

# **ANIMAL RESCUE**



**2012-13 Season  
Broadcaster Information Booklet**



## ***THANK YOU!***

Thanks for being part of the "Animal Rescue" family of stations for the 2012-2013 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.

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)



## FACT SHEET

**TITLE OF SHOW:** "Animal Rescue" (Year 16)

**DESCRIPTION:** "Animal Rescue" showcases spectacular rescues of all types of animals and focuses on the work of dedicated individuals who treat the various creatures of the animal kingdom. All stories are authentic and contain actual video of rescues. Series is E/I rated (ages 13-16) and is suitable for family viewing. For FCC Children's programming documentation, see our website.

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

**PREMIERE DATE:** Week of September 03, 2012

**LENGTH:** 28:30

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

**FEEDS:** Weekly PitchBlue (MPEG4) & Linear (MPEG2) feeds

**PROMOS:** Episodic promos contained within each episode

**FORMAT:** 4 Segments / 3 Commercial Breaks

**Show is closed captioned and has E/I icon**  
**E/I age range is 13 to 16 years old.**

**WEBSITE:** <http://www.animalrescuetv.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  
GDMX/WARNER BROS.**

TEL: (818) 972-0137 or (818) 972-0234

FAX (818) 972-0315

E-mail: [BC.Ceello@warnerbros.com](mailto:BC.Ceello@warnerbros.com) or [bmoc@warnerbros.com](mailto:bmoc@warnerbros.com)

### 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)



## **SATELLITE INFORMATION**

**Effective September 3, 2012**

### **VIA PITCH BLUE (MPEG 4):**

**Wednesdays, 0800 – 0830 ET (8:00-8:30am, Eastern Time)**

**Galaxy 16 / Transponder 2 / Channel 1**

**Parameters:**

**Galaxy 16 C-Band at 99.0° W.L.      Transponder 2**  
**Downlink Frequency: 3740 MHz C-Band, 1410 MHz L-Band**  
**Modulation: DVB S2 8PSK              FEC: 5/6**  
**Symbol Rate: 30.000 MS/s              Pilots: No**  
**Roll-Off: .20**

**For assistance in setting up or troubleshooting your PitchBlue server, please contact the support center at 866-437-BLUE**

### **LINEAR FEED (MPEG 2):**

**Wednesdays, 0800 – 0830 ET (8:00-8:30am, Eastern Time)**

**Galaxy 16 / Transponder 6 / Channel 4**

**Parameters:**

**Downlink Frequency: 3820 MHz      Downlink Polarization: Vertical**  
**L-band Frequency: 1330 MHz      Symbol Rate: 26 Msym/s**  
**FEC Rate:  $\frac{3}{4}$                               Standard: DVB-S**  
**Modulation: QPSK                      Data Rate: 39 MBs**

**PMT: 258      Video PID: 514      Audio 1 PID: 642      Audio 2 PID: 671**

**GDMX Master Control: 818-972-0328**

**GDMX Technical Support: 818-972-0284**

***Telco Productions, Inc.***

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# GENERIC FORMAT

2012/2013 Season

## OPENING CREDITS

## SEGMENT ONE

### NATIONAL BILLBOARDS

### COMMERCIAL BREAK ONE

- A. NATIONAL
- B. NATIONAL
- C. NATIONAL
- D. NATIONAL

## SEGMENT TWO

### COMMERCIAL BREAK TWO

- A. LOCAL
- B. LOCAL
- C. LOCAL
- Bumper*
- D. LOCAL
- E. LOCAL

## SEGMENT THREE

## NATIONAL BILLBOARDS

### COMMERCIAL BREAK THREE

- A. NATIONAL
- B. NATIONAL
- C. NATIONAL

*Tease Next Week's Show*

- D. LOCAL
- E. LOCAL

## SEGMENT FOUR

### NEXT WEEK PROMO

### FEE PLUGS

## CLOSING CREDITS

**TOTAL RUNNING TIME 28:30**



**TELCO** PRODUCTIONS, INC.

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Dear Station,

Pursuant to the Children's Television Act of 1990 and the rules and regulations of the FCC, "ANIMAL RESCUE" satisfies the FCC's Children's programming requirements and may be classified as Core Programming as defined under Section 73.671 of the Commission's Rules. "ANIMAL RESCUE" furthers the educational and informational needs of children 13 to 16 years of age with its programming content, including safety tips and informational about various animals and their habitats. The programs also show real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility and promoting strong personal and community values. "ANIMAL RESCUE" as delivered is formatted to allow for no more than 14 minutes of total commercial time per broadcast hour (7 minutes per half-hour). "ANIMAL RESCUE" 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 online are testimonials from our program advisory board, consisting of educators and veterinary professionals who have reviewed the program (see following pages). If you have any other questions or comments, please feel free to contact us.

