

## **CULTURE AND THE ARTS MARKETING**

### **Specifications for Materials to be Submitted:**

Background: Please submit in a Word.doc or Rich Text Format

1. Describe Content. If you're submitting a show in a series, a one off (single) news story or a special, please provide script, narrative, synopsis, and/or notes pertinent to what your editor will need to know to complete the edit. This includes all information for graphic elements (lower thirds or LTs) and end title credits if you are submitting a long form program that requires end credits.
2. Does your piece correspond to an event? Please provide title of event & date.
3. Attach signed talent releases and any licensing clearance forms you may have obtained relative to the material. Also provide your contact information.

### Elements:

1. Raw footage -- Label and date your tape(s). Include a list of who appears on tape and the chronological order. This is crucial. We edit to your script or article. This is our only means of correctly identifying the people in your footage.
2. If you're submitting pre-existing material, please provide the best quality format available, preferably HDV, Beta SP. Remember to strip out all graphics if this is your agreement with us, and provide a Word.doc with LTs in chronological order. We lift this for credits directly from your doc.
3. Any additional audio elements should have already been cleared for use in terms of licensing, i.e. music, VO, FX, etc. Tracks can be submitted as AIFF files or audio CDs. For existing pieces, please separate tracks.
4. For any graphic elements to be incorporated in the edit such as logos, photos, etc., please provide an electronic file that includes all layers, or is at least on a transparent background such as Photoshop (.psd) or Tiff (.tif) file. Larger is better, but the smallest should be 720x486 at 72 dpi.
5. Please remember to include masters when submitting your edit. If you are bringing in an edit with music, please separate your tracks.

### Web sites - content & textual submissions:

Any web site linking information should be submitted electronically as the entire URL address in an email, Word .doc, or Rich Text File. Please submit individual articles as a Word .doc or Rich Text Format. Any accompanying graphs, photos and other visualizations embedded in written stories should be submitted as separate electronic files (see #2 above).