# DELIVERABLES

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

| **ORION PROGRAM RECORD REQUEST FORM** |  |
| DUE: | Immediately | Producers are required to submit a request for a program record via PBS’s online database, ORION. For access to ORION, please speak with your Program Management contact. |

| **PRELIMINARY PROGRAM INFORMATION** |  |
| DUE: | Immediately | After your program has been accepted to PBS, your programming contact in PBS Program Scheduling and Editorial Management will require the following be made available: title, length, description, funders, contact information, availability date, general website plans, product offers, and content/flag information. |

| **PROGRAM SCRIPTS, ROUGH CUTS/FINE CUTS** |  |
| DUE: | Immediately | Rough cuts, fine cuts and scripts of the program will need to be reviewed and approved by PBS Scheduling and Editorial Management at various stages of the production process. Please consult with the appropriate Scheduling and Editorial Management director regarding specific needs and delivery information. PBS reserves the right to review and approve program opens and closes and all packaging elements. |

| **NAMES OF FUNDERS** |  |
| DUE: | Immediately | Names of all entities and/or individuals who have voluntarily contributed cash to finance, in whole or in part, the production or acquisition of a PBS program or website should be provided to the PBS Program Underwriting Policy department. |

| **PROGRAM FORMAT** |  |
| DUE: | Immediately (prior to final picture lock) | A rundown of the order and timings of all program packaging elements must be provided prior to final picture lock. Program formats must adhere to the guidelines set forth in this manual. Programs that do not comply will need to be edited by the producer as required by PBS. This information is entered into the PACKAGING FORMS database in PBS CONNECT. |

| **LIST OF PRODUCTION CREDITS** |  |
| DUE: | Immediately (prior to final picture lock) | A list of the program production credits must be provided as soon as possible. The credit list must comply with guidelines set forth in the “PRODUCTION CREDITS” section of this manual. This information is submitted directly to your Program Management Senior Program Associate. |
## ON-AIR TREATMENT FOR PRODUCTION CREDITS

**DUE:** Immediately (upon request of Program Management)

Producers must supply a proposed treatment for the production credits to your Program Management contact prior to their construction. Please see the “PRODUCTION CREDITS” section of this manual for requirements regarding the on-air appearance of the credit bed.

## ON-AIR TREATMENT FOR PRODUCED UNDERWRITING SPOT

**DUE:** Immediately (at least 8 weeks prior to the production of spot)

Proposed treatments or storyboards and language for produced underwriting spots are due 8 weeks prior to production of the spot. Please see the credits area of the “UNDERWRITING” section of this manual for additional information.

## CONTENT OUTLINE FOR pbs.org

**DUE:** 17 weeks prior to the first day of the month of air

Producer provides Interactive with a content outline 17 weeks prior to broadcast date. Please refer to the Web Manual: pbs.org/exchange

## SITE MAP & WIREFRAMES for pbs.org

**DUE:** 13 weeks prior to the airdate

Producer provides a hierarchical map of the site with visual sketches of the design with menu.

## EPISODE TITLES, DESCRIPTIONS AND EDUCATIONAL OBJECTIVES

**DUE:** 12 weeks prior to the airdate

Individual program episode titles and brief episode descriptions should be sent to PBS Program Management. In the case of timely programs, titles should be faxed or e-mailed to your Program Management contact as soon as possible.

For Children’s programs, PBS requires a one-line “educational objective” to be submitted with each program description.

## PROGRAM ACCEPTANCE AGREEMENT (PAA)

**DUE:** 11 weeks prior to the first day of the month of air

The Program Acceptance Agreement (PAA) must be filled out for each series or program. This information is the final sign off on a program's acceptance for PBS distribution. The PAA is due to the Program Management department 11 weeks prior to the first day of the month of broadcast. This information is entered into ORION.

