

NETA adheres to the [PBS Producer Handbook](#) guidelines for opening and closing credits. Programs that do not adhere to these standards will have the option to re-edit before distribution. The production credits should be comprised of individuals and organizations that have direct involvement in the production of the program.

## DURATION

All production credit beds, including production logos, may not exceed 30 seconds for a 30-minute program and 60-seconds for a 60-minute or longer program

## TOP OF SHOW CREDITS

A program may include up to four artistic cards at the beginning of content. No logos, including production companies, are permitted as part of the top of show credits.

Acceptable Top of Show Credits credits:	Prohibited credits:
Producer, writer, narrator and director	Any station or consortium identification or logo, such as, A production/presentation of Station XXXX
"A film by Mike Smith"	Distributed by XYZ
	Mike Smith / XYZ Presents
	A film by XYZ Company

## END OF SHOW CREDITS

Acceptable credits:	Credits must NOT:
A location or organization that has given access for filming	Incorporate or display the donor's logo(s) or any other identifying information, including URLs
An organization that gave access to an item that is not generally commercially available (e.g., historic artifacts)	Acknowledge in-kind goods and services of a funder of the program
Only those in-kind goods and services that were critical in the production of the program	Leave the impression that product placements were arranged
Credit the individual or entity, but not both	Include individuals given artistic credit already within the production credits

**Furnished by:**

Credit may be given for an entity that gave or lent a product or service (that is normally sold) for free or for below market price, but should be credited as "Furnished by."

**Acceptable language includes:**

"Products furnished by XYZ Corporation/Entity/Group"

**Fiscal Sponsor/Agent:**

A fiscal sponsor or agent is a nonprofit entity that administers donations to the producer or production entity for a fee and may be acknowledged in the production credits.

"Fiscal Sponsor (XYZ Corporation/Entity/Group)"

**In Memoriam and Dedications**

PBS recognizes the importance of all partners in the production of a film; however, as credits are meant to be informative to the viewer, PBS requests that in memoriam credits be reserved for those featured in the content of the program or for someone who played a large part in the production of the film.

**Producer Disclaimer**

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

It must appear directly before the copyright notice and should read, "This program was produced by XXXX, which is solely responsible for its content."

**Copyright**

The copyright notice must appear at the end of the credits, prior to producer/presenter logos, and may not exceed 3 seconds.

Underwriters cannot hold or share copyright to the program. If any other entity holds or shares copyright, it must be approved.

**END OF SHOW PROGRAM OFFERS****Duration:**

No longer than 15 seconds (:15)

**Type of Materials:**

The goods and services must be directly or specifically related to the program or series of programs, i.e., they must be extensions of the program or series content and enhance viewer participation in and the effectiveness or educational value of the program or program series rather than merely

bear some general relationship to the subject matter of the program.

Examples of acceptable materials include printed transcripts; music soundtracks or theme songs; formal and informal viewer guides; specific learning tools for use in connection with the program; textbooks/tradebooks for use with the program; and books by program personalities/performers specifically related to or specially developed for the program or series (but not including books or other materials promoted on a program by guests or performers).

Examples of unacceptable materials include books generally related to the program or series subject matter (e.g., a book on history of movies offered in connection with a movie review program); books on the lives of program personalities or performers not specifically related to program subject matter (e.g., a book by or about Baryshnikov offered in connection with a performance of Swan Lake in which Baryshnikov performs); posters, calendars, trips and other items; t-shirts, dolls, or other toys featuring program characters or the program logo or title; availability of program personalities, performers, or producers for publicity, speaking engagements, etc.

### **Content Guidelines:**

*In order to ensure that offers are perceived by viewers to be in keeping with the noncommercial character of public television*

- Overall Tone and Appearance. The overall tone and appearance of the announcement must be informational rather than promotional.
- Audio Treatment. The announcer's delivery should be low-key and consistent with the tone of the program, not fast-paced, shrill, or breathless.
- Video Treatment. Visual excerpts from an offer book or video are allowed, provided that they are used for informational purposes.
- Voice-Over Copy. Repetitious or excessive use of descriptives, superlatives, or other inducements to buy is not allowed. Words or phrases such as "only \$19.95," "superbly illustrated," and "exciting collection," and "you won't want to be without" are unacceptable. Factual information may be used to further identify the product (e.g., name of publisher, number of pages, number of color illustrations, etc.). Calls to action, such as "Pick up the phone" and "Call now" are not acceptable. Examples of acceptable language for ordering information in an offer announcement: "To order (name of item), call (phone #), or "You may order (name of item) by visiting yourprogram.org."
- Host Selling. The host or talent of a program may not be used to offer the item. Incidental appearances by the host or talent on the cover of a book or in video excerpts are permitted.

### **Questions? Contact:**

Angee Simmons, VP Content [asimmons@netaonline.org](mailto:asimmons@netaonline.org)

Bob Petts, Director, Content & Digital Strategy | [bpetts@netaonline.org](mailto:bpetts@netaonline.org)