NETA

How to package your program for distribution

Program Element	Audio	Video	Length	Notes	Timing
Black			1 Frame		
Program Begins					
Underwriting / Funding Credit*	"Funding for this program was provided by…"	Funder Name or Funder Logo	Up to 0:15 per funder. No more than 1:00	Funders listed in descending order.	
Program Content	No producer or station logos and No "presents" credits at front of show. A program may include up to four (4) artistic cards at the beginning of content. Names cannot be repeated in the closing production credits **				
Production Credits	Recommended: music under.	In-kind credits and "special thanks" included. Ends with copyright notice, dip to black.	one second per one-minute of show content. Max length :60		
Underwriting / Funding Credit	"Funding for this program was provided (in part) by …" "in part" used when balance is assumed by the Producer	Funder Name or Funder Logo	Up to 0:15 per funder. No more than 1:00 max.	All funders acknowledged in the opening pod must be acknowledged in the closing pod and must be in the same order.	
Offer and/or Web / Social Tag	"To order a DVD of [title]… "For more information about this show, visit… and/or follow us on Facebook and Twitter."	www.theshowsite.com	0:15 max	Optional	
NETA Logo	none		:03		
Black			1 Frame		
				Total program length	__ : ____: _____
NOTE: Standard public television program length is 0:26:46 for a half-hour, or 0:56:46 for an hour. Meeting this length exactly is not required. Length must be under 28:00 or 58:00					

Additional info on NETA Website l * Underwriter FAQ l ** Credit FAQ

Updated Oct. 2021