## PAGE DESIGN for pbs.org

**DUE:** 10 weeks prior to the first day of the month of air

Top level and one secondary page, delivering as illustrations in a ZIP file. All design elements should be final representations.
### PROMOTIONAL PRINT MATERIALS

**DUE:** 10 weeks prior to the first day of the month of air  
This includes listings, press releases and photos. Please see the “PROMOTION” section of this manual for information.

### INTERACTIVE WEBTAG ANNOUNCEMENT CLEARANCE INFORMATION

**DUE:** 8 weeks prior to the first day of the month of air (prior to the production of the spot)  
If the program has a website that has been cleared to reside at pbs.org, the Web address should be advertised on-air during, or at the end of, program content (prior to production credits). Interactive webtag (IWT) information that indicates audio and visual treatment of on-air Web spots or markers must be submitted to Program Management 8 weeks prior to the first day of the month of broadcast and prior to the production of the on-air spot. This information is entered into the PACKAGING FORMS database.

### SCREENING CASSETTES (CLEAN)

**DUE:** 6-8 weeks prior to airdate  
One Beta SP or digibeta version AND one VHS or DVD without BITC are required. Please see the “PROMOTION” section of this manual for information.

### ON-AIR OFFER CLEARANCE INFORMATION

**DUE:** 45 business days prior to air  
If the program format includes offers for related products and services, an On-Air Offer Clearance (OAC) information must be submitted to the Program Underwriting Policy department at least 45 business days prior to air, and prior to the production of the spot. Please see the “ON-AIR OFFERS” section for additional information. This information is entered into the PACKAGING FORMS database.

### UNDERWRITING CREDIT CLEARANCE INFORMATION

**DUE:** 35 business days prior to air  
The Underwriting Credit Clearance (UCC) information details the treatment of the underwriting credit sequence and should be submitted at least 35 business days prior to air. This information is entered into the PACKAGING FORMS database.

### MEDIA INVENTORY AND BARCODE

**DUE:** Prior to delivery of Master and Back-up  
A completed Media Inventory form must be submitted in the PACKAGING FORMS database, and the associated barcode must be included with each tape delivered to PBS.
### MASTER AND BACK-UP TAPES

**DUE:** 30 business days prior to airdate

Both a Master and a Back-up HDCam of each version of your program must be submitted to the PBS Media Library, along with Media Inventory barcodes (see above) no later than 30 business days prior to broadcast. Programs arriving later than 30 business days before air will be assessed a late tape fee (see the “Late Tape Delivery Fees” information in this section of the manual). Additional technical information about program master requirements can be found in PBS’s “Technical Operating Specifications” Manual.

After delivery, the Master and Back-up tapes become the property of PBS and cannot be returned.

### VIDEOTAPE TECHNICAL EVALUATION

**DUE:** 30 business days prior to airdate

A completed Videotape Technical Evaluation Form must be included in the case with each Master tape.

### ON-AIR PROMOTIONAL SPOTS

**DUE:** 6 weeks prior to airdate

20-second and 30-second on-air promotion spots for each program are required. If your program is being delivered in HD or Widescreen, promotion spots in the same format are also required. Please see the “PROMOTION” section of this manual for information.

### PROTO SITE for pbs.org

**DUE:** 6 weeks prior to the first day of the month of air

All content should be in place no later then 6 weeks prior to air.

### MUSIC CUE SHEETS AND VISUAL ARTS CUE SHEETS

**DUE:** 6 weeks prior to airdate

Music Cue sheets and Visual Arts Cue Sheets, detailing information regarding the program music and content must be submitted prior to the program broadcast. All music cue sheets must be submitted via the RapidCue online portal. If you have any questions, or need to set up an account, please contact copyrightadm@pbs.org.

### FINAL SITE for pbs.org

**DUE:** 3 weeks prior to the first day of the month of air

Final site, server-side code, and promotional materials (teaser texts and images) must be delivered no later than 3 weeks prior to air. Please see the “INTERACTIVE” section of this manual for additional information or visit pbs.org/exchange.
### LIVE FEEDS

**DUE:** At Feed  
Program producers planning to deliver their program live (or “near live,” meaning within a period of time where there would be no time to deliver the program via other means) to PBS are required to obtain a redundant, diverse path for such a program feed. This means the producer must secure a fiber path and a satellite path for a live feed, dual satellite feeds or use diverse fiber feeds from different common carriers for the feed into PBS. This is at the producer’s expense. Further information on this is available in the TOS.

