



2010-2011 Season Information

<http://www.pmi.tv/html/timingsheets/betarecords.php>
The official start date for BETA Records TV is the week of Monday
9/27/10 – the first day of Q4.



773-935-1572



FEEDS WILL BE FROM PMI

Production Masters, Inc. [PMI]

202 Fifth Ave. - Buhl Building, Pittsburgh, PA 15222

412-281-5900 Fax: 412-263-5401

<http://www.pmi.tv/html/timingsheets/betarecords.php>

SCHEDULE

The official schedule will be posted on [PMI's website](#) and on [Showplace's website](#).

WHO TO CONTACT

Feeds/Schedules/Formats

PMI - Monica Cecchini, monica@pmi.tv, 412-281-5900

Usage

Daren Gaskill, daren@showplaceonline.com

3023 N. Clark St. #890, Chicago, IL 60657

Phone: 614-372-5525 Fax: 206-984-4179

Showplace

Daren Gaskill, daren@showplaceonline.com, 614-372-5525

Hal Pontious, halp@showplaceonline.com, 773-935-1572



FACT SHEET

2010 – 2011 Season

SERIES TITLE: BETA Records TV

DISTRIBUTED BY: Showplace Television Syndication
614-372-5525

FEEDS: PMI - 412-281-5900

START DATE: Monday, September 27, 2010

LENGTH: ½ hour – TRT: 28:30

BARTER: 3.5/3.5

FORMAT: The series will be delivered is SD with three commercial breaks and will be Closed Captioned.

FCC INFORMATION: BETA Records TV is E/I for Kids 13-16 with a TV-G rating.

NIELSEN CODE: Long Name – BETA Records TV
Short Name – BRTV



AFFIDAVITS

Report all broadcasts, episodic and commercial preemptions and make-goods to Showplace. Affidavits of performance for each Showplace program licensed to your station must be returned within 10 days of the end of each broadcast month. Please notify Showplace of all preemptions as soon as possible. Affidavits must be signed and dated by a representative of the station.

Affidavits should be addressed to:

Showplace Television Syndication
Attn: Sales
3023 N. Clark St. #890, Chicago, IL 60657
Fax: 206-984-4179
email: sales@showplaceonline.com



SATELLITE FEED INFORMATION BETA RECORDS

Half-Hour Weekly / e/i / TV-G / Barter 3.5/3.5

TO: PROGRAMMING / SATELLITE COORDINATOR
FR: Monica Cecchini/ Production Masters Inc.
DT: AUGUST 23, 2010

The DIGITAL SATELLITE feed is scheduled as follows:

BETA RECORDS **feed WEDNESDAYS, Effective SEPT. 22, 2010** **[for the telecast week of 9/27/2010]**

1300 – 1330
1:00 PM – 1:30 PM (NYT)
GALAXY 19/Transponder 14

Audio Channel 1: Left is left; Right is right Stereo / Channel 2: Left is Mono
D/L frequency 3991.25 H

SYMBOL RATE: 9.982979
FEC: 3/4 DATA RATE: 13.8000 CHANNEL: 2 (PMI1)

Uplink Facility: PMI **TROUBLE NUMBER is: 412-201-4922**

PLEASE FAX THIS COMPLETED INFORMATION BACK TO PMI AS SOON AS POSSIBLE.

OUR FAX NUMBER IS 412- 263-5401

STATION _____ CITY/STATE _____
(Call Letters)

Tele # _____ E-MAIL/FAX # _____
(For Formats)

We **will** take the satellite feed.

DAY AIRED: _____ **TIME** _____

Your Name: _____ Date: _____
(Please Print)

**Any questions please contact PMI: Monica Cecchini or Amanda Pfennig @
PMI 412-281-5900**

— or —

**Showplace Television Syndication: Hal Pontious or Daren Gaskill @
Hal – 773-935-1572 halp@showplaceonline.com
Daren - 614-372-5525 daren@showplaceonline.com**



TV G E/I 13-16

BETA RECORDS

EPISODE #

AIRS WEEK OF SEPTEMBER 20, 2010

	<u>SEGMENT TIME</u>	
INTRO/ SEG.ONE	00:00	00:00
COMMERCIAL BREAK ONE	02:02	00:00
: 30 NATIONAL		
: 90 BLACK FOR LOCAL ADVERTISING		
SEGMENT TWO	00:00	00:00
COMMERCIAL BREAK TWO	02:02	00:00
: 60 NATIONAL		
: 60 BLACK FOR LOCAL ADVERTISING		
SEGMENT THREE	00:00	00:00
COMMERCIAL BREAK THREE	03:02	00:00
: 60 NATIONAL		
: 60 NATIONAL		
: 60 BLACK FOR LOCAL ADVERTISING		
<u>SEGMENT FOUR /Close</u>	<u>00:00</u>	<u>28.28</u>
TOTAL RUNNING TIME:		28:28

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT MONICA or AMANDA @ PMI
(412) 281-5900. Can also be downloaded from the following website:

www.pmi.tv

AFFIDAVIT OF PERFORMANCE:

STATION CALL LETTERS _____ ADDRESS _____
WE WARRANT THAT THE ABOVE LISTED COMMERCIALS AIRED IN OUR FACILITIES ON
DATE _____ TIME _____.

IF ANY DISCREPANCY OCCURRED WITH THE BROADCAST OF THE SHOW AND /OR THE
COMMERCIALS PLEASE EXPLAIN ON THE REVERSE SIDE.

