

PROMOTION

For questions regarding this section, please contact PBS Marketing & Communications at
(703) 739-5259

PBS BRAND GUIDE

The following promotional deliverables are required for all shows distributed by PBS. All promotional deliverables must also be produced in accordance with the PBS Brand Guide. This Guide addresses the PBS brand positioning; our look, feel and voice; and logo use rules for PBS, PBS KIDS and PBS KIDS GO!.

An electronic copy of the PBS Brand Guide is sent to each executive producer for shows distributed by PBS. If you don't have a copy or would like to request additional copies, please see the contact information at the end of this section.

PROMOTION DELIVERY REQUIREMENTS

On-Air Promotional Spots

A 30-second and 20-second on-air promotional spot for each program or episode is due to PBS Creative Services 6 weeks prior to broadcast. Rights for these spots must cover the broadcast rights of the program. On-air promotion spots feed to stations three times a week. If your program is delivered in high-definition (HD) or standard definition widescreen, you must also provide on-air promos in HD or standard definition widescreen, respectively.

All promotional spots must be cleared for streaming on PBS.org and station websites. Please note if the promos are not also cleared for third party internet use when delivering the promos.

For questions, please see the contact list at the end of this section.

Program Listings

Producers must provide to PBS a program listing (brief description for each program/episode) with firm title(s), producer and promotion contact information. For series, please provide a generic listing as well as a listing for each episode within the series. Listings are due 10 weeks before the first day of the month of a program's distribution. PBS will distribute listings to stations and TV listings services each month. For questions, please see the contact list at the end of this section.

Program Release

Producers must provide to PBS a program press release, written in standard news release style, for each program/series. Release is due 10 weeks before the first day of the month of a program's distribution and will be made available online to national press and member stations on PBS PressRoom[®]. For questions, please see the contact list at the end of this section.

Photographic Images

Producers must provide PBS with high-quality, high-resolution (at least 300 dpi) digital photography (jpeg or tif format); no screen grabs. Producers should engage a professional photographer to ensure that promotional images are well-composed, with color balance, crisp focus and proper lighting, and that these images are dynamic, relevant to the program and attention-getting without distracting or unnecessary elements. Images may be submitted via email, disc, FTP site or transfer service and must contain full identification and photo credit. Costs for production of photos are the financial responsibility of the producer. Images provided to PBS will be made available online to national press and member stations on PBS PressRoom®. Photo rights must be granted for the broadcast rights period; it is the producer's responsibility to clear usage rights with the photographer/agency. Program images are due approximately 10 weeks before the first day of the month of a program's distribution. For questions, please see the contact list at the end of this section.

Screening Cassettes (clean)

Producers must provide two DVDs without burned-in time code to PBS Communications 6 to 8 weeks prior to air or at the same time screeners are sent to national press. For questions, please see the contact list at the end of this section.

Program Press Announcements

In order to alert PBS member stations and to ensure a coordinated promotion effort, PBS Communications must be consulted in advance of any press announcement made by a producer of any program distributed by PBS. For questions, please see the contact list at the end of this section.

Summary of Producer PR and Outreach Efforts

Producers must provide PBS with a summary of any public relations efforts or campaigns, and any outreach undertaken. Written plans are due to PBS 12 weeks in advance. Summary should be delivered according to the contact list at the end of this section.

Special Event Notification

Producers must provide PBS with advance notification — ideally 8-12 weeks — of any program/series special events to be held in Washington, DC, New York City and Los Angeles so that PBS can discuss with producers possible collaborations, track events for possible conflicts with other programming events, disseminate information to stations, and be aware of events targeted to Capitol Hill and possible legislative activities. Please note: Events, lists and invitations have evolved significantly in the Facebook era. DC, in particular, has its own idiosyncrasies. Please contact Phil Piga (ppiga@pbs.org) in the PBS Communications department when planning any major market events and/or tours.

ADDITIONAL PROMOTION SERVICES

PBS can help coordinate additional promotion services if requested by the producer within reasonable time limits. PBS staff will assist producers in writing and/or editing print materials, selecting and cropping photos, and advising on other promotional matters.