Sincerely,

A handwritten signature in cursive script that reads "Alex Paen".

Alex Paen  
President,  
Telco Productions, Inc.



# International Fund for Animal Welfare

To Whom It May Concern:

We at IFAW (International Fund for Animal Welfare – [www.ifaw.org](http://www.ifaw.org)) value the educational and informative content of the television program *Animal Rescue*. We feel that it provides youths with a good understanding of the key threats faced by animals both wild and domestic. We also feel that it provides responsible guidance to youths in encouraging them to become involved in key animal welfare and conservation initiatives. IFAW supports the good work of the television program *Animal Rescue* and recommends it to parents, educators and others who control the television viewing of youths in America.

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

INTERNATIONAL HEADQUARTERS  
411 Main Street  
Yarmouth Port, MA 02675-1845  
USA  
Tel: 508 744 2000  
Fax: 508 744 2009

OFFICES IN:

Australia  
Belgium  
Canada  
China  
East Africa  
France  
Germany  
Mexico  
Netherlands  
Russia  
South Africa  
United Kingdom

Jennifer Ferguson-Mitchell

IFAW Deputy Director, Communications

**VCA Wilshire Animal Hospital**

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



Dear Alex,

Upon review of several programs, it is my opinion that "Animal Rescue" is an educational and instructional television series for children 16 years of age and younger. As a teacher, lecturer and Doctor of Veterinary Medicine, I feel "Animal Rescue" is specifically designed to educate and inform children about various types of animals and their care, as well as showcasing professional and non-professional people exhibiting selfless dedication assisting animals in need. The programs not only educate youngsters about a wide and diverse range of the world's animals, their habitats and how they live, but they also offer instruction on medical and rehabilitation techniques and address the social aspects and emotional concerns of being a responsible citizen.

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

Sincerely,

A handwritten signature in blue ink, appearing to read 'Frank Lavac'. The signature is fluid and cursive, with a large, sweeping flourish at the end.

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

Wilshire Animal Hospital





COMMUNICATION STUDIES/SPEECH  
334 KINSEY HALL  
405 HILGARD AVENUE  
LOS ANGELES, CALIFORNIA 90095-1538

Alex Paen  
President, Telco Productions, Inc.  
2730 Wilshire Boulevard, Suite 2000  
Santa Monica, CA 90403

Re: "Animal Rescue"

Dear Alex:

You asked me to review the program "Animal Rescue" and provide my opinion as to its educational and informational value for children under 16 years of age. I am happy to do so.

I believe the program exerts a extremely positive influence on young viewers; the stories are wonderful illustrations of the best of human instincts. Its particular strengths are its themes of respect and compassion for all living creatures, its informative instruction on medical rehabilitation treatments and the techniques and teamwork of rescue personnel. It provides valuable information to young viewers about the animals themselves, their habitats, development and behavior, and also promotes awareness of important environmental issues.

"Animal Rescue" strongly promotes the kind of pro-social values that are of inestimable importance in shaping the growth and character of young people. It is a sorely needed antidote to so much of television programming that presents a negative view of society and human behavior. The program is an excellent vehicle for informing and educating children and would be a valuable addition to any broadcaster's lineup. The public interest is well served by this series.

Sincerely yours,

A handwritten signature in cursive script that reads "Paul Rosenthal".

Paul Rosenthal  
Associate Professor  
Communication Studies, UCLA



## WEB SITES

**<http://www.animalrescuetv.com>**

Features information for viewers, including contests and promotions, animal safety tips, station listings and other information including how to contact organizations featured in our show.

Viewers can also e-mail us at: ***mail@animalrescuetv.com***

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**<http://www.telcoproductions.com>**

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

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## Distribution by:



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