NOTARIZED BY _____ REP. _____

RETURN ALL AFFIDAVITS TO: BETA RECORDS

Chris Honetschlaeger, Executive Producer

1350 N. Highland Ave

Hollywood, CA 90028

chris@betarecords.com



PRODUCER STATEMENT AND EDUCATOR'S LETTERS



BETA Records TV

TV-G – E/I K13-16

WEEKLY HALF-HOUR • CLOSED CAPTIONED • BARTER 3.5/3.5 • TRT 28:30

In accordance with the 1990 Children's Television Act (ATC) intended to increase educational and informational programming for children on television, BETA Records TV clearly meets the goals of providing children with a television show that meets CORE requirements of the FCC as follows:

1. Making choices in life is an ongoing subject. A challenge faced by all Teens in this category.
2. Provides a good impetus for Teens being committing to their music education - giving them the ability to get scholarships, and a good positive medium for reaching their career goals.
3. Makes Teens aware of past and present music history.
4. Hosts interview up-and-coming musical artists about their inspirations – emphasizing their education - showing Teens how they can make their own voices heard.
5. Attributes and advice, emphasized by the hosts and their guests, instill a grounded balance of priorities, commitment, and perseverance Teens can apply to their lives.
6. BETA Records TV's website that can be easily accessed by parents and provides a clear description of the types of programming offered. It also provides a listing of when shows are aired on broadcasting stations through the USA. Advanced notice of programming is available to parents and consumers by the website.

— Program Producer —

BETA Records

Chris Honetschlaeger Ex. Producer

1350 North Highland Avenue

Los Angeles, CA 90028

310-999-2382

Email: chris@betarecords.com

Web: <http://www.betarecords.com/beta/tv/episodes/>

Closed Captioning:

Programs will be delivered to stations fully Closed Captioned.

FCC E/I:

BETA Records TV verifies that they will follow guidelines as outlined by the FCC in order for this program to be classified as an FCC Children's Television Educational/Informational Program for kids primarily up to age 16. BETA Records TV is targeted to Teens 13-16.

BETA Records TV will deliver program to stations with the FCC's required E/I logo on screen for the entire duration of the program (except during commercial time.).

Commercial Limits:

BETA Records TV will keep total commercial time within the program to 7:00 minutes or less. BETA Records TV will provide BETA Records TV to stations with no more than 3:30 minutes of barter commercial time.

FCC E/I compliant website:

BETA Records TV warrants that BETA Records TV is in full compliance with FCC regulations.

Additionally, BETA Records TV will neither mention nor show onscreen any commercial website inside the program content that does not meet FCC Guidelines.

BETA Records TV warrants that the website is maintained in a manner in compliance with the FCC Kids E/I guidelines. BETA Records TV agrees to give stations 5 days notice prior to adding any ads, logos or potentially commercial material to the website in order for stations to review material.

No Host Selling:

BETA Records TV will not use any program character, host, or the program's name to endorse any product within the program nor during any commercial time during the program.

BETA Records TV will not use any program character, host or the program's name to endorse any website or web product within the program itself nor during any commercial time within the program.

Produced by:

BETA Records TV
1350 North Highland Avenue
Los Angeles, CA 90028
310-999-2382
Email: chris@betarecords.com
Web: <http://www.betarecords.com/beta/tv/episodes/>

Syndicated by:

Showplace Television Syndication
3023 N. Clark St., Chicago, IL 60657
Hal Pontius 773-935-1572
sales@showplaceonline.com
www.showplaceonline.com

Allied Media Partners

1629 K Street NW #300, Washington, DC 20006
703-821-5130 Fax: 202-349-5786
Email: ebaruch@verizon.net



JOHN F. EBERHART ELEMENTARY SCHOOL

3400 W. 65th Place • Chicago, Illinois 60629 • Phone 773.535.9190 • Fax 773.535.9494

Principal
Ms. Nneka H. Gunn
4/14/10

Assistant Principals
Mr. Robert A. Gomez
Mr. Grant Varvaris

Educational Review: Beta Records TV, Season 3, Episode 1

The venue of interview is a perfect format for teens. It is the way into conversation that they need so much guidance in. This type of venue teaches teens that by asking great questions, they can get information that they need and want. I, as a teacher, have spent much class time on the art of interview. Beta Records TV is a great example of how to conduct an interview. The fact that the interview is conducted with up and coming bands makes interest high which makes teens focus better and learn more.

Bringing the idea of collaborative learning in a 'real world' situation is the optimal way to teach students that when they put their ideas together to make the whole, it WORKS! Teens relate well to bands and through the format of the show learn that the bands' music is a co-operative effort by all involved.

The captions that are strategically placed to inform the audience of facts about the band, festivals, and facts about where the bands are from is a unique way to educate which is not distracting to the entertaining part of the show.

I am involved in a three year research project that is now in its third year. The research project is trying to prove that by bringing the ARTS into curriculum using artists and teachers that collaborate the curriculum together, students will improve in that subject. I am currently working with a theatre artist and a music artist. We are working together to improve student writing. It is working because the kids are engaged. Beta TV is doing the same thing. Bravo for giving the classroom teacher another way to focus students on two things that are extremely important in their education, interview and collaboration. What better way to focus them than to see successful bands showing them what they have done to get where they are.

Rosemary Giarratano

**Professional Bio:
Rosemary Giarratano**

**B.A. in Elementary Education from Elmhurst College
Masters of Education in Instructional Leadership from U.I.C.
Reading Specialist**

Rosemary Giarratano is currently a Fifth Grade teacher at Eberhart Elementary School in Chicago for the past eleven years. She does the professional development in that same school for Writing for the third through eighth grades. She has done 'Battle of The Books' for the past four years at the fourth through sixth grade level and the seventh and eighth grade level. Rosemary has attended The Illinois Writing Project in a three week summer program and is actively involved in the project. She is currently involved in a research project with the Arts and Writing.