Other services include:

National Media

The PBS Communications department provides PR counseling (primarily regarding press in NY and LA markets); facilitates DVD requests, either by providing them directly or by referring requests to individual production entities; and works with producers to distribute press materials. In addition, PBS Communications sends out a weekly highlights list featuring top programming to approximately 400 media. PBS also provides stations with press preview feeds for virtually all new primetime programs approximately two weeks before the national air date, allowing station program information directors to offer cassettes for local press review.

Distributing Releases, Feature Articles, Bios, Etc.

PBS will distribute (via PBS PressRoom[®]) program-related, producer-prepared feature articles, host/cast biographies, interviews, Q&A, fact sheets, etc., to stations for use in their monthly program guides or for release to local media. Material should be sent to your PBS Communications contact via e-mail. For timely distribution of these materials, it is recommended that materials be delivered to PBS 10 weeks before the first day of the month of a program's distribution.

Advertising Assistance

In the event that you (or your program underwriter) are planning national or selected market advertising for your program, please contact PBS Brand Management and Promotion.

PBS Videos Clips Highlighted on YouTube

We continue to work with producers to gain a broader audience for our programming by putting promotional and program excerpt clips on PBS' YouTube Channel (www.youtube.com/pbs). Currently, PBS offers approximately 3,000 clips on YouTube, receiving nearly four million views each month. For YouTube specs, or for more information please see the contact list at the end of this section.

Radio Spots

PBS will feed approved producer-supplied radio spots to member stations at no cost. 20-, 30- or 60-second spots with a visual slate throughout should be delivered on the same schedule as on-air promos. There must be a minimum of 5-second tag time included within the total length of each spot. You may submit spots on DigiBeta .

ON-AIR PROMOTION REQUIREMENTS AND GUIDELINES

For questions, please contact Creative Services at (703) 739-8469

REQUIREMENTS FOR PBS-DISTRIBUTED SPOTS

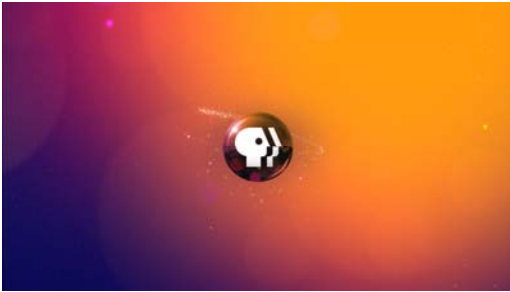
All promotional deliverables must be produced in accordance with the PBS Brand Guide.

BRAND

The following elements must appear in all on-air promotion spots produced for distribution by PBS:

- Spots must either open with the PBS logo animation and/or contain the PBS logo in the body of the spot
- The PBS logo must always be clear and legible when it appears in a spot

Full Screen Logo



Keyable Logo



VISUAL

Keep graphics out of the lower third of the end page

During the tag time, the show title graphic should be clearly visible; however, the title font must occupy no more than the upper two-thirds of the screen. Stations use the lower third of the screen to superimpose local tune-in information. During the tag time, keep all critical imagery and graphics (such as show title and closed captioning bugs) out of the lower third. Make sure what's left in the lower third can be obscured. If applicable, inform your graphic designer at the earliest stages of the project.

DON'T



DO



Keep the lower third clean the *entire* time

Keep the lower third of the screen free of critical content for the *entire duration* of the promo. Many stations use a logo bug throughout their station breaks and or place tune in information in the body of the spot.

DON'T



DO



No “shrinkbacks”

Instead of using a lower third graphic to add local tune-in information, some stations tag their promos by shrinking back the entire promo image over a graphic background. For this reason, avoid using a shrinkback effect of your own in the title treatment of the promos you produce. If you shrink your graphics into a box to make it lower-third safe, and the local station shrinks it again to reveal local tag information, then you have two of the same effects on top of each other.

DON'T



DO



Cut to black

The head of the promo can cut or fade in at the producer’s discretion, but cut all spots to black at the end.

CONTENT

Narration Don'ts

Do not include language that refers to any of the following in a promo:

- The producer
- The presenting station
- The funder, unless the funder is included in the legal name of the program
- Medical claims of any kind
- Mention of a contest, auction or sale of goods or services

Use the word "NEXT" with caution

Do not use the word “NEXT” by itself. This implies that the show being promoted will immediately follow the station break. If you use the word, make sure it is part of a tune-in phrase such as “next time on...” or “on the next episode of...”

Avoid specific airtime language

Only spots without a mention of time or date are considered standard. Do not specify or even imply any specific air date, including the word “LIVE.” If you wish to acknowledge an air date for a special program with wide common carriage, provide these spots **in addition** to the non-dated versions.

Additional elements may be required

You should be prepared to deliver additional production elements *at PBS's request*. With these elements, your show can be more easily incorporated with other productions such as PBS preview reels or member stations' local promos for your show. If asked, include these elements on the same reel as your promos. These elements may include:

- **Title graphics-** Whether static or animated, provide the graphic of the show title you used in the promo, along with a matte.
- **Theme music-** This should be the full and clean version of the show's theme music, along with any existing variations.
- **Program Bugs-** A PBS program bug should be added to all shows delivered to PBS about 4-6 times per hour. Please contact the PBS Brand Management and Promotion contact at the end of this section for questions and recommendations on how to bug your program.
- **Embedded Promotion and Embedded Promotion Bump-** PBS may request that producers place embedded promotion for the next PBS promotional priority directly after content and before all other material (credits, offers, etc.). For questions, please contact the program promotion contact listed at the end of this section.

DELIVERY REQUIREMENTS

Deliver six weeks before show broadcast You must deliver promos 6 weeks before the program's air date. Please communicate the importance of this deadline to any production staff involved in delivering materials to PBS.

LATE DELIVERY OF PROMOS WILL RESULT IN A FINE. SEE FEE SCHEDULE OUTLINED IN THE "DELIVERABLES" SECTION OF THIS MANUAL.

Media Inventory and barcodes

A completed Spot Media Inventory form must be submitted in PACKAGING FORMS, and the associated barcode must be included with each promo reel tape delivered to PBS.

:30 and :20

For a single episode special, provide a 30-second and a 20-second promo. For a multi-part series, provide 30-second and 20-second generic spots that promote the series, and a 30-second and 20-second for each episode of the series. This is the minimum requirement.

Note: Don't treat the 20-second promo as an afterthought of the 30-second. It's an important length that stations use quite often. It doesn't always have to be a cutdown of the 30-second – a spot this short often demands a different approach. Ensure that the 20-second can stand alone on its own merits.

Additional lengths

If you are able to provide more than the minimum number of spots required, provide shorter or longer spots (10-, 15-, 60-seconds, for example). Making shorter promos, while not adding much additional cost, may increase the visibility of your program. And because stations

always need fresh longer-length elements, 60-second spots and fillers (2-5 minutes) are always welcome.

- No odd lengths** All spot lengths must end with a 0, except for :15. Fillers over two minutes long may violate this rule. **Frame accuracy is required** – no :29:17 spots.
- Formats** If your program is produced in high-definition (HD) or standard definition widescreen, provide on-air promos in HD or standard definition widescreen, respectively (i.e. you must provide on-air promos in the same format as you provide your show).
- Five second requirement** Make sure your narration ends 5-seconds before the end of the promo to allow stations to add local day and time information. During this time your title graphic should be clearly visible (see "Visual Requirements" above). Ten-second promos are not required to accommodate a 5-second tag time.
- Keep the music/sfx at bed level during tag time** The last :05, or the tag time of a promo, is used for local tune in voice-over. During this time, keep any existing audio effects at bed level. Bed level is generally 50% of the normal audio level.
- Image promos** Contact PBS if you are interested in creating an image promo for your program.

PROMO CONTENT GUIDELINES

While some program subject matter is inherently provocative to encourage use of your promos, apply discretion to ensure your promos adhere to prevailing standards of decency. For example, replace overtly sexual shots with less explicit material or replace violent scenes with shots that are less literal. Do your best to make compelling, provocative promos without using shots or language which some people might find offensive.

Flags A flag is a warning to PBS member stations that a promo has sensitive content. Flags are noted on the promo reel rundowns that accompany promo reel satellite feeds. The flag categories are sex, violence, and language. There is an additional distinction between real and dramatic violence. Examples of flags are:

Sex:
EXPLICIT SEXUAL CONTENT
SEXUAL SITUATIONS
NUDITY

Violence:
DRAMATIC VIOLENCE
REAL VIOLENCE

DRAMATIC DEAD BODY
REAL DEAD BODY

Language:
OFFENSIVE LANGUAGE
RACIAL/HATE CRIME SLURS
THREATS OF VIOLENCE
SEXUAL INNUENDO

A few considerations for promos with potential to be flagged:

Many of these promos *are* harmless for certain age groups. We discourage the production of spots so watered down that they don't get flagged, especially if the show has adult content that is integral to the promo. For continuity and traffic purposes, flags ensure proper scheduling/placement of the promos.

