



THE CREATIVE PROCESS

PRIMETIME PROGRAMS



The PBS Creative Difference

Viewers' special relationship with PBS creates a unique messaging opportunity for sponsors

- Viewers' high regard for PBS translates to sponsors
 - Prefer to do business with PBS sponsors because of their support of PBS
 - PBS sponsorship leads to improved brand favorability: innovators, quality and excellence

Creative that is compatible with the PBS environment is more effective

- No need to fight for viewer's attention in PBS's uncluttered environment
 - :60 sponsor pod, open and close of the program
 - Maximum 4 sponsors per show
 - Category exclusivity
 - Uninterrupted programming
- Viewers understand the necessity of, and appreciate, corporate support, so a low-key brand-focused message is well-received

Sponsor Spot Guidelines: The Basics

PBS has established guidelines to comply with FCC rules governing non-commercial stations

- Spots created for linear broadcast can also be used as part of a video buy on PBS.org

Sponsors can include in their spots:

- Non-promotional, value-neutral descriptions of the organization and its products or services
- Mission language that identifies and does not promote
- Established taglines
- Length of time in business
- Phone number OR website address (not both)
- Product images

Sponsor Spot Guidelines: The Basics

These elements **cannot be** used in a PBS sponsorship message:

- **Calls to action** (“Contact us now...”)
- **Pricing** (“Tours beginning at \$1,500”)
- **Offers or inducements to buy** (“free upgrade”)
- **Superlative or qualitative claims** (“Our exciting tours....”)
- **Depiction of “satisfied customers”, i.e. testimonials** (“This company is the best I’ve ever worked with...”)
- **Comparative claims** (“our brokers work harder....”)

The Many Paths to an Approved PBS Spot

Spots created specifically for PBS create the closest alignment with programming and the audience

- We will work with you on developing approved scripts, storyboards and video, providing feedback and approvals along the process
- We can work with you or your advertising agency, or, our internal production services team can create a spot for your brand
- Spots can be created for a specific series or any PBS sponsorship



RALPH LAUREN
Masterpiece



LIBERTY MUTUAL
Antiques Roadshow



CONSUMER CELLULAR
Antiques Roadshow

The Many Paths to an Approved PBS Spot

Spots that have been created for commercial broadcast use can be modified to meet PBS Guidelines

- Edits required to meet guidelines can be executed by our production team or your resources



VIKING
Masterpiece



ANCESTRY.COM
Antiques Roadshow



23 and ME
Nova

Spots that air on commercial TV can also be acceptable “as is” on PBS

- May require the addition of a logo bug to identify the sponsor



AUDIBLE
Masterpiece



FARMERS INSURANCE
Masterpiece

Spot Clearance Process and Timelines

The SGPTV team will work with you every step of the way to ensure a smooth process!

- Provides guidance, and is the liaison and your advocate with PBS

The key to success: frequent and ongoing communication

- Submit scripts and storyboards for feedback as they are developed
- We will provide feedback, and suggested approved language if necessary
- Sponsor must execute final spots per approved scripts and storyboards
 - Any changes will require another submission to PBS for approval

For spots produced specifically for PBS, allow 4 – 6 weeks for production

- Assume **2 business days for each PBS approval**
- Assume **2 rounds of approval for storyboard and script approval**
- Assume **2 rounds of approval on each rough cut**

Please note that :05 messages must also be approved by PBS

On-air Spot Integration and Specs

BROADCAST DEADLINES

- Spot/Billboard deadline: **15 business days** prior to airdate
- Traffic instructions/rotation information deadline: **17 business days** prior to airdate
- **Note:** In some cases, spots and billboards can be **delivered electronically via ftp site** depending on the series included in the sponsorship buy

DIGITAL DEADLINES

- Final creative and traffic instructions: **5 business days** prior to airdate

▶ [Click here to access specs](#)

Spot Editing and Custom Spot Development

Creative Services can assist with creative revisions required by PBS/FCC guidelines, or development of a new custom spot

- **Revisions:** Audio or video edits, edits for length (:60 to a :30, :30 to a :15)
- **New spot:** Creation of a custom spot for PBS, using client assets

Timeline

- **Revisions: Edits** can usually be completed in **5 business days**
- **Custom spots:** Depends on the complexity of the spot and approvals
Allow minimum 4 weeks.

Revisions to existing creative

- Video should be provided as an HD QuickTime movie file (1920x1080) or on HDCam videotape
- On most occasions, audio must be provided as split-tracks (dialogue, music, effects), though it is occasionally possible to work with a full audio mix. Most high-quality audio formats are acceptable, e.g.: wav, aiff, etc. at 48khz.

Spot Editing and Custom Spot Development

Creating a custom spot for PBS, using client elements

- **Script:** We can execute an approved script or can work with you to develop a PBS-approved script. Client to provide messaging strategy, brand guidelines and key copy points.
- **Video:** Client to provide high-resolution HD footage (1920x1080) that is rights-cleared for PBS television and PBS online usage, for the timescale required. Footage should normally be clean of graphics and in-vision captioning.
- **Audio:** Must normally be as split-tracks (dialogue, music and effects). If music is supplied, must be cleared for usage. Or, we can source or even compose music.
- **Voice over:** SGPTV can source talent or we can work with a pre-selected talent that is preferred by the sponsor. Any voiceover artist must be a member of the AFTRA union.
- **Branding:** Client to supply all necessary branding elements, such as logos, color swatches, typographic styles. Logos should be as Adobe Illustrator eps files. Images should be supplied as jpeg or tiff files, at a high resolution not less than 300dpi. Low-resolution images from the web are generally not acceptable.

Questions?

For more information on The PBS Creative Process please contact the Sponsorship Group for Public Television: 800.886.9364

