



**SCHEDULE "G" -
APTN PROMOTIONAL
MATERIAL GUIDELINES**

PARTNERS IN PROMOTION - APTN CAN HELP PROMOTE YOUR SHOW

HERE'S HOW...

To assist in promoting your program, APTN undertakes the following promotional strategies:

FALL, WINTER & SPRING/SUMMER LAUNCHES

The purpose of APTN's fall, winter and spring/summer launches is to best position and promote the overall program lineup to audiences and national media. The intent of each launch is to target, engage, retain and grow the national audience by gaining as much publicity as possible with a creative and enticing media package. On-air and on-line promotional components are an important part of each launch.

MEDIA ADVISORIES/PRESS RELEASES

For each of the seasonal launches, APTN distributes a media advisory/press release highlighting new and returning programming.

What we use to draft these particular advisories – and how we distribute:

- *Key Promotables document;*
- *Distribute nationally in both English and French;*
- *Post on aptn.ca and Facebook. (English and French).*

Show producers also distribute their own releases. APTN Communications must review these releases prior to release to ensure APTN content is accurate. APTN Communications require 3 working days to review/edit document. Communications requires the final document for their files.

APTN Communications will promote new programming initiatives, including web series, live streaming, second screening experiences, etc. spearheaded by APTN. APTN Communications must be informed of these initiatives and content/materials must also be available well in advance.

If any of our programming wins awards, APTN may distribute a media advisory (if the network - Communications - is informed and if not time sensitive). Social media can also be used to promote the accomplishments.

MONTHLY PROGRAMMING UPDATES

These are monthly updates highlighting new and special programming assets (upcoming premieres, special programming, marathon programming, new seasons of shows, etc.). They are released each month approximately 4 weeks in advance by APTN's Communication team to Aboriginal and non-Aboriginal media across the country. Once APTN's Media Centre is up and running, monthly updates will be delivered via that platform

APTN MEDIA CENTRE

APTN Media (the network's media room), currently under construction, is a website dedicated specifically to media writers. It will provide media writers programming updates, synopses of APTN scheduled programming along with downloadable photos (provided by producers) and any other supplemental information they need to promote APTN programs.



EDITORIALS

Editorial Schedule is partially developed from the Key Promotables and the network's sponsorship and partnership agreements. We submit to regional, provincial and national publications on a monthly or quarterly basis; dependent on editorial submission deadlines. Shows selected are based on a variety of factors, including editorial themes of publications, editor's discretion, relevancy of show to a publication's readership and show premiere dates. Editorial content could include interviews with actors or producers, community events, sponsorships, partnerships and attendance at special events that align with the network's mandate.

NATION TALK

Four times a year, APTN has radio interview opportunities via Nation Talk. (These opportunities are shared among all APTN departments.)

DIGITAL MEDIA COMPONENTS:

SOCIAL MEDIA

- Social Media Deployment Schedule is developed from the Key Promotables.
- Prime time shows on the Key Promotables are promoted when and where we can; given that information and images have been provided – episodics are posted.
- Postings are deployed 2 weeks prior/1 week prior/1 day prior and day of show premieres.
- When appropriate and if applicable, APTN shares Facebook posts about producer's digital media components (websites, games, apps, etc.).

APTN.CA

- Show web pages are developed for Key Promotables and special programming which could include marathon programming, holiday programming, etc.
 - Links for show web pages are included in fall and winter programming press releases.
- APTN will implement the producer's digital media component (websites, games, apps, etc.) into the aptn.ca website, or will provide a direct link to the final digital media component from show web pages.

WHEN SHOULD YOU GET COMMUNICATIONS INVOLVED?

- All new initiatives (shows, Digital media component, webseries, live streaming, screenings, launches, etc.)
- Producer/Publicist releases
- Set visits/show in production – opportunity for us to interview and gather content/photos for editorials, social media, etc.

WHEN SHOULD YOU GET PROMOTIONS INVOLVED?

- All new initiatives (shows, Digital media component, etc.)
- When show is in production (is there an opportunity for promos to be shot?)
- When the schedule is finalized (to share information about the programs/target audience/day to promote. Etc)

WHEN SHOULD YOU GET WEB INVOLVED?

