credit**

### IMAGE 3



#### **Caption**

Phone operators at a telethon

#### **Credit**

### IMAGE 4



#### **Caption**

Gabe on a ladder reaching for a book

#### **Credit**

Eric Sutton

## IMAGE 5



### **Caption**

Gabe dressed as Santa holding a bell

### **Credit**

## IMAGE 6



### **Caption**

Gabe and Mandy McCauley sitting for a talk show

### **Credit**

## IMAGE 7



### **Caption**

Gabe dressed as Bob Ross holding a paintbrush and palette

### **Credit**

## IMAGE 8



### **Caption**

Tamiko Robinson Steele and Josh Nicholson on a telethon set

### **Credit**

## Episode 306: Bourbon: The Spirit of America

### IMAGE 1



#### **Caption**

Gabe McCauley talking to Rob Samuels on a bridge

#### **Credit**

Soul Feather Studios

### IMAGE 2



#### **Caption**

Gabe standing in front of rows of bourbon barrels

#### **Credit**

### IMAGE 3



#### **Caption**

Gabe sitting and talking with Wally Dant in a distillery

#### **Credit**

Soul Feather Studios

### IMAGE 4



#### **Caption**

Wally Dant sitting in a distillery

#### **Credit**

Soul Feather Studios

## IMAGE 5



### **Caption**

Gabe eating a slice of pizza

### **Credit**

## IMAGE 6



### **Caption**

Gabe sitting and holding a tea cup

### **Credit**

## IMAGE 7



### **Caption**

Kelly Serafino, Mandy McCauley, and Bella Coyne as "Temperance Leaders"

### **Credit**

## IMAGE 8



### **Caption**

Bella Coyne as a "Temperance Leader"

### **Credit**

## Episode 307: Baseball: First Pitch

### IMAGE 1



#### Caption

Gabe McCauley as a baseball player, Josh Childs as "Lincoln"

