

# 2010-2011 Broadcast Season



Season 4

- *Satellite Info - Generic Format - FCC Info*  
- *Fact Sheet - Web Site - Contact Info*

*TELCO PRODUCTIONS, INC.*  
2730 Wilshire Boulevard, Suite 200  
Santa Monica, CA 90403  
Telephone: (310) 828-4003 Fax: (310) 828-3340  
E-mail: [info@telcoproductions.com](mailto:info@telcoproductions.com)



## ***THANK YOU!***

Thanks for being part of the “Dog Tales” family of stations for the 2010-2011 broadcast season.

This booklet contains information for your program and traffic departments. If you ever have a question or a problem with the show, call us at (310) 828-4003.

Again, thank you for supporting our show.

**-Alex Paen**

President, Telco Productions, Inc.

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# SATELLITE INFORMATION

## Primary feed (effective 9/07/10)

**Tuesday**      6:30am to 7:00am Eastern Time  
Galaxy 16, Transponder 6, Channel 6  
Audio: Ch. 1 Left, Ch. 2 Right  
Ch. 3 & 4 Mono

## Refeed (effective 9/08/10)

**Wednesday**    10:00am to 10:30am Eastern Time  
Galaxy 16, Transponder 6, Channel 4  
Audio: Ch. 1 Left, Ch. 2 Right  
Ch. 3 & 4 Mono

*Trouble number during satellite feeds:*

**(818) 972-0328**

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## FACT SHEET

**TITLE OF SHOW:** "Dog Tales" (Year 4)

**DESCRIPTION:** "Dog Tales" showcases dogs and dog lovers of all types, providing valuable information about canine health, training, grooming and overall dog care. Series is E/I rated and is suitable for family viewing.

**DISTRIBUTED BY:** Telco Productions, Inc.

**PREMIERE DATE:** Week of September 06, 2010

**LENGTH:** 28:30

**BARTER SPLIT:** 3 ½ Minutes Local / 3 ½ Minutes National

**FEEDS:** Two weekly satellite feeds

**PROMOS:** Episodic promos contained within each episode

**FORMAT:** 4 Segments / 3 Commercial Breaks

**Show is closed captioned and has the E/I icon present throughout the broadcast; E/I age range is 13-16 years old.**

**WEBSITE:** <http://www.dogtalesstv.com> (viewer information)  
<http://www.telcoproductions.com> (broadcaster information)  
Air schedule, episode synopsis and FCC Childrens' programming information is available on-line.

### CONTACT FOR TAPE / SATELLITE DISTRIBUTION AND FORMATS:

**B.C. CELELLO  
GDMX/WARNER BROS.**

TEL: (818) 972-0137 or (818) 972-0234

FAX (818) 972-0315

E-mail: [BC.Celello@warnerbros.com](mailto:BC.Celello@warnerbros.com) or [bmoc@warnerbros.com](mailto:bmoc@warnerbros.com)

### CONTACT FOR STATION SERVICES AND QUESTIONS OR PROBLEMS:

LARRY DUNN  
TELCO PRODUCTIONS, INC.  
TEL: (310) 828-4003 FAX: (310) 828-3340  
E-mail: [LDunn@telcoproductions.com](mailto:LDunn@telcoproductions.com)



# GENERIC FORMAT

2010/2011 Season

## OPENING CREDITS

## SEGMENT ONE

## NATIONAL BILLBOARDS

## COMMERCIAL BREAK ONE

- A. NATIONAL
- B. NATIONAL
- C. NATIONAL
- D. NATIONAL

## SEGMENT TWO

## COMMERCIAL BREAK TWO

- A. LOCAL
- B. LOCAL
- C. LOCAL
- Bumper*
- D. LOCAL
- E. LOCAL

## SEGMENT THREE

## NATIONAL BILLBOARDS

## COMMERCIAL BREAK THREE

- A. NATIONAL
- B. NATIONAL
- C. NATIONAL

*Tease Next Week's Show*

- D. LOCAL
- E. LOCAL

## SEGMENT FOUR

## NEXT WEEK PROMO

## FEE PLUGS

## CLOSING CREDITS

**TOTAL RUNNING TIME 28:30**



September, 2010

Dear Station,

Pursuant to the Children's Television Act of 1990, "Dog Tales" will satisfy the FCC Children's programming requirement and can be classified as either core or non-core programming. "Dog Tales" serves the educational and informational needs of children 13-16 years of age with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests.

To facilitate your FCC filings, episode synopses are available on line at our website, [www.telcoproductions.com](http://www.telcoproductions.com). Also available on-line are testimonials from our educational advisory review board, consisting of educators and veterinary professionals who have reviewed the program (see our website for details).

If you have any other questions, please don't hesitate to contact us.

Sincerely,

Alex Paen

President, Telco Productions, Inc.

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## WEB SITES

**<http://www.dogtales.tv>**

Features information for viewers, including contests and promotions, safety tips, station listings and other information including how to contact organizations featured in our show.

Viewers can also e-mail us at: ***mail@dogtales.tv***

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**<http://www.telcoproductions.com>**

Provides information for broadcasters, including air schedules, formats/timing sheets, satellite feed information and episode synopses.

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## Distribution by:



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