

Mustard Pancakes



Broadcaster Information Booklet

TELCO PRODUCTIONS, INC.
Tel. 310-828-4003 Fax 310-828-3340
www.telcoproductions.com

MUSTARD PANCAKES

GENERIC SHOW SYNOPSIS

Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends.

Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between.

Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo – definitely an offbeat family!

Courtney's home is warm, friendly and inviting. A cozy place, where all children feel comfortable hanging out, singing songs and hearing stories.

Mustard Pancakes

FACT SHEET

Title of Show: "Mustard Pancakes"

Description: Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between.

Distributed By: Telco Productions, Inc.

Premiere Date: January 1, 2011

Length: 28:30

Barter Split: 2-1/2 Minutes Local / 2-1/2 Minutes National

Feeds: Exclusive to Tribune's Antenna TV

Promos:

Format: 4 Segments / 3 Commercial Breaks

Show is closed captioned and has the E/I icon

E/I age range is 3 to 6 years, Rating TV-Y

Website: www.telcoproductions.com
Broadcaster information posted includes air schedules, episode synopses and FCC Children's programming information.

Satellite Distribution:

"Mustard Pancakes" is exclusive to Tribune's Antenna TV.

Contact for station services:

Larry Dunn
Telco Productions, Inc.
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E-mail: LDunn@telcoproductions.com

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Generic Format

Opening/Segment One

Commercial Break One

National 2:00

Segment Two

Commercial Break Two

Local 2:00

Segment Three

Commercial Break Three

National 0:30

Local 0:30

Segment Four/Closing Credits

Total Running Time: 28:30



TELCO PRODUCTIONS, INC.

FCC Information

Dear Station,

Pursuant to the Children's Television Act of 1990, "MUSTARD PANCAKES" will satisfy the FCC Children's Programming requirement and can be classified as either core or non-core programming. "MUSTARD PANCAKES" serves the educational and informational needs of children 3 to 6 years of age with its program content.

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.

MediaKidz Research & Consulting

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Shalom Fisch, Ph.D.
President/Founder

June 30, 2008

To whom it may concern:

This is to certify that *Mustard Pancakes* falls well within the FCC guidelines for children's educational/informative (E/I) programming – that is, programming that “furthers the positive development of the child in any respect, including the child's cognitive/intellectual or emotional/social needs.”

Mustard Pancakes is designed to contribute to preschool children's social and emotional development, with a secondary focus on literacy and storytelling. Specifically, the series is built upon a substantive educational curriculum that addresses three primary goals:

1. To support and nurture a sense of self-esteem and self-efficacy among three- to six-year-old children, by encouraging them to demonstrate respect for themselves and others.
2. To foster the development of children's social and emotional skills by modeling age-appropriate strategies and behaviors.
3. To stimulate children's interest in literacy and storytelling, and to encourage them to express themselves creatively by sharing stories of their own.

Growing from this foundation, every episode of the series conveys important socioemotional content regarding topics such as cooperation, diversity, respect for others, or coping with failure. Throughout production, I reviewed each script and collaborated with the production team to ensure that the stories and their educational content would be age-appropriate and educationally viable for their target audience.

Please feel free to contact me for more information or if you have any further questions.

Yours truly,



Shalom Fisch, Ph.D.

Educational consultant, *Mustard Pancakes*