

# INTERACTIVE

## **PROMOTION OF PROGRAM WEBSITES**

**Detailed information about producing for pbs.org, including web production requirements (formerly known as the Web Policy Manual), is available at pbs.org/exchange**

For information on developing a website for pbs.org, please review the pbs.org Web production requirements, tools, and best practices at [www.pbs.org/exchange](http://www.pbs.org/exchange). Web proposals must be received no later than 17 weeks prior to broadcast to be considered.

If a program website resides on the pbs.org server, you must include an on-air webtag promoting the website. PBS also encourages you to include contextual promotion of Web content throughout the program; this could occur via lower-third webmarkers, contextual references made by on-air talent, or other methods you propose. Programs may only include an on-air webtag and/or contextual promotion of Web content if the PBS Interactive department has approved your website content for pbs.org.

## **INTERACTIVE WEBTAG ANNOUNCEMENT CLEARANCE FORM**

**Due no later than 8 weeks prior to the first day of month of broadcast**

Language and general presentation of an Interactive Content Announcement Clearance Form for on-air tags, webmarkers, and/or other on-air Web content promotion **MUST** be determined in consultation with PBS Producer Management and must be approved by PBS prior to inclusion in the program. This information is entered into PACKAGING FORMS.

## **DESIGNING AN ON-AIR WEBTAG**

**Silent cards over a static image and/or black background are NOT acceptable**

An on-air webtag must be engaging, mirror the production values of the program, and cohere with the tail sequence of the program package. Successful on-air tags educate viewers as to the specific related material available on the website and avoid a generic indication that “more” is available online.

PBS encourages the producer to utilize footage and/or graphic material from the program. Specific program or series title graphics may also be included.

**pbs.org, pbskids.org, and pbskidsgo.org are the only websites that may be referenced anywhere on-air in font, voiceover or narration**

Website on-air tags and markers may **NOT** identify or refer to any other computer online service or non-PBS-hosted website, whether by name, telephone number, or postal or electronic address.

Producers may only mention PBS-distributed apps on-air.

Show specific URL's (for example, [pbs.org/nova](http://pbs.org/nova)) are permitted in webmarkers and webtags if the address has been approved by the PBS Interactive Program Manager.

All website on-air tags **must** contain the following elements:

- "pbs-dot-org" must be mentioned in the voiceover
- "pbs.org" must appear fonted on-screen (all lowercase)  
OR
- "pbs kids-dot-org" must be mentioned in the voiceover
- "pbskids.org" must appear fonted on-screen (all lowercase)  
OR
- "pbs kids go-dot-org" must be mentioned in the voiceover
- "pbskidsgo.org" must appear fonted on-screen (all lowercase)

**PBS encourages producers to incorporate creative language into the on-air announcement**

**Sample on-air webtags:**

- *"For more about Latin Music USA, visit the series website at pbs-dot-org. You can watch any part of the program that you've missed, explore the origins, influence and sounds of these rich musical traditions and go behind the scenes to watch web exclusive performances and interviews."*
- *"NOVA has a brand new evolution website with dozens of videos, interviews, slideshows and the latest in evolutionary science. Bookmark it today and let us know what you think. Find it at pbs-dot-org."*
- *"Discover more about Andrew Jackson. Explore the history of the imperial presidency and watch debates about Indian removal, slavery and other controversy from the Jacksonian era at pbs-dot-org."*
- *"You can find out more about tonight's holiday celebration performers by logging on to pbs-dot-org."*
- *"Want to see more of your favorite characters and performances from the program? Then come one, come all to pbs-dot-org, where you'll find extended scenes, extra footage and lots more from the Big Apple Circus. It's all at pbs-dot-org!"*

**PLACEMENT AND DURATION OF AN ON-AIR WEBTAG**

**Check with your SPA regarding the length and placement of your webtag**

PBS strongly recommends that producers split-screen on-air webtags with the production credits. If a full-screen treatment is desired, it must be approved by your Program Management Senior Program Associate.

For containerized programs where a split-screen treatment is not used, the webtag must appear as the first element in the production credits container.

## WEBMARKERS

**No more than 5 webmarkers during a 60-minute program**

Webmarkers reference contextually relevant online content during the program.

### **Sample webmarkers:**

- *pbs.org Read song lyrics and poetry written by Patti Smith*
- *pbs.org More on Detroit's green movement*
- *pbs.org- Watch the program again online*
- *Do Skunks make good pets? @ pbs.org*

Producers must utilize PBS-supplied webmarker graphic material as their template; however, markers may be customized to fit with the program's lower thirds and overall graphic look. The appearance of all webmarkers must be cleared in advance by PBS Program Management.

**Informational text should not extend too far into the bottom right corner so as not to obscure station bugs.**

Producers who utilize webmarkers must supply a rundown as to where within the body of the program the markers appear, along with a description and URL of the online content to which the marker refers. This information is entered into the Packaging Forms in Connect.

Any Web content referenced via a marker should be easily accessible from the program website's homepage.

## PROGRAM WEBSITE MAINTENANCE

**Accessibility and maintenance during terms of broadcast rights.**

The program website must be accessible and maintained for the duration of the PBS rights period of the program. In the event a webtag or webmarker must be removed from the program, the producer will be responsible for all costs associated with editing and re-feeding the program.

## SOCIAL MEDIA

**Mentioning social media sites, such as Facebook and Twitter is permitted, but must follow specific guidelines.**

Ongoing series producers may mention their presence on Facebook and Twitter in their end-of-show webtag with language such as "Follow us on Facebook and Twitter." All other programs may mention PBS's official Facebook and Twitter accounts. **Language mentioning Facebook and Twitter usernames and/or URL's (for example- @showtitle or facebook.com/showtitle) is not permitted.**

**Twitter and Facebook logos are permitted, but must be minimal.**

Twitter hashtag and talent-specific account mentions are permitted for on-going series or designated promotional priorities with the prior approval of the PBS Interactive Program Manager. These are permitted in both webmarkers appearing during the broadcast and webtags at the end of the program. Hashtags are generally expected to be series-specific rather than episode- or content-specific. On-air talent may identify their Twitter account only when contextually relevant in the program.