

# **PRODUCER AND PRESENTER CREDITS**

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

## **POLICY ON PRODUCER IDENTIFICATION**

**Producers and presenters may not be credited as underwriters of the program.**

The producer and presenter credit policy was developed to strengthen the local identity of PBS member stations and streamline entry into the program. For your information, we have requested the voluntary observance of these guidelines by other public television program distributors in the interests of fairness and on-air consistency.

In the interest of public disclosure and editorial accountability, the producer or presenter of a PBS program must be identified at the end of the program. Any co-producers or co-presenters must also be acknowledged. The video should also match the producers/presenter listed on PAA.

## **PLACEMENT AND DURATION**

**No producer/presenter logos at the top of show.**

Production company logos may not appear at the beginning of PBS programs but may appear as part of the program closing.

**Each producer/presenter identification = 3 seconds maximum**

The producer identification may not exceed three seconds. If there are two or more producers or co-producers, a maximum of six seconds is allowed for all. For example, if there are 3 producers for a program and all must be identified, then each producer will only receive a 2-second identification credit (totaling 6 seconds of producer/presenter credits).

**6 seconds maximum allowed for all producer/presenter identification**

**PRODUCER IDENTIFICATIONS MUST BE INCLUDED WITHIN THE TIME ALLOTTED FOR CLOSING PRODUCTION CREDITS.**

## **STYLE**

**Producer/Presenter credits may NOT carry voiceover or website address.**

The style and manner of identification is at the producer's discretion. Acknowledgement is in video only. Audio may include music, but no voiceover. If the producer or presenter is a television station, station channel numbers may **NOT** be included in the identification. Credits may not include a website address.

**The program may identify the producer and/or presenter in several ways.**

**Producer/Presenter logos may NOT appear at the top-of-the-show.**

- 1) The producer may indicate itself in the **closing production credits** by name (text only); OR
- 2) The producer may elect to use its logo in the closing production credit roll; OR
- 3) The producer may include an animated logo identification that **follows** closing production credits. The separate animated logo's time must be included in the time allowed for the total production credit roll [i.e. For an hour long program, the production credits may run :57-seconds with a 3-second animated logo or the roll may run :54 with :06 combined animated logos].

Note: Options 1 and 3 in combination is also permitted. For example, it would be acceptable to display the name of the producer and a co-producer in the text of the closing production credits ("produced by Mike Smith productions in association with ZYX"), in addition to including an animated producer logo after the closing production credits.

## **CO-PRODUCTIONS**

**If more than one entity produced and/or presented the program or series, acknowledgement of that relationship and contribution is required.**

The type of credit for co-productions should correspond with PBS standards and contractual obligations. If the nature of the credit is unclear, please consult with Program Underwriting Policy to determine appropriate credit.

Varying levels of collaboration exist and may be indicated by the following [with the closest collaboration indicated by option 1 and decreasing down to option 4 (see below)].

Separate credit to the second entity may appear in the production credits under Special Thanks: *"Editorial Assistance provided by ABC..."*

- 1) *A ZYX Production in association with ABC; or*
- 2) *A ZYX Production in cooperation with (or with the help of) ABC; or*
- 3) *A ZYX Production with the assistance of ABC; or*
- 4) *A ZYX Production*