

Anatomy of a PBS Documentary

TWELVE BASIC STEPS FROM IDEA TO BROADCAST

STEP ONE: THE IDEA

STEP TWO: DEVELOP THE CONCEPT

STEP THREE: CREATE A PROPOSAL AND BUDGET

STEP FOUR: PUT TOGETHER THE TEAM

STEP FIVE; GET “BUY-IN” SUPPORT FROM PBS OR PTV DISTRIBUTOR

STEP SIX: SECURE THE FUNDING

STEP SEVEN: IN PRODUCTION

STEP EIGHT: IN POST-PRODUCTION

STEP NINE: SECURE FINAL COMMITMENT FOR BROADCAST

STEP TEN: AS APPROPRIATE (BASED ON FUNDING) DEVELOP WEBSITE

STEP ELEVEN: PUT TOGETHER PROMOTION AND PUBLICITY MATERIALS

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STEP TWELVE: FOLLOW UP WITH PBS STATIONS TO SECURE BROADCAST TIME

