

Public Information and Promotion Checklist for Producers

Congratulations on having your content accepted for broadcast on Rhode Island PBS. We look forward to promoting the broadcast as part of our media and public relations efforts. **Please submit description, images, show logo or title page, and other relevant promotional material to Lucie Raposo lraposo@ripbs.org as soon as possible, but at least 8-12 weeks before the scheduled air date. Promotion questions? Call Lucie 401-222-3636 x216.**

Full Title _____

Air date if known _____

DESCRIPTION:

Please provide a short summary (90 characters and spaces):

Please provide a longer, more detailed description, including answers to the questions below. **(Not all questions may apply to your story.)**

Is there a feature, fact, or location in your story you would like the Rhode Island PBS audience to discover?

Is there news value or a news "hook" to your story or the people in your story? If so, what is it?

What cities or towns are connected to your story, or the people interviewed or featured in your story?

What do you need from us to help your own media outreach? (Air dates, logo, etc.) **Use of the Rhode Island PBS logo is subject to our guidelines.** Contact Lucie Raposo for guidelines, instructions, and official logo.

IMAGES: Please provide at least one image in HD (1920px by 1080px at 72 dpi) or other large size high resolution image at 300 dpi. For best branding, provide **your title image**, including **title treatment, font name(s)** and an **iconic image** that captures the essence of your program.

Title Page or Logo

Main Character(s)

Action | Candid

PHOTO CREDIT(s): _____

Link to trailer or video clip(s): _____

Submit at least one 30-second HD promo to Programming **8 weeks before** broadcast

CONTACT Name (Public Y or N): _____

Phone (Public Y or N): _____

Web site URL: _____