#### Credit

Eric Sutton

### IMAGE 2



#### Caption

Ash McCauley with a baseball glove

#### Credit

### IMAGE 3



#### Caption

Gabe as a vintage baseball player swinging a bat

#### Credit

### IMAGE 4



#### Caption

Gabe as a vintage baseball player

#### Credit

## IMAGE 5



### **Caption**

A vintage game of baseball being played with Abraham Lincoln

### **Credit**

Eric Sutton

## IMAGE 6



### **Caption**

### **Credit**

## IMAGE 7



### **Caption**

### **Credit**

## IMAGE 8



### **Caption**

Gabe sitting with other vintage baseball players

### **Credit**

## Episode 308: Hollywood: The Imagine Nation

### IMAGE 1



#### **Caption**

Gabe McCauley swimming with a shark fin

#### **Credit**

### IMAGE 2



#### **Caption**

Lacy Hartselle screaming as a ghost

#### **Credit**

### IMAGE 3



#### **Caption**

Gabe standing in a tank top with swimming goggles

#### **Credit**

### IMAGE 4



#### **Caption**

Harrison Stone and Lacy Hartselle looking at a projector screen

#### **Credit**

## IMAGE 5



### **Caption**

Gabe standing in a suit

### **Credit**

## IMAGE 6



### **Caption**

Gabe sitting in a theater holding popcorn

### **Credit**

Soul Feather Studios

## IMAGE 7



### **Caption**

Gabe as a detective looking out a window

### **Credit**

## IMAGE 8



### **Caption**

Gabe as a detective reading a newspaper

### **Credit**

## Episode 301: Space: The Final Frontier

### IMAGE 1



**Caption**

Gabe McCauley getting makeup applied

**Credit**

### IMAGE 2



**Caption**

Laryssa Goodlad, Nick Nichols, Wesley Vis, Lee Lannom, and Joel McAfee

**Credit**

### IMAGE 3



**Caption**

Gabe walking with a briefcase with Elliott Lopes holding a microphone

**Credit**

### IMAGE 4



**Caption**

R. Shane Kimbrough in front of the Johnson Space Center

**Credit**

## IMAGE 5



### **Caption**

Cynthia Evans inside the Johnson Space Center

### **Credit**

## IMAGE 6



### **Caption**

Gabe in front of a green screen being filmed by Jeremy Gonzales

### **Credit**

## IMAGE 7



### **Caption**

Gabe and Sara Antonio on the set of a 60s dating show

### **Credit**

## IMAGE 8



### **Caption**

Gabe, Jesse Pope, Ryan King, and Josh Childs on the set of a 60s dating show

### **Credit**

## Episode 302: Energy: Enter the Matrix

### IMAGE 1



#### Caption

Gabe McCauley sitting in an office

#### Credit

Gabe McCauley

### IMAGE 2



#### Caption

#### Credit

### IMAGE 3



#### Caption

Gabe in a bicyclist outfit with Lee Lannom holding a clapboard

#### Credit

### IMAGE 4



#### Caption

Jeremy Gonzales and Lee Lannom filming gabe on a green screen

#### Credit

## IMAGE 5



### **Caption**

Gabe standing in front of a row of solar panels

### **Credit**

## IMAGE 6



### **Caption**

The crew of Reconnecting Roots standing and kneeling in front of solar panels

### **Credit**

## IMAGE 7



### **Caption**

Gabe dressed as a farmer filming in front of a green screen with crew watching

### **Credit**

## IMAGE 8



### **Caption**

Gabe sitting in a 1940s outfit

### **Credit**

## Episode 303: Dollar: Rise and Fall of the Dollar

### IMAGE 1



**Caption**  
Gabe McCauley taking a selfie with Ben Stein

**Credit**

### IMAGE 2



**Caption**  
Gabe laying in a bathtub outdoors while Jeremy Gonzales setting up a camera

**Credit**

### IMAGE 3



**Caption**  
Construction worker hanging a sign that reads "Standard Bank"

**Credit**

### IMAGE 4



**Caption**  
A group of extras dressed in vintage clothes inside a bank, along with Gabe as a bank teller

**Credit**

## IMAGE 5



### **Caption**

Wesley Vis directing Gabe inside a bank set

### **Credit**

## IMAGE 6



### **Caption**

Gabe being filmed in front of a white backdrop

### **Credit**

## IMAGE 7



### **Caption**

Gabe sitting and chatting with Ben Stein

### **Credit**

## IMAGE 8



### **Caption**

The Reconnecting Roots crew pose with Ben Stein

### **Credit**

## Episode 304: Working: Working on a Dream

### IMAGE 1



#### **Caption**

Gabe McCauley posing with Mike Rowe

#### **Credit**

Gabe McCauley

### IMAGE 2



#### **Caption**

Gabe sitting and talking with Mike Rowe

#### **Credit**

### IMAGE 3



#### **Caption**

The Reconnecting Roots crew posing inside an office building

#### **Credit**

### IMAGE 4



#### **Caption**

Gabe reading a script and holding an envelope

#### **Credit**

## IMAGE 5



### **Caption**

Jeremy Gonzales and Wesley Vis filming Gabe McCauley against a screen

### **Credit**

## IMAGE 6



### **Caption**

Kelli Coyne holds a clapperboard in front of Gabe

### **Credit**

## IMAGE 7



### **Caption**

Gabe and Tamiko Robinson Steele stand inside a vintage office set

### **Credit**

## IMAGE 8



### **Caption**

Gabe dressed in a business suit talks to a camera

### **Credit**

## Episode 305: Philanthropy: For the Love of Man

### IMAGE 1



#### **Caption**

Jeremy Gonzales, Gabe McCauley, and Lee Lannom prepare on set

#### **Credit**

### IMAGE 2



#### **Caption**

Gabe standing on a ladder, looking at a book in his hand

#### **Credit**

### IMAGE 3



#### **Caption**

Jeremy Gonzales and Nick Nichols film Gabe dressed as Santa

#### **Credit**

### IMAGE 4



#### **Caption**

Gabe talks with Rob Reich

#### **Credit**

## IMAGE 5



### **Caption**

Gabe operates a video camera

### **Credit**

## IMAGE 6



### **Caption**

Gabe dressed as William F. Buckley Jr.

### **Credit**

## IMAGE 7



### **Caption**

Dave Boyd and Lee Lannom going over a script with Gabe dressed as Bob Ross

### **Credit**

## IMAGE 8



### **Caption**

Josh Childs going over a script with Tamiko Robinson Steele and Josh Nicholson

### **Credit**

## Episode 306: Bourbon: The Spirit of America

### IMAGE 1



#### **Caption**

Gabe McCauley standing in front of a distillery

#### **Credit**

### IMAGE 2



#### **Caption**

A group of extras dressed in vintage clothes standing in front of a green screen

#### **Credit**

### IMAGE 3



#### **Caption**

The Reconnecting Roots crew sets up filming with Gabe

#### **Credit**

### IMAGE 4



#### **Caption**

Gabe holding a box of cereal while talking to Ryan Estabrooks

#### **Credit**

## IMAGE 5



### **Caption**

Gabe holding a milk carton on set

### **Credit**

## IMAGE 6



### **Caption**

Kelly Serafino and Mandy McCauley dressed in vintage clothes

### **Credit**

## IMAGE 7



### **Caption**

Frank Rains, Jr and Josh Inocollan standing in an old saloon

### **Credit**

## IMAGE 8



### **Caption**

Jeremy Gonzales filming a scene at an old saloon

### **Credit**

## Episode 307: Baseball: First Pitch

### IMAGE 1



#### **Caption**

Josh Childs dressed as Abraham Lincoln running while being filmed by Jeremy Gonzales

#### **Credit**

### IMAGE 2



#### **Caption**

Gabe McCauley holding a baseball glove while being filmed by Jeremy Gonzales

#### **Credit**

### IMAGE 3



#### **Caption**

Jeremy Gonzales looking at a camera monitor

#### **Credit**

### IMAGE 4



#### **Caption**

Crew member holding a clapboard in front of Gabe

#### **Credit**

## IMAGE 5



### **Caption**

Crew member recording Gabe on an old baseball field

### **Credit**

## IMAGE 6



### **Caption**

Gabe dressed in a hot dog costume stands in front of a green screen while Nick Nichols helps on set

### **Credit**

## IMAGE 7



### **Caption**

Talent playing guitar

### **Credit**

## IMAGE 8



### **Caption**

Savanna's Bananas baseball players pose with Gabe

### **Credit**

## Episode 308: Hollywood: The Imagine Nation

### IMAGE 1



#### **Caption**

The Reconnecting Roots crew films Gabe McCauley on a film noir set

#### **Credit**

### IMAGE 2



#### **Caption**

Gabe pointing out at a lake with Jeremy Gonzales

#### **Credit**

### IMAGE 3



#### **Caption**

Laryssa Goodlad applies a fake beard to Mandy McCauley

#### **Credit**

### IMAGE 4



#### **Caption**

Gabe posing in a tank top and swimming goggles in front of a lake

#### **Credit**

## IMAGE 5



### Caption

Seth Scruggs and Bella Coyne stand next to a projector in a basement

### Credit

## IMAGE 6



### Caption

Wesley Vis and Nick Nichols film outside of the Franklin Theater

### Credit

## IMAGE 7



### Caption

Dave Boyd and Jeremy Gonzales set up a shot with a projector inside a studio

### Credit

## IMAGE 8



### Caption

Gabe dressed in a tap dancing outfit in front of a green screen

### Credit



# RECONNECTING ROOTS