



A Guide to Pitching to PBS KIDS

Updated OCTOBER 2012

Issued by the Children's Programming Department

Pitching to PBS Kids

PBS KIDS is committed to reviewing every television proposal submitted for our consideration and want to make this process as simple as possible. The Children's Programming department develops series for kids 2 – 5 and 4 – 8.

Please note that PBS is a membership organization that provides national programming, distribution and technical services to our member stations. We do not produce the programs you see on our air. We can only work with experienced producers who are capable of managing all aspects of a project's development and production.

It is also important to note that the PBS KIDS schedule is determined one to two years in advance, so please keep this in mind when submitting programs that are timely in nature.

SUBMITTING A PROPOSAL

Step 1: After carefully reviewing the proposal guidelines below, prepare submission materials for mailing.

Step 2: Your proposal materials must be accompanied by a signed proposal release form and an informational summary sheet. ***PBS cannot review a proposal until these forms are on file.*** Download them here: <http://www.pbs.org/producing/proposal/> If you are submitting multiple proposals, please include one executed release and summary sheet for each project.

Step 3: Assemble your materials.

DO include a project proposal with the following elements:

- **Synopsis** – Briefly outline the subject, story, and intended age range of the program.
- **Treatment** – Clearly communicate how the television program will unfold from beginning to end. Include details on characters, structure, theme, style, format, and point-of-view.
- **Episodic descriptions** – Provide several short examples of potential episodes (1 – 2 paragraphs each).
- **Interactive elements** – Explain how you plan to enhance your project through a companion Web site, broadband, or other applications. Discuss specific elements of the proposed site and provide information on the web production team. For guidelines, see PBS' Web Production Manual: <http://projects.pbs.org/confluence/display/PX/Production+Requirements>.
- **Key Personnel** – Provide detailed biographies or resume information of the key project staff (i.e., producer, director, writers, designers, etc.) as well as experts, academic and child development consultants, and talent.
- **Sample Work** – If possible, include samples of previous series that best exemplify your production ability and are relevant in style and subject to the current project.

- Educational goals – Incorporate the work of educational advisors and/or research to support the program's specific objectives. Program proposals should include plans describing how the educational and entertainment value of the program content will be extended through online, outreach and print activities.

Please DO NOT include the following elements:

- A proposal that is not in the form of a pitch for broadcast television (e.g. sample music CD, short film, feature film, instructional DVD, sing-along music videos, or published or self-published storybooks). We will, however, review adaptations of popular children's books and characters from other media provided they come through veteran producers in the form of a TV pitch.
- Perishable, combustible, or other hazardous items
- Clothing
- Cumbersome packaging or binding. Simple staples or removable binder clips are preferred.
- Original artwork, media, photographs, or press clippings, as these will not be returned.

Step 4: Mail your hard copy submission to:

Brad Pettingell
Senior Program Associate
Children's Programming
PBS Headquarters
2100 Crystal Drive
Arlington, VA 22202
bwpettingell@pbs.org

Step 5: Proposals and media receive initial review by the PBS KIDS Programming staff. This process takes approximately 4-6 weeks for unsolicited materials depending upon the number of proposals we receive at any given time.

Proposals are evaluated on an ongoing basis. They are judged on many criteria, including (but not limited to) the quality of the proposal or completed work, the credentials of the production team, and the needs of the PBS Kids schedule.

Due to the overwhelming volume of proposals we receive, we regret that we cannot offer detailed editorial feedback on every project.

PBS is not obligated to return proposal submissions, nor is it responsible for lost or damaged materials. Please retain copies of all submitted intellectual property as it will be recycled or discarded upon completion of review.

Best of luck and thank you for thinking of PBS Kids!