

### Credits & Packaging Worksheet - Sample

RT	VIDEO TREATMENT	AUDIO REQUIREMENTS	PACKAGING ELEMENTS & CREDITS AS THEY APPEAR ON SCREEN
1:00:00 – 1:00:10	<p>[1] PBS High Definition Widescreen Identifier</p> <p>OR</p> <p>[2] PBS Digital Widescreen Identifier</p>	Audio provided with this element on the packaging reel or the download version from FTP site.	Graphics
1:00:10 – 1:00:40	<p>[3] Engaging clips of the program</p>	Audio from clips	Tease
1:00:40 – 1:00:49	<p>[4] <b>OPENING UNDERWRITER POD</b> Card 1: CPB logo placed over dynamic background</p>	<p><b>VO:</b> “Major Funding for (name of program) was provided by the Corporation for Public Broadcasting”</p>	<b>CPB logo</b>
1:00:49 – 1:01:04	Card 2: Text placed over dynamic background	<p><b>VO:</b> “Additional funding was provided by the National Endowment for the Arts, Sundance Institute, Wallace Alexander Gerbode Foundation , XYZ Foundation...”</p>	<p><b>National Endowment for the Arts Sundance Institute Wallace Alexander Gerbode Foundation The XYZ Foundation</b></p>
1:01:04 – 1:01:20	Card 3: Text placed over dynamic background	<p><b>VO:</b> “...Jane and John Doe, Jane and John Smith, Jane and John Jones... ...and additional funders. A complete list is available from ITVS.”</p>	<p><b>Jane and John Doe Jane and John Smith Jane and John Jones</b></p> <p><b>and additional funders. A complete list is available from ITVS.</b></p>

## Credits & Packaging Worksheet - Sample

1:01:20	<b>[5]</b> <b>PROGRAM CONTENT</b>		Program Content Starts
1:02:25	<b>[6]</b> <b>TITLE</b> Text placed over program content	Audio from program	<b>The First President</b>
1:02:32	<b>[7]</b> <b>FRONT CREDITS</b> Text placed over program content	Audio from program	<b>A film by</b> George Washington  <b>Co-producers</b> John Adams John Hancock
1:54:59			Program Content Ends
1:54:59 – 1:55:07	<b>[8]</b> <b>WEBTAG</b> Card 4: 4Text placed over dynamic background	<b>VO:</b> “For more information about The First Presidents visit ITVS online at I-T-V-S-dot-O-R-G”  Music or audio from dynamic background	<b>itvs.org</b>
1:55:07 – 1:55:46	<b>[9]</b> <b>END CREDITS</b> Production End Credit Roll over dynamic background	Audio from dynamic background or music	<b>Written, Produced and Directed by</b> Abraham Lincoln  <b>Executive Producers</b> Thomas Jefferson James Madison  <b>Director of Photography</b> James Monroe  <b>Editor</b> John Quincy Adams  <b>Associate Producers</b> Andrew Jackson Martin Van Buren

## Credits & Packaging Worksheet - Sample

**Additional Camera**  
William Harrison

**Assistant Editor**  
John Tyler

**Production Assistant**  
James Polk

**On-line Editor**  
Zachary Taylor

**On-line Facility**  
The White House

**Graphics Designer**  
Millard Fillmore

**Graphics Facility**  
The Oval Office

**Music Written by**  
Franklin Pierce

**Music Performers**  
James Buchanan  
Abraham Lincoln  
Andrew Johnson

**Sound Mixer and Engineer**  
Ulysses S. Grant

**Sound Mix Facility**  
The House of Representatives

**Music**

**Photos Courtesy of**  
Rutherford B. Hayes  
James Garfield  
Chester Arthur  
Grover Cleveland

**Archival Photographs Courtesy of**  
The Library of Congress

**Archival Footage Courtesy of**  
The Library of Congress

**Historical Advisors**  
Benjamin Harrison

## Credits & Packaging Worksheet - Sample

			<p style="text-align: center;">Grover Cleveland William McKinley Theodore Roosevelt</p> <p style="text-align: center;"><b>Interviewees</b> William H. Taft Woodrow Wilson Warren Harding</p> <p style="text-align: center;"><b>[9.a] Special Thanks</b> George W. Bush Jimmy Carter William Clinton Calvin Coolidge Dwight Eisenhower Gerald Ford Herbert Hoover Lyndon Johnson John F. Kennedy Richard Nixon Ronald Reagan Franklin D. Roosevelt Harry Truman</p> <p style="text-align: center;"><b>[9.b] Executive Producer for ITVS</b> Sally Jo Fifer</p> <p style="text-align: center;"><b>[9.c]</b> The First President is a co-production of George Washington and the Independent Television Service (ITVS), with funding provided by the Corporation for Public Broadcasting (CPB).</p> <p style="text-align: center;">The First President is produced by George Washington who is solely responsible for its content</p> <p style="text-align: center;">© 2007 George Washington, all rights reserved.</p>
1:55:46 – 1:55:49	Full screen logo, no background needed	Audio from the ITVS logo	<b>[9.d] ITVS 3 second animated logo</b>
1:55:49 – 1:55:52	Full screen logo, no background needed	Audio from (Minority Consortia) logo	<b>[9.e] Minority Consortia or station partner 3 second logo</b>

## Credits & Packaging Worksheet - Sample

1:55:52 – 1:56:01	<b>[10]</b> <b>CLOSING UNDERWRITER POD</b> Card 5: CPB logo placed over dynamic background	<b>VO:</b> “Major Funding for (name of program) was provided by the Corporation for Public Broadcasting”	<b>CPB logo</b>
1:56:01 – 1:56:16	Card 6: Text on screen placed over dynamic background	<b>VO:</b> “Additional funding was provided by the National Endowment for the Arts, Sundance Institute, Wallace Alexander Gerbode Foundation , XYZ Foundation...”	<b>National Endowment for the Arts Sundance Institute Wallace Alexander Gerbode Foundation The XYZ Foundation</b>
1:56:16 – 1:56:32	Card 7: Text on screen placed over dynamic background	<b>VO:</b> “...Jane and John Doe, Jane and John Smith, Jane and John Jones... ...and additional funders. A complete list is available from ITVS.”	<b>Jane and John Doe Jane and John Smith Jane and John Jones</b>
1:56:32 – 1:56:40	<b>[11]</b> <b>ON-AIR OFFER</b> Product image and text placed over dynamic background	<b>VO:</b> “To purchase a DVD copy of the program you’ve just watched please call 1-800- 123-4567”	(Product Image) <b>1-800-123-4567</b>  <b>Offer made by ITVS</b>
1:56:40 – 1:56:41	1 second of black	No audio	
1:56:41 – 1:56:46	<b>PBS Identifier</b> Full screen video clip	Audio provided with this element on the packaging reel tape or download version from FTP site.	Video provided on the packaging reel tape or download version from FTP site