

# **ON-AIR OFFERS**

For questions regarding this section, contact PBS Program Underwriting Policy at (703) 739-8648 or [ProgramUnderwritingPolicy@pbs.org](mailto:ProgramUnderwritingPolicy@pbs.org)

## **PROGRAM-RELATED GOODS AND SERVICES**

- **Videos**
  - **Books**
  - **Transcripts**
  - **CDs**
  - **Other Program**
  - **Specific Material**
- Certain related goods and services may be mentioned or offered for sale at the end of the program. The appropriateness and content of any program-related offers are subject to the "PBS Guidelines for On-Air Announcements Promoting Program-Related Goods and Services" which can be found at [pbs.org/producers/guidelines/onair](http://pbs.org/producers/guidelines/onair). These guidelines spell out the types of items generally acceptable for an on-air announcement, the language and visuals to use for these announcements, and the options for placement.

All on-air offers of program-related goods and services must be approved by PBS Program Underwriting Policy (PUP). **The deadline for approval is at least 45 business days prior to air and prior to final picture lock of the element.**

**Remember, all forms must be filed and approved in PACKAGING FORMS *before* a program can be delivered.**

## **OFFEROR CRITERIA AND RESPONSIBILITIES**

**Only a nonprofit producer, presenter, or distributor of public television programming can make an offer.**

**The offeror must be identified in the offer announcement**

PBS may ask for verification of nonprofit status.

The offeror ensures that the item will be available through that phone number and/or address for the duration of the broadcast rights period. The offeror must own the item being offered and accept responsibility for any difficulties encountered by viewers. The offeror must abide by the On-Air Offer Guidelines including the revenue share requirements, and report on revenue to PUP at 6-month intervals as required.

## **ON-AIR OFFER ANNOUNCEMENT**

**Split-Screen offer treatments are strongly recommended**

**Split-Screen with Production Credits**

Offers generally appear only once at the end of the program. If a program has a mid-program break approved by Program Management, the same offer might appear at the intermission.

PBS strongly recommends a split-screen treatment to reduce on-air clutter and maximize the time available for program content. If a full screen offer is desired on containerized programs, it must be pre-approved by Program Management and must fit within the 1:00 production credit container.

**Specification for acceptable offer placement for containerized programs**

1. Offer can be no longer than 15-seconds.
2. Offer must be included within 60-second production credit container.
3. If an additional offer is to appear, permission must be granted to determine appropriate offer content and placement.
4. If offer is *not* split-screened with credits, elements must appear in the following order:
  - a. Webtag
  - b. Offer
  - c. Production Credits

**Specifications for acceptable offer placement for non-containerized programs**

1. Offer can be no longer than 15 seconds.
2. Program content must end prior to the offer (if program content extends into the production credits, for example)
3. Offer should not begin until production credits run at least 17 seconds to allow for local station voice over announcements.
4. Addresses are not required, and are particularly discouraged for split-screen offers.

**End of Program and before Production Credits**

1. Offer can be no longer than 15 seconds
2. Dip to black before offer announcement.
3. An offer may appear immediately following the program content with PBS approval.

**End of Production Credits and before the PBS System Cue**

1. Offer can be no longer than 15 seconds
2. A Producer/Presenter identification must appear before the offer language begins.

**Post System Cue**

1. Offer can be no longer than 30 seconds

**CONTENT OF ON-AIR OFFER ANNOUNCEMENT**

**Hosts or talent from the program may not be used in the on-air offer announcement.**

Offer announcements should be consistent with the tone and substance of the program. Offers are to be informational and not promotional in nature, e.g., no calls to action.

**Web addresses are NOT permitted, with the exception of “ShopPBS.org.”**

**Audio must include:**

1. Title of item (preferably include program title)
2. Type of item
3. Phone number (may be voiced only once)
4. “... or write to the address on your screen.” (if address is included)

**No credit cards, delivery services or shopping services may be named. Price of the item is also helpful.**

**Video must include:**

1. Title of item (again, be specific and include the program title)
2. Type of item (product may be depicted or fonted, e.g., “audio cassette”)
3. Phone number and possibly address (but no address in split screen offers)
4. “Offer Made by XYZ” (this disclosure is required by law)