

# RECONNECTING ROOTS



SEASON 3

## Promotion Kit





# Brand & Style Guide

## 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

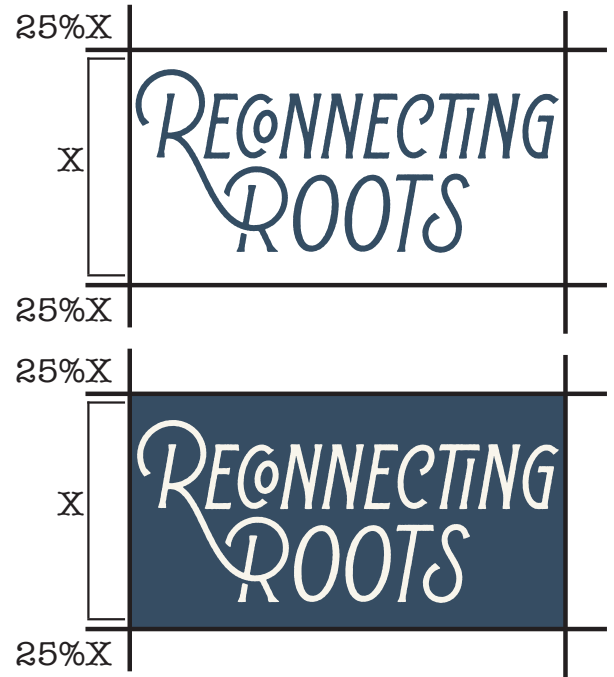
Do not recreate the logotype.

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

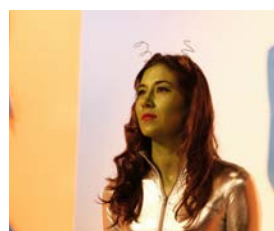


### Title Treatment Art



### 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

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### 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.

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### 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.

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### 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

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### 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

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### 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

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### 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

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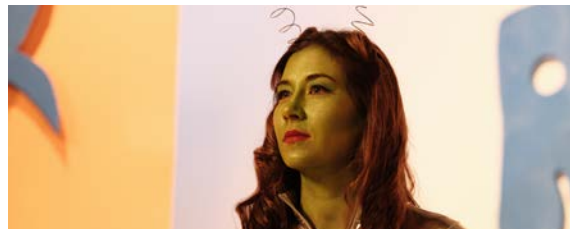
### Medium Description

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.

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### 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 clapperboard

#### 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