



TELCO PRODUCTIONS, INC.

Dear Station,

The Real Winning Edge is a weekly half-hour television series that meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The program highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.

The Real Winning Edge TV" is closed-captioned for the hearing impaired and displays the "E/I" icon throughout the broadcast.

A handwritten signature in black ink that reads "Alex Paen".

Alex Paen
President
Telco Productions, Inc.



UNIVERSITY of LOUISVILLE
dare to be great

March 2, 2010

■ DEPARTMENT OF TEACHING
AND LEARNING

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To: Whom It May Concern

From: Dr. William S. Bush, Professor, University of Louisville

Re: Educational/Informational Rating for *The Real Winning Edge* Series

I have reviewed several episodes of *The Real Winning Edge* series produced by Challenger Films, Inc. in Atlanta. It clearly fulfills the U. S. Department of Education Standards ruling on standards for children.

I have been an advisor to this project to help America's youth who are bombarded with media material that inspires the worst behavior rather than the best. I have been a professor at the University of Houston-Victoria and the University of Kentucky, and I am now a professor in the College of Education and Human Development at the University of Louisville. I am also the father of two daughters, 12 and 16 years old. I highly recommend this series to broadcasters as a great motivational program to help the youth of today make wise choices.

Educational research indicates that, from preadolescence to teen years, youth are most influenced by their peers. Their role model preferences switch from parents to the sports and entertainment icons during these critical growth years. If the peers and icons promote antisocial standards and nonconformity to guiding principles honored in our society, youth soon adopt behaviors that not only hurt others, but hurt themselves.

Learning by observing others is the basic way humans learn to make behavior judgments. (Source: *Moral Development and Behavior*, Holt, Rinehart & Winston: Thomas Lickona (ed.), p. 285). *The Winning Edge* Series seeks to expose youth to other youth who have consistently made the behavior choices that have helped them have a greater sense of internal significance and acceptance, which results in a more self-directed personality. They are more able to negotiate the "challenges" inherent in life.

The youth profiled in the series are chosen for their adoptions of pro-social values and principles that have become the ethos of their behavior. Thus the characteristics demonstrated by the stories of these youth give rise to adherence to these sound choices that have given them the "real winning edge" to life, such as the following:

1. Discovering where their talents lie and their pursuit of developing that "gift;
2. Developing an appreciation for honesty as a fundamental part of social responsibility to others. (Youth interviews demonstrate a real sense of compassion and concern for other people no matter what the person's station in life might be.);
3. Developing a sense of self discipline by learning to balance school work with social activities and friends and developing their sense of mission and purpose in life; and
4. Developing a sense of internal acceptance that allows them to stand against activities (such as substance abuse, violence, promiscuous sex, etc.) that can hurt themselves as well as others.

The Real Winning Edge promotes the values through these very engaging positive youth role models, who are introduced by celebrities in the same talent field as the youth. The celebrities reinforce the values by calling attention to these youths' qualities as they are exhibited in the program. In my professional opinion, *The Real Winning Edge* promotes will best influence the 13-16 year old age group as educational programming.



January, 2011

Dear Station,

The Real Winning Edge series is developed to be an educational/informational (E/I) program for the 13-16 year age group. It is designed to help youth make “winning choices” in their lives in order to grow to be productive citizens. This series is based on role models who are making pro-social life choices. Emphasis on being honest, loyal, hard working toward productive goals, and treating others as they would like to be treated, are values emphasized by the positive role models in ***The Real Winning Edge***.

Education research indicates that, from preadolescence through the teenage years, youth are most influenced by their peers. Their role model preferences switch from parents to the sports and entertainment icons during these years for most. If the peers and the icons promote antisocial standards and nonconformity to guiding principles honored in our society, youth soon adopt behaviors that not only hurt others but hurt themselves.

The Real Winning Edge will go a long way in helping youth to develop character, being the best they can be by seeing their peers and the celebrities whom they admire, who themselves have the character to make winning choices.

Dr. Diane Preston-Reilly, Ed.D.
Challenger Films, Inc