



## Broadcaster's Information Year 3 (2018-19)



***Telco Productions, Inc.***

2730 Wilshire Boulevard, Suite 200, Santa Monica, CA 90403

Telephone (310) 828-4003 Fax (310) 828-3340

Email [info@telcoproductions.com](mailto:info@telcoproductions.com)

[www.telcoproductions.com](http://www.telcoproductions.com)



## THANK YOU!

Thanks for being part of the *America's Heartland* family of stations for the 2018-2019 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.



## FACT SHEET

**TITLE OF SHOW:** "America's Heartland" (Year 3)

**DESCRIPTION:** "America's Heartland" helps teens discover farms, families and fascinating stories from America's heartland.

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

**PREMIERE DATE:** September 03, 2018

**LENGTH:** 28:30

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

**FEEDS:** Weekly PitchBlue (MPEG4) high-definition feed

**PROMOS:**

**FORMAT:** 4 Segments / 3 Commercial Breaks  
**Show is closed-captioned and the E/I icon is displayed throughout the broadcast; E/I age range is 13-16 years old.**

**WEBSITE:** <http://www.telcoproductions.com/AmericasHeartland.shtml>  
Broadcaster information, including air schedules, episode synopses and FCC Children's' programming information is available on-line.

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

PMI  
B.C. CELELLO  
Tel. 412-495-0153  
E-mail: [BCelello@pmi.tv](mailto:BCelello@pmi.tv) or [monica@pmi.tv](mailto:monica@pmi.tv)

### 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)



**ATTN: PROGRAM DIRECTOR**

**RE: AMERICA'S HEARTLAND DISTRIBUTION INFORMATION**

**OPTION 1: PITCHBLUE**

**Pitch Day:** WEDNESDAYS (Effective, September 5, 2018)

**2130-2200 ET**

(9:30-10:00PM Eastern Time)

**Pitch Service 107**

Galaxy 19 Transponder 19 (full transponder)

4080 MHz Vertical downlink

L-band 1070 MHz

DVB-S2

8PSK

5/6 FEC

.20 pilot

30 Msymbol rate

107 PMT

1700 Video AVC/H.264 ( 1920 x 1080 / 59.94 I )

1701 Audio MPEG-1 Stereo (Lt/Rt) +overhead

1702 Audio MPEG-1 SAP+overhead

1703 Audio AAC-LC 5.1 Surround +overhead

**\*You can find the show information under the PMI Logo or alphabetically listed.**

PMI will leave each show on the server from Thursday until the following Wednesday at 11pm (week of air).

**FOLDERS:** Episodes: AMERICA'S HEARTLAND

**OPTION 2: MPEG4**

**IF YOU CAN'T TAKE PITCH BLUE, YOU CAN DIAL INTO THESE COORDINATES AT THE TIME LISTED ABOVE AND RECEIVE AN MPEG4 VERSION**

**OPTION 3: PMI'S FTP**

**A CAPTIONED VERSION OF THIS SHOW WILL ALSO BE POSTED TO THE CRUSH FTP SITE. Please contact PMI if you don't already have an account and need to be set up.**

**\*\*Should you have any questions please contact either Monica or B.C. by phone at PMI 412.281.5900 or BC # 412.495.0153 by email at [monica@pmi.tv](mailto:monica@pmi.tv) or [bcelello@pmi.tv](mailto:bcelello@pmi.tv) \*\***



## Generic Format

Show Open/Segment One	0:00
<b>*Commercial Break One</b>	
National	2:30
Segment Two	0:00
<b>*Commercial Break Two</b>	
Local	2:30
Segment Three	0:00
<b>*Commercial Break Three</b>	
National	1:00
Local	1:00
Segment Four/Close	
Credits/Logos	0:00
Total Running Time	28:30

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



Generic Description:  
***AMERICA'S HEARTLAND***

**“America’s Heartland”** is a weekly half-hour series featuring everyday Americans and their families, telling fascinating stories across America’s heartland. From learning how to make maple syrup to riding with teenage ranchers, this series explores the various ways of life in the current United States, while showcasing the diversity of how people live and work. Each episode visits several locations and introduces teen viewers to ordinary Americans who sometimes have extraordinary occupations. The series also highlights the history of different regions of the country while providing important facts about each place visited.

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TEL: (310) 828-4003 FAX: (310) 828-3340  
E-mail: [info@telcoproductions.com](mailto:info@telcoproductions.com)



Dear Station,

Pursuant to the Children's Television Act of 1990, "America's Heartland" will satisfy the FCC Children's programming requirement and can be classified as either core or non-core programming. "America's Heartland" serves the educational and informational needs of children 13 to 16 years of age with its program content, including the importance of learning about farming and feeding the world. Teenage students are presented with fascinating stories and introduced to exceptional individuals who operate family farms through America's heartland.

"America's Heartland" as delivered is formatted to allow for no more than 14 minutes of total commercial time per broadcast hour (7 minutes per half-hour). "America's Heartland" does not display any Internet web site address or host selling during or adjacent to the program, and is otherwise in compliance with Sections 73.670(a) through (d) of the Commission's Rules.

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 other professionals who have reviewed the series (see the following letters for details).

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

Sincerely,

A handwritten signature in black ink that reads "Alex Paen". The signature is written in a cursive, flowing style.

Alex Paen  
President, Telco Productions, Inc.



Archdiocese of Los Angeles

Office of the Chancellor  
Office: (213) 637-7460  
Fax: (213) 637-6460

3424  
Wilshire  
Boulevard

Los Angeles  
California  
90010-2241

April 14, 2015

Mr. Alex Paen  
Telco Productions, Inc.  
2730 Wilshire Boulevard, Suite 200  
Santa Monica, CA 90403

Dear Mr. Paen:

I have reviewed several episodes of the program "**AMERICA'S HEARTLAND**" and I am confident that it meets the educational and informational needs of children 13 to 16 years of age with its program content.

The **AMERICA'S HEARTLAND** series is the powerful and interesting story of America's farming history. The episodes I viewed covered from Jamestown to the Louisiana Purchase to the Homestead Act of 1862. This series is not only informative but entertaining.

City students would enjoy the exposure to life on a farm. **AMERICA'S HEARTLAND** is certainly educational, entertaining and informative.

Sincerely,

Sister Mary Elizabeth Galt, B.V.M.  
Chancellor  
Department of Catholic Schools

MEG:gs





Alex Paen  
Telco Productions, Inc.  
2730 Wilshire Blvd., Suite 200  
Santa Monica, CA 90403

Dear Alex,

I have reviewed several episodes of the program "AMERICA'S HEARTLAND" and I am confident that it meets the educational and informational needs of children 13 to 16 years of age with its program content. Each episode in the series is a history lesson on America and its agricultural heritage. It offers teen viewers important information on various topics of life in rural parts of the United States. The programs explain how food is grown and used in different ways. For example, the process of making maple syrup or turning corn into fuel, are just a couple of examples.

In each episode, viewers visit ranches, farms or other locations and learn about different occupations and the rich history of "heartland" jobs and professions.

"AMERICA'S HEARTLAND" is an important addition to any broadcast stations' programming line-up because the series informs and educates young viewers, while broadening their understanding of the agricultural fabric of the United States.

Sincerely,

A handwritten signature in blue ink, appearing to read "Brian A. Peña".

Brian A. Peña, MS  
Adjunct Faculty  
Santa Monica College