Provide alternate versions if you wish

For programs of an adult nature, you may create an edgier version of a promo if you think it makes a compelling case for tune-in. In addition to your standard promo, stations can then choose which version(s) to use in appropriate time slots.

NOTE: Promos with blatantly offensive language will **not be distributed via the promo reel**.

PROGRAM DESIGNATION REQUIREMENTS (for selected programs)

PBS designates program promotion priorities (Pop-outs, keys, programs of note and select affinity programs) to receive heightened promotion support. Pop-out programs are the biggest events in the PBS schedule and are supported through paid media, on-air promotion and national publicity. Key programs receive on-air and publicity support, while programs of note receive publicity support.

PBS will notify producers of these program designations and will discuss the additional requirements on a campaign-by-campaign basis. Some of these additional requirements could include:

1) **Station print materials** — Producers of programs designated “pop-out” must provide a vertical image, preferably focusing on subject/talent, suitable for cover reproduction. Producers must provide additional background materials (feature, bios, Q&A, interview, fact sheet, etc.) as requested. All images must be cleared for all promotional use, including paid media.

2) **On-air materials** — Footage for PBS-created spots is required six to eight months prior to the program's first airdate. PBS reserves the right to produce, in collaboration with the producer, the on-air campaign for key and pop-out programs only, and PBS retains the right of final approval of all spots. Footage for seasonal preview reels may be requested and required as many as six to eight months prior to the program's airdate. Broadcast quality tapes, screening tapes with matching burned-in time code (split audio tracks are preferable) and program descriptions should be sent to the appropriate PBS

production contact. All on-air materials for PBS-created spots must have rights cleared for all off-air and third party internet use and all other paid media.

PRODUCERS ARE RESPONSIBLE FOR CLEARING FOOTAGE FOR USE IN ALL ON-AIR PROMOTION. SEE PROGRAM BUSINESS AFFAIRS LEGAL REQUIREMENTS FOR FURTHER INFORMATION.

TAPES AND LABELS

Send PBS the first generation master

- Send PBS the master tape and keep a broadcast quality clone or dub of each tape for your files.
- Include one copy of each promo
- To simplify storage and retrieval, put all promos for a program or series on one tape if possible. Promos for multi-episode programs may be delivered on separate tapes as the promos become available.

Deliver promos to:
PBS Creative Services
2100 Crystal Drive
Arlington, Virginia 22202-3785
Telephone: (703) 739-8469

Slate each cut

On the tape you deliver to PBS, slate each cut with:

- Cut number
- Program title/NOLA code (if known)
- Episode number or the word "Generic"
- Length of spot/tag time (example: :30/:05)
- Producing entity
- Promo producer's name and phone number
- Ten-second countdown

Also include any additional information that helps us sort through your reel, such as variations of the same spot (dated or clean, etc.).

Deliver on a PBS broadcast format

Acceptable tape formats (in order of preference) are HD Cam and Digital Beta. Do not deliver the promos on the same reel as the program. Radio spots should be delivered on Digital Beta.

Clearly label tape(s) and tape box(es)

- Clearly label the tape(s) and tape box(es) with "PROMOS" to help distinguish them from program tapes.
- Include the program title and episode number (if applicable).
- For tapes with many cuts, it helps to include a paper rundown of all cuts on the reel.

Include a Spot Media Inventory barcode with each tape

Producers must complete a Spot Media Inventory form in **PACKAGING FORMS** and must include the associated barcode with each tape delivered to PBS.

PROMOTION CONTACTS

General promotion questions

(703) 739-5259

The PBS Brand Guide

(703) 739-5294

Image spots/promotion

(703) 739-5789

Program promotion and designation requirements

(703) 739-5456

On-air promotion

(703) 739-8469

Communications, Press (PR and outreach)

(703) 739-5129

Special Events (PBS Press Tour and PBS conferences, DC events)

(703) 739-8494

Print promotion (program press releases, program listings and photos)

publicity@pbs.org

PBS Videos Clips Highlighted on YouTube

(703) 739-5073