- As soon as social media accounts are set-up they should be shared with APTN web so that we can monitor/join online conversations
- Before finalizing online/social media marketing plans so that APTN web can support and match their own marketing plans with yours
- Before finalizing Digital media component details so that APTN web can confirm what support can be given to the proposed DM component



DEADLINE INFORMATION

We recognize that the time frame and shooting schedules may differ for each show, however, the sooner you are able to provide us with production publicity materials, the sooner we will be able to promote your show.

Ideally, we require publicity materials at least three months prior to your shows' initial broadcast date, however, we will require your materials a minimum of six to eight weeks in advance in order to meet publication deadlines.

As soon as you have a show and/or episode synopses, still shots, or a press kit, we encourage you to send them to us to maximize your show's exposure to national media and APTN viewers.

We also require contact information for the production company, which we can provide to viewers who want to purchase copies of the programming, or to media outlets inquiring about the program.



CHECK LIST: What APTN needs to create promos, social media and communion pieces.					
MANDATORY PROMOTIONAL MATERIALS REQUIRED FOR ALL LANGUAGE VERSIONS OF PROGRAM.		TECHNICAL SPECS.	COMMU- NICATIONS	WEB	PRO- MOTIONS
1.	<p>Promotional Footage/ B-roll (unmixed audio) Description: Promotional Footage (“B-roll”) should be delivered in HDCam tape format, similar to the broadcast program master tapes, and typically should contain general footage, talent shots, show intro, and sound clips from the program, including “out takes” or footage which is not included in the final program master tape, with unmixed audio/music. APTN's in-house editors can use this material to create bumpers, promos, teasers or other creative elements for on-air promotion of the program. The length of promotional footage should be minimum 15 minutes for every hour of program duration. Please include a cue sheet as well in the tape jacket, and ensure tape is clearly labeled with program name and producer contact info.</p>	Delivery as per broadcast master with unmixed audio and no music.			2-3 months before premiere airdate
2.	<p>Stand-up Footage (unmixed audio) Description: A stand-up is only applicable to hosted programs, dramatic programs featuring actors, or music programs featuring one or two key performers. The stand up is shot on set or against a green screen or a neutral but attractive background, with the program's host or lead actor/performer inviting viewers to watch the program on APTN. APTN prefers that the title graphic be visible in the background whenever possible. Suggested script wording is “Watch<program name> on APTN”, (or similar wording as may be determined in consultation with APTN).</p> <p>Note that scripts for stand ups should <u>not</u> specify or imply any specific air date for the program. In particular, they should not include the words “NEXT” or “LIVE.” APTN will insert airdates and times prior to broadcast, as necessary.</p> <p>Please make sure voice in the stand up ends :05 before the end of the stand up, to allow APTN to add airdate and time information. During this time your title graphic should be clearly visible, if possible.</p> <p>PLEASE INCLUDE ENGLISH TRANSCRIPTION WITH TIME CODES FOR THE INDIGENOUS LANGUAGE STAND-UPS.</p>	The stand up may be provided as distinct tape(s), or included on the b-roll tape(s).			2-3 months before premiere airdate



MANDATORY PROMOTIONAL MATERIALS <u>REQUIRED FOR ALL LANGUAGE VERSIONS OF PROGRAM.</u>		TECHNICAL SPECS.	COMMU- NICATIONS	WEB	PRO- MOTIONS
3.	<p>Sound Clip Description: A sound clip is applicable to all Aboriginal language programs, hosted or not. The sound clip consists of a voice speaking in the Aboriginal language of the program, inviting viewers to watch the program on APTN. Suggested script wording (to be spoken in the Aboriginal language of the Program) is "Watch <program name> on APTN", (or similar wording as may be determined in consultation with APTN).</p> <p>Note that scripts for sound clips should not specify or imply any specific air date for the program, In particular, the sound clip should not include the words "NEXT" or "LIVE." APTN will insert airdates and times prior to broadcast, as necessary.</p> <p>PLEASE INCLUDE ENGLISH TRANSCRIPTION WITH TIME CODