



TELCO PRODUCTIONS, INC.

FCC Information

Dear Station,

Pursuant to the Children's Television Act of 1990, "GINA D'S KIDS CLUB" will satisfy the FCC Children's Programming requirement and can be classified as either core or non-core programming. "GINA D'S KIDS CLUB" serves the educational and informational needs of children 12 years of age and under with its program content. Additionally, any websites referenced in the program are in compliance with FCC guidelines for programming for children ages 12 and under.

To facilitate your FCC filings, a series description is available on-line at our website, www.telcoproductions.com. Also available online is a testimonial from our program advisory educator who has reviewed the series (see following page).

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

Sincerely,

Alex Paen
President, Telco Productions, Inc.



“Gina D’s Kids Club” Generic Series Description

Gina D's Kids Club is an exciting, educational television series for preschoolers ages 2-6. Specifically-themed shows address the learning needs and potential of young children, as they entertain, amuse and delight viewers of all ages through a combination of live action and dynamic 3-D animation! This curriculum-based preschool program aims to teach kids social skills, language arts, and math through dances, silly songs, and colorful skits. The show represents an attractive alternative to current programming because Gina D’s Kids Club is hosted by a positive adult female role model, who connects with her young viewers in the same manner that children relate to a young teacher. Each show concludes with Gina D writing a letter to her Grandmother to review the educational highlights of the day’s events at the clubhouse. The major premise of Gina D’s Kids Club is establishing and reinforcing positive values and behaviors through original songs and character performances that viewing children will choose to adopt and imitate.

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EDUCATIONAL REVIEWS

Educational Review of GINA D'S KIDS CLUB

Dr. Janice K. Battenberg
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My reaction to the sneak preview of "Clouds, Stars & Sunshine" is summed up with one word, "Sensational!" My pilot studies of this episode of Gina D's Kids Club met my expectations with the age population for which it was created. However, the positive feedback from adults who viewed the "Learning about the Weather" program theme was more than I expected.

Parents and grandparents will welcome this episode and the thirty-four others that will follow. Why? Combine all the high quality components from Captain Kangaroo, Mr. Rogers, Shari Lewis, Veggie Tales, Blues Clues, and Sesame Street and advance them beyond their origination era into a 21st Century technological format.

The live people, puppet characters, and animations are first class. The program themes, original songs, and production quality bring action learning to preschoolers and provides parents with an assurance their children are receiving positive value-centered developmental, educational, and entertaining activities.

As the producers continue to add to it numerous awards, it is clear it has become one of the top companies promoting actions that support interpersonal skills such as helping others, negotiation, cooperation, sharing, and tolerance.

As I watched Clouds, Stars & Sunshine, I kept thinking this is beyond a typical television episode for children. After receiving so many positive adult reactions, it confirmed my initial impressions: this is more like a child's full cinema photography movie than a single TV episode.

THE INSIDE VIEW™ RATING  (five star rating)

“Episode #15 of “GINA D’S KIDS CLUB®” ‘Let’s Get Fit,’ dissects the fears kids have about not knowing what is right to eat and not knowing what is important about exercising. Amidst so many distractions to children in today’s world, it is no wonder it takes the medium of television, and therefore those at the executive level of the networks, to remind parents they can’t be there with their children 100% of the time. School time, play time, and even family time loom as instances children can be drawn to food that may not be the best for them to eat. Episode #15, of “GINA D’S KIDS CLUB®” ‘Let’s Get Fit’ answers tough questions such as ‘What is nutrition?’ ‘What are some good snacks and vegetables to eat?’, ‘Why do our bodies need exercise?’, ‘What is staying fit?’, ‘What kind of food is good food?’ and does so in a playful, wholesome, joyful manner which makes one proud to own a TV set.

Considering we are in an age where childhood obesity has gotten out of hand, networks are forever challenged how to address childhood obesity without sounding ‘preachy’ and, by that, tuning it’s viewers out. Not exactly what television networks need to have continuing as a thorn in the side. The answer? It’s not inter-network competition. Instead, it is more networks being accepting that the Gina D’s Kids Club Episode #15, ‘Let’s Get Fit’ has hit a moral nerve. One that makes one think, ‘we can work together to solve this tough issue.’

One sure fire way would be a consortium of most networks which run one or two Gina D. public service announcement (PSA) made from clips from episode #15, ‘Let’s Get Fit.’ The part of the song, ‘Let’s Shape Up,’ at the five minute and eighteen seconds mark, 05:18, to the 05:48 mark (only 30 seconds)

has a genuine, endearing, adorable approach, and succinct words which ring so true and should be made into a nationally televised public service announcement (PSA) unto itself endorsed by National Association for Health and Fitness (NAHF).

This portion of the song begins with dancercising children at the center of the stadium singing 'You Should Try it,' and then goes to Gina D. singing the line, *'Let's shape up. Try to do without that ice cream cup. I know that you will think it is such a treat, very sweet. But you'll get bigger if you don't watch your figure.'* As she sang these lines, she was backed up by the threesome of animated singers called the Transistor Sisters who are shown up on the stadiums big screen singing the ever so inspirational, 'oooohhh, ooooo-ooo' that threads through (the song, 'Let's Shape Up').

The most important four words in the song 'Let's Shape Up, are 'try to do without' because those four words lead the audience to know the compassion behind the song first. These four simple words place the accountability back in the child's hands and the responsibility in the parent's hands.

One can only think that producers, Joey & Bernadette DiFrancesco and writers are trying to engage children like no other time in television history: by asking them to help their parents and themselves by following the tips in the episode 'Let's Get Fit.'

A second portion of the 'Let's Shape Up' song worthy of being made into a commercial aired on all networks (to reach children), and should be taken un-edited from Episode #15 is at the 05:55 mark to 06:30 mark. Granted, this section of the song is only thirty-five seconds, it sounded like it should be a hit song playing on the radio. At 05:55, it begins with Gina D's voice synthesized singing the line, *'Let's shape up. You'll be the one your friends imitate.'* Soon after, the line *'Just push the chips and candy far away from you'* brought chills down my spine.

It is not too often I want to play a DVD and scan to the same part to play over and over and over as I did with the 'Let's Shape Up' song. I am no spring chicken but had to get up to dance to it. It would have been more a feat to get me to do that with others in the room. Alone, I was compelled to jumping- in -place in tandem with those on the screen.

More people ought to realize if this episode (#15, 'Let's Get Fit') has such an impact on adults, it should be available on every network for children of all ages to be influenced by.

It's time for networks to lay down its competition armor and call it an even playing field because no station has the one answering the level of outreach necessary to tackling the nation-wide childhood obesity problem.

The responsible thing to do is for each and every network, not just a select few, to realize childhood obesity is a shared problem and realize too that the readiest way to reach children in front of televisions sets is for the history of the problem to compel networks to co-sponsor air time to play future National Association for Health and Fitness (NAHF) endorsed television public service announcements (PSA's) with excerpts from the 'Let's Get Fit' episode (#15) as a way to fight past the many distractions on the plate of today's child."

Salvador SeBasco, Literary Director and host of THE INSIDE VIEW™
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