

# 2017-2018 Broadcast Season



Season 11

- *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 2017-2018 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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## FACT SHEET

TITLE OF SHOW: "Dog Tales" (Year 11)

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 4, 2017

LENGTH: 28:30

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

FEEDS: Weekly Pitch Blue (MPEG4) feeds

PROMOS: Promos contained within each episode

FORMAT: 4 Segments / 3 Commercial Breaks

Show is closed captioned per FCC rule 79.1(j)(2), and has the E/I icon present throughout the broadcast; E/I age range is 13-16 years old. Barter spots are CALM Act compliant.

WEBSITE: <http://www.dogtales.tv.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  
PMI (Productions Masters, Inc.)

TEL: (412) 495-0153

E-mail: [BCelello@pmi.tv](mailto:BCelello@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: DOG TALES DISTRIBUTION INFORMATION***

**OPTION 1: PITCHBLUE**

**Pitch Day: WEDNESDAYS (Effective, November 1, 2017)**

**0500-0530**

**5:00-5:30Am NYT**

**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 Wednesday until the following Tuesday at 11pm (week of air).

**FOLDERS:** Episodes: [DOG TALES](#)

**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

### RUNDOWN

Show Open/Segment One	0:00
<b>*Commercial Break One</b>	
National	2:30
Segment Two	0:00
<b>*Commercial Break Two</b>	
National	1:00
Local	1:00
Segment Three	0:00
<b>*Commercial Break Three</b>	
Local	1:30
Closed Caption Bumper	0:03
Closed Caption Sponsor	0:30
Local	1:00
Segment Four/Close	0:00
Fee Plugs	0:30
Credits/Logos	0:00
<b>Total Running Time</b>	<b>28:30</b>

TELCO PRODUCTIONS, INC.  
2730 WILSHIRE BOULEVARD, SUITE 200, SANTA MONICA, CA 90403 USA  
TELEPHONE 310-828-4003 FAX 310-828-3340



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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**VCA Wilshire Animal Hospital**

2421 Wilshire Boulevard  
Santa Monica, CA 90403  
**Tel.:** (310) 828-4587  
**Fax:** (310) 453-1562



Dear Alex,

It's my opinion that "Dog Tales" is a valuable educational and instructional television series for children 13 to 16 years of age. The program contains information on medical and health issues for dogs, as well as providing facts and histories of various dog breeds. As a teacher, lecturer and Doctor of Veterinary Medicine, I feel "Dog Tales" educates children about all types of dogs and showcases professional and non-professional people helping and caring for dogs as well as learning the responsibilities of dog ownership. By promoting compassionate behavior towards dogs, the show provides young viewers with a positive message about "man's best friend" and how they are a major part of our world.

As an Adjunct Professor at Western University School of Veterinary Medicine, a lecturer at UCLA Extension and a practicing veterinarian, I would recommend "Dog Tales" to parents, educators and broadcasters as an excellent example of informational programming serving families and especially young viewers.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Frank Lavac'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Frank Lavac, MS, D.V.M., Board Certified Specialist in Avian Medicine and Surgery

**Wilshire Animal Hospital**



# International Fund for Animal Welfare

FREDERICK M. O'REGAN, PRESIDENT

Dear Alex,

We at IFAW (International Fund for Animal Welfare – [www.ifaw.org](http://www.ifaw.org)) believe the educational and informative content of “Dog Tales” is suitable for children 13-16 years of age. The show highlights the compassionate care of dogs while informing young viewers about the responsibilities of dog ownership.

We also feel the show provides guidance to young people in encouraging them to become involved in animal welfare. The show contains examples of various programs administered by professional animal workers as well as volunteers helping dogs. “Dog Tales” also includes various interactions of individuals and families with dogs and how these relationships foster a better understanding of our world today.

IFAW supports “Dog Tales” as a wonderful example of what young viewers should be watching on television and we highly recommend it to parents and educators as well.

Sincerely,

Nancy Barr  
Public Affairs  
IFAW International Headquarters

[www.ifaw.org](http://www.ifaw.org)

INTERNATIONAL HEADQUARTERS

411 Main Street

Yarmouth Port, MA 02675-1843

USA

Tel: 508 744 2121

Fax: 508 744 2129

Australia

Belgium

Canada

China

France

Germany

India

Japan

Kenya

Mexico

Netherlands

Russia

South Africa

United Kingdom





## 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](mailto:mail@dogtales.tv)

<http://www.telcoproductions.com>

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

Distribution by:



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