### ERRORS AND OMISSIONS CERTIFICATE

**DUE:** Prior to air  
A copy of the E&O certificate should be sent to prodmgmt@pbs.org prior to the initial airdate of the program.

### SITE MAINTENANCE

**DUE:** After airing until end of term  
Site must be maintained and any requested changes from Interactive for compliance with current web practices and accessibility demands made during term.

### SEASONAL PRESS KIT MATERIALS/PBS PRESS MATERIALS

**DUE:** Upon request  
Necessary for selected programs only. Please see the “PROMOTION” section of this manual for information.

### ADDITIONAL VIDEO MATERIAL

**DUE:** Upon request  
At various stages of the post-production process, PBS may ask that the producer provide additional VHS, DVD, or broadcast quality program material. This is mainly for use in teleconferences, and other internal Public Television forums. In certain instances, PBS may ask that the producer provide a trailer, or a more highly produced segment promoting the upcoming program/series.

### INVOICES

**DUE:** Prior to payment  
Producers with a contract with PBS are required to submit invoices to receive contract payments. The invoice format can be found at the end of this section.
[Your Company Name]

[ATTN:]
[Your Billing Address]
[City, State, Zip]

Phone (  ) - Fax (  ) -

DATE:

TO:
Public Broadcasting Service
2100 Crystal Drive
Arlington, VA 22202
C/O: Producer Management Department

FOR:
[Contract or Production Name]

Invoice number:

<table>
<thead>
<tr>
<th>Payment #</th>
<th>Description</th>
<th>Deliverables Submitted to PBS</th>
<th>Amount</th>
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TOTAL


Invoice Instructions

Step 1: Enter the producer name, to whose attention the check should be sent along with the proper billing address, and the phone number in the appropriate fields;
Step 2: Enter the name of the contract or production in the “For” field;
Step 3: Enter the payment number (e.g., Payment 1 of 3);
Step 4: Enter a description or reason for payment (as stated in the payment schedule of the contract);
Step 5: If deliverables are being submitted, please list them;
Step 6: Enter the amount of the payment requested and the total amount for the invoice;
Step 7: Submit the invoice as an attachment via email to prodmgmt@pbs.org or via mail attention Reid Walsh, Production Management.
PBS Late Tape Policy

- ALL Master and Backup tapes are due in house 30 business days before the hard feed airdate. This includes repackaged and alternate versions of programs including stunt, shortened, edited, high definition/widescreen, etc.
- Tapes must be delivered to the PBS Media Library Monday through Friday between the hours of 8 a.m. - 4 p.m. Eastern Time.
- Tapes must be fully packaged with all associated elements to be considered a final delivery to PBS.
- Any Producer submitting tapes to PBS less than 30 business days before the hard feed date will be charged a Late Fee in addition to any technical processing costs (to be applied per the Technical Rate Card).
- In the event that program deliverables are received late, PBS reserves the right to broadcast an evergreen episode (in the case of an ongoing series) or to broadcast another program in its place.

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<tr>
<th>Late Tape Delivery Fees</th>
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<tr>
<td>Less than 5 business days prior to air</td>
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<td>$10,000</td>
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<td>5-9 business days prior to air</td>
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<td>20-24 business days prior to air</td>
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<td>25-29 business days prior to air</td>
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<td>Grace period – only technical processing charges apply</td>
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<td>30 or more business days prior to air</td>
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<td>On Time</td>
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Effective January 1, 2008
**PBS HOLIDAY SCHEDULE:**

New Year’s Day
Martin Luther King Jr.’s Birthday
Presidents’ Day
Memorial Day
Independence Day
Labor Day
Columbus Day
Thanksgiving (2 days)
Christmas (2 days)