FORMAT, PACKAGING, AND CONTENT

For questions regarding this section, contact PBS Program Management at (703) 739-5010

You must receive approval from your Senior Program Associate to deliver in a non-containerized fashion.

PBS APPROVAL REQUIRED

All of these elements must be approved well in advance of final picture lock.

- Format
- Website Notice
- On-Air Offers
- Underwriting
- Production Credits
- Media Inventory (after picture lock but prior to delivery)

STANDARD LENGTH REQUIREMENTS

All programs must meet standard length requirements.

When assembled, all programs will appear in the order of the corresponding template.

Standard lengths for fully packaging PBS children's programs are as follows:
Program length of 30 minutes = 28:46.00
Program length of 60 minutes = 58:46.00

Standard lengths for all other fully packaged PBS programs are as follows:
Program length of 30 minutes = 26:46.00
Program length of 60 minutes = 56:46.00
Program length of 90 minutes = 1:26:46.00
Program length of 120 minutes = 1:56:46.00

Programs must time exactly to the frame or PBS will edit them to time at the producers' cost.

PBS only accepts programs delivered in drop frame.

ON-AIR LOOK OF PACKAGING ELEMENTS

Static and/or black backgrounds are NOT permitted.

Top and tail packaging elements must mirror the production values of the program and flow smoothly into and out of program content.

SPLIT SCREEN TREATMENTS

- **Website Announcements**

PBS strongly recommends that production credits be split-screened with the website notice and product offer

- **On-Air Offers**

With prior approval from Program Management, producers may choose to run full-screen website notices and offers, but the elements must appear in the order set forth in the containerized format and must fit within the production credit container.

TURNKEY BREAKS

PBS determines if a program should contain turnkey breaks or intermissions.

Turnkey breaks or intermissions are only permitted in certain instances. Producers must consult with Program Management prior to committing a program to this format.

Programs under two hours may not contain a turnkey break or intermission.

Standard turnkey breaks run 1:07, including :01 black at top and bottom of segment. PBS will create the content for non-live turnkey breaks.

All non-containerized programs that include PBS-produced turnkey breaks must be delivered on multiple reels.

TOP OF THE SHOW TEASES & PROGRAM OPEN

Tease and Open must be in :15 increments.

The Tease/Open segment must be in 15-second increments and may not run longer than 3-minutes total. Shorter opens or title sequences are preferred.

Total time for Tease and Open must be included in the required Body length shown in the template formats.

The total running time of the Tease/Open counts towards the total running time of the Body.

The Tease/Open spot helps establish the content to follow and can grab the viewer's attention. It also helps create space between the local station break and the program's underwriting pod. Teases must be energetic and compelling.

NEXT TIME TEASES

These spots should NOT include audio or fonts that reference a specific day/time of broadcast .

If the program is part of a series, the producers must include a promotional spot at the end of the program that teases the next episode.

The language should be generic such as: "Next time on..." or "On an upcoming episode of..."

If the program does not have a Next Time Tease, the time will <u>not</u> be added back into content. The time will need to be filled by the producer.

PROGRAM BUGS AND LOWER THIRDS

Program Bugs are NOT permitted unless requested by PBS.

Programs or series may **NOT** use visible program bugs, icons, or identifiers in the body of the program unless requested by PBS. Most member stations use their own bugs and program specific material can overlap with the local identifier.

Try to keep lower thirds clear.

In addition, producers should keep in mind that co-branded bugs (national and local adjacent logos) will appear in the bottom right hand corner of the screen. Lower thirds should not interfere with the use of co-branded bugs.

CLOSED CAPTIONING

A summary of FCC requirements on closed captioning can be found at fcc.gov.

The FCC requires that all programs airing on any PBS Service, including but not limited to the National Program Service and PBS Plus, must be closed-captioned.

LANUAGE FLAGS AND CONTENT ALERTS

Please alert your Programming contact to any potential flags or alerts prior to picture lock.

It is imperative for producers to give PBS early notification of any problematic content. In the event that a program contains graphic content (i.e., nudity, violence or sexuality) or language flags, the producer may be asked to edit out material or provide an alternate edited version (at the expense of the producer).

PRODUCT PLACEMENT

PBS has the right to have the producer remove gratuitous appearances of products or services appearing in the program.

Occasionally commercial or brand name products or services appear in program content. Such depictions should be treated carefully or PBS will ask the producer to edit the program. If the producer or anyone connected to the production accepts cash or other valuable gratuities from the manufacturer of the product or the provider of the services or any of their agents, the producer must reveal such arrangements to PBS.

If an underwriter of the program offers a product or service, the producers are cautioned to scrupulously avoid the deliberate or gratuitous appearance of the underwriter's goods or services in a way that draws attention to or features that product or service. Producers need not substitute a competitor's product for those of an underwriter, but must use care to ensure that any appearance of an underwriter's product is and appears to be purely incidental.

WEB SITES AND PHONE NUMBERS

Phone numbers and website addresses (except pbs.org, ShopPBS.org, pbskids.org and pbskidsgo.org) are prohibited anywhere in the program.

Producer may also be asked to remove any intentional or incidental instance of phone numbers or websites visible on-screen or audible within the program.