



THE CREATIVE PROCESS

CHILDREN'S VIDEO

SPONSORSHIP GROUP
FOR PUBLIC TELEVISION

The PBS Creative Difference



The audience's special relationship with PBS KIDS creates a unique messaging opportunity for sponsors

High regard for PBS KIDS transfers to PBS KIDS sponsors. Research shows:

- Viewers prefer to do business with PBS sponsors because of their support of PBS
- PBS sponsorship leads to improved brand perception: innovation, quality, trust

Creative that is compatible with the PBS KIDS environment is more effective

No need to fight for viewers' attention on PBS KIDS' uncluttered platforms

- **Linear TV:** 45-second sponsor pod at the open and close of the program
 - 15-second sponsor messages
 - Maximum 3 sponsors per show
 - Category exclusivity
 - Uninterrupted programming
- **Streaming video:** one pre-roll spot per video (full episodes)

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 media

- Special care is given for spots on PBS KIDS to protect the non-commercial environment for children, and to maintain the trust that parents have in PBS KIDS
- All PBS KIDS spots are targeted to the adult viewer; spots targeted to children are not permitted
- These guidelines for sponsor video spots apply to all PBS KIDS platforms: linear TV, streaming video on PBSKIDS.org, PBS KIDS mobile apps and PBS KIDS apps on OTT/Connected TV
- Guidelines for display banners on PBS.org/Parents are slightly more flexible, contact us for more information

Sponsors can include in their spots:

- Non-promotional, value-neutral descriptions of the organization and its products or services, mission-based statements about the company
- Products designed for ages 0 to 18 months can be shown (this is limited to this age range)
- Phone number OR website address (not both)
- Message of support: all sponsor messages on PBS KIDS must include a message of support of PBS KIDS and public television, or a message that supports the mission of learning and education

Sponsor Spot Guidelines: The Basics



To maintain our safe haven, non-commercial environment for children, images of sponsor products or locations that are desirable to children (foods, beverages, toys, software, theme parks) cannot be included in a PBS KIDS spot

- For products or brands not of interest to children, such as infant formula or cars, the product can be shown, and the PBS “general audience” guidelines apply

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

- Calls to action (“Contact us now...”)
- Pricing (“subscriptions start as low as \$9.99 per month”)
- Offers or inducements to buy (“get one month free”)
- Superlative or qualitative claims (“the most effective learning software....”)
- Depiction of “satisfied customers,” i.e., testimonials (“My child is doing better in school because of...”)
- Comparative claims (“with the most nutrients....”)

Paths to an approved PBS KIDS spot

Whether creating a new spot or using/adapting existing creative, we will partner with you to obtain an effective spot that meets PBS/FCC Guidelines

For examples of sponsor spots, see [Sponsor Spots](#) on [SGPTV.org](#), or contact us for more examples

1. Spots created specifically for PBS create the closest alignment with content and the audience

- We will work with you on developing approved scripts, storyboards and video, providing feedback and approvals throughout the process
- We can partner 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 KIDS sponsorship



ABCmouse.com



Annie's Creative Girls Club



Target

Paths to an approved PBS KIDS spot



2. Spots that have been created for commercial media use can be modified to meet PBS guidelines
 - Edits required to meet guidelines can be executed by your resources or our production team



Enfagrow



L'il Critters



Build A Bear

Spot clearance process and timelines



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

- We will provide guidance, and act as 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 if revisions are necessary, provide suggested approved language
- Sponsor must execute final spots per approved scripts and video
 - Any changes will require another submission to PBS for approval

For spots produced specifically for PBS, allow a minimum of 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 rough cuts**

Spot Integration and Specs



LINEAR TV DEADLINES

- Broadcast-ready, fully-approved spot: **15 business days** prior to air date
- Traffic instructions/rotation information deadline: **17 business days** prior to airdates

DIGITAL DEADLINES

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

VIDEO SPECS

- Video technical specs can be found [here](#)

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 (:30 to a :15)
- **New spot:** Creation of a custom spot for PBS, using sponsor assets

Timeline

- **Revisions:** Edits can usually be completed in **5 business days**
- **Custom spots:** Will vary based 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 KIDS, 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. We can also source stock footage, as necessary.
- **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 voice-over 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
SGPTV.org | 800.886.9364 | SGPTV@wgbh.org

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