

SPOT PRODUCTION GUIDELINES

EXAMPLES OF SCRIPTS THAT MEET THE GUIDELINES:

“Idaho Public Television’s award-winning education program Science Trek inspires kids to explore science, technology, engineering and math for a future of discovery and solutions. Idaho National Laboratory knows the importance of STEM education and is proud to support the production of Science Trek.”

“New Horizon Academy has been educating young children for over 50 years and is committed to providing a supportive work culture, engaging classrooms and accredited programs. You can learn about positions for passionate teachers on our website.”

“Whether you live in a house, apartment or townhome, Idaho Power and Wattson (bark)... have simple tips to be more energy efficient. Enabling power saving settings on TVs and computers saves energy. Idaho Power is proud to sponsor Idaho Public Television.”

IDAHO
PUBLIC TELEVISION



Messaging on public television is a unique blend of community engagement, corporate philanthropy, branding, PR/marketing and a strategic partnership. It is not a straight ‘spot’ buy, and it’s not typical commercial advertising.

Business, organization and corporate support messages are recognition and thanks to our sponsors for providing financial and in-kind support for our programs, programming and local productions.

76% of Americans believe companies must do more than just make money; they must positively impact society as well. *

WHAT YOU CAN SAY & SHOW.



The following types of identifying information are acceptable according to FCC regulations:

- Company name and location
- Years in business
- Visual depictions of products and services
- Primary mission or core values
- Phone number, website URL, address (these are often best displayed graphically)
- Established slogans
- Background music or sound effects

WHAT YOU CAN'T SAY & SHOW.



According to the FCC, the purpose of underwriting recognition spots on public television is to identify the sponsor’s support, not to advertise the company or its products or services. Underwriting messages must include recognition of support in graphic text or audio.

EXAMPLES:

- Call to action: Stop by, ask about, come visit
- Qualitative words: Tasty, excellent, delicious, thirst-quenching
- Comparative words: Best, better, more, superior, #1
- Price references: Discount, reduced, savings, cost
- Inducements to buy, sell, rent or lease: Free, bonus with purchase, BOGO, special gift
- Endorsements: Recommended, used by, 5 stars

HAVE THE VIDEO TELL YOUR STORY!

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PRODUCTION

MESSAGE SPECS

- Messages are 15 seconds
- Script review and approval for compliance to save post-production
- Approved final production in-house a week before air date

GRAPHIC SPECS

- Logos must be: PSD, AI, EPS, SVG, and PNG with transparent background
- Pre-made graphics must be: PSD, AI, TIFF, PNG or TGA (jpeg last resort)
- Photos of 72 dpi must be at least 1920 pixels wide X 1080 pixels high

VIDEO (Tape Formats)

- HD Format 1080i, 59.94

PREFERRED FILE FORMATS

- Avid DNxHD 1080i, 59.94fps
- MXF OP1a XDCAM HD50 NTSC 60i
- H.264 CODEC (.mov or .mp4)
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Minimum of 10 MB/sec, 29.97 fps, 2-channel fully mixed stereo audio, 48k, 16-bit, PCM, AAC

B-ROLL (Video)

- Slates are required

MUSIC BED

- You can request music from our library
- You may send an audio MP3/WAV with selected music cuts. You must provide proof of broadcast rights.

UPLOAD

- Files 5 GB or less on [Hightail.com/u/IdahoPTV](https://www.hightail.com/u/IdahoPTV)

SEND

- Files under 20 MB to: Teri.mccolly@idahoptv.org

IdahoPTV staff can help you create a targeted message that reinforces your organization's marketing and branding goals.

- Production assistance with script writing and editing is available.
- IdahoPTV can provide voice over talent.
- Scripts and creative materials must be submitted to IdahoPTV for post-production at least two weeks prior to air date.

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