

Program Element	Audio	Video	Length	Notes	Timing
Leader	Silent	Synchronous black	1:00	Required	(Not counted)
Test Signal	Reference Tone	Color Bars	1:00	Required	(Not counted)
Slate	Narrated or Silent	Program title, subtitle, episode number, audio track info, captions, production center	0:20	Required	(Not counted)
Countdown			0:10	Goes to silent black at 1.8 seconds before program start.	(Not counted)
Program Begins					0:00:00
(Optional) Program Tease	Engaging clips and sound bites to capture audience attention		0:30 approx., but no more than 3:00 max.	Optional, but recommended	
Underwriter Credits	“(Major) funding for this program was provided by...”	Funder Name Funder Logo	Up to 0:15 per funder.	Funders listed in descending order.	
	<i>Note: Underwriter credits not required at the opening unless program’s subject is controversial.</i>		No more than 1:00 max.		
Program Content	Your Program				__ : __ : __
Website Announcement			Up to 0:15 max	Optional	
Production Credits	Recommended: music under. (Stations may use this time for promotional voice overs.)	Must be legible in size and length of on-screen time. In-kind credits and “special thanks” included, in same style as production credits. Ends with copyright notice, dip to black	Up to 0:30 max for a half-hour Up to 0:45 max for an hour or longer program.		
Underwriter Credits	“(Major) funding for this program was provided by...”	Funder Name Funder Logo	Up to 0:15 per funder. No more than 1:00 max.	Fundens listed in descending \$\$ order. Must be the same funders, in the same order as at program open.	
Program-related Goods & Services offer	(E.g. “To order a videocassette of [title]...”)	Product and ordering information.	0:15 max	Optional	
Total program length					__ : __ : __
NOTE: Standard public television program length is <u>0:26:40</u> for a half-hour, or <u>0:56:40</u> for an hour.					
Run Out	Silence	Dissolve to synchronous black	1:00 minimum	Required	(Not counted)