

# **PRODUCTION CREDITS**

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

## **WHO CAN RECEIVE A PRODUCTION CREDIT?**

**Program funders and PBS staff may not be acknowledged or thanked in the production credit roll.**

Production credits should be comprised of individuals and organizations that have direct involvement in the production of the program. Any credit that is not directly related to the production of the program should not be included. **Please make sure to clear any questionable/unusual production credits with PBS Program Management.**

## **TOP-OF-SHOW CREDITS AND FREQUENCY OF CREDITS**

**Maximum =  
4 top-of-show cards**

Up to four artistic cards may be placed at the beginning of program content.

**Artistic credits that appear at the top of the program may not be repeated in the production credit sequence at the tail of the program.**

**Prohibited types of top-of-show credits**

PROHIBITED:

- 1) Any station or consortium identification or logo
- 2) A production (or presentation) of station WXXX
- 3) Distributed by XYZ

**Logos may not appear in text, graphic, or voice-over at the top of the show.**

**Acceptable top-of-show credits**

ACCEPTABLE:

- 1) A film by Mike Smith
- 2) Mike Smith, Producer (Director, Narrator, Writer)
- 3) Produced (Directed, Narrated, Written) by Mike Smith

## **PRODUCTION CREDIT BED APPEARANCE**

**Production credit scrolls or cards over a static background are not acceptable.**

Credits must be engaging, cohere with the tail packaging sequence, and mirror the high production values of the program.

**PBS recommends the use of split-screen production credits.**

**Producers must obtain approval from PBS for the treatment of the production credit bed in advance. PBS reserves the right to require a producer to restructure or redesign the production credit bed.**

PBS strongly encourages the use of split-screens in the presence of additional packaging elements such as Website Announcements and On-Air Offers.

In situations where there are no packaging elements to incorporate into the split-screen, or a split-screen cannot be accommodated, background beds must include continuing content, additional footage, outtakes, or other creative credit treatments. Please consult with PBS Program Management on specific design.

## **DURATION AND INCLUSION REQUIREMENTS**

**Maximum production credit beds:**

### **DURATION**

See left for the maximum production credit lengths.

**Programs 60 minutes or longer = 60-second production credit bed**

**All timings include producer and presenter credits, copyright and producer disclaimer. Also, any special thanks, original production funder or fiscal sponsor credits should be included in timings.**

**Programs 30 minutes = 30-second production credit bed**

### **PRODUCER AND PRESENTER CREDITS**

See “Producer/Presenter Credit” section of this manual.

### **ARTISTIC CREDITS**

Artistic credits may credit the individual or entity, but not both.

**The copyright notice must appear at the end of the credits and may not exceed 3 seconds.**

### **COPYRIGHT**

A copyright notice must be included on all PBS broadcast programs. The notice should consist of a copyright symbol and the year of copyright, followed by the name of the copyright holder.

Generally, the producer, co-producers and/or presenters hold copyright. If the copyright holder is a station, the legal licensee name is appropriate for copyright notice.

Underwriters cannot hold or share copyright to the program. If any other entity holds or shares copyright, Program Underwriting Policy must approve the arrangement.

The copyright notice in the production credit roll must be the same as the copyright holder indicated on the Program Acceptance Agreement (PAA). The video and the PAA must correspond.

**A producer disclaimer must be included on all News and Public Affairs programs and programs containing controversial content.**

### **PRODUCER DISCLAIMER**

The producer disclaimer must appear directly before or after the copyright notice and can appear in font (hold for 3-seconds) and may include voice over.

The disclaimer should read:

*"This program was produced by XXXX, which is solely responsible for its content."*

Please consult your Editorial Management contact to determine if a disclaimer is required on your program.

**When possible, the first 17 seconds should be available for station voiceover opportunity.**

### **STATION VOICEOVER OPPORTUNITY**

Individual public television stations may use up to 15-seconds of production credits to run voiceovers promoting the upcoming program. If non-editable audio appears within the production credit bed (website notices, on-air offers, critical content, etc.) please leave the first 17-seconds for station voiceover when possible.

## **SPECIAL THANKS, ORIGINAL PRODUCTION FUNDERS, FISCAL SPONSORS AND CLOSED CAPTION FUNDERS**

**Special Thanks, Original Production Funders and Fiscal Sponsor credit all apply towards total time allotted for Production Credits.**

### **SPECIAL THANKS**

In-kind goods and services, or general production assistance provided to the producer at no or nominal cost, may be acknowledged in the production credits when important and necessary to do so.

Special Thanks credits must:

- 1) Acknowledge only those in-kind goods and services that were critical in the production of that program (as opposed to the series); may identify the actual product or service provided, e.g. "(item/service) provided by..." "Production assistance provided by..."
- 2) Appear as text in video only
- 3) Appear within the normal production credits (limited to 30- or 60-seconds total)
- 4) Be consistent with all other production credits in timing, style, font, color and background
- 5) Credit the individual or the entity, but not both.

**No logos, website addresses, or special fonts anywhere in the production credits (see Producer/Presenter Credits section for additional information).**

Special Thanks credits must NOT:

- 1) Incorporate or display the donor's corporate or brand logo(s) or any other identifying information, including URLs.
- 2) Acknowledge in-kind goods and services of an underwriter of the program or series.
- 3) Leave the impression that product placements were arranged. (see "FORMAT, PACKAGING, AND CONTENT" section)
- 4) Include a web address.
- 5) Include individuals given artistic credit already within credits.

**Other restrictions may apply. Please contact Program Management and Program Underwriting Policy for review and approval.**

**Acknowledgement of fiscal sponsors is NOT required.**

#### **FISCAL SPONSOR/AGENT**

A fiscal sponsor is a nonprofit entity, which administers donations to the producer or production entity for a fee and may be acknowledged in the production credits. Please contact Program Management or Program Underwriting Policy for review and approval.

If a fiscal sponsor provided assistance to the producer, the fiscal sponsor may be acknowledged in the production credits as follows:

*"Fiscal Sponsor --- xxxx"*

This acknowledgment is not required and is discouraged unless deemed necessary to do so. If the fiscal sponsor provided any other assistance including cash, outreach and promotion or station relations, please provide a mission/purpose statement to Program Underwriting Policy.

**Acknowledgement in closed captions NOT production credits.**

#### **CLOSED CAPTIONS, SAP and DVI FUNDERS**

Closed captioning, Secondary Audio Program and Descriptive Video services may not be credited in the production credit roll or underwriting sequence.

### **CREDITS FOR PROGRAMS WITH A TURNKEY BREAK**

**Production credits can only appear at the end of programs.**

Production credits on two-hour programs with an intermission or a turnkey break may never appear at the end of the first hour. Production credits must be combined into a single sequence at the tail of the program. Please consult with PBS Program Management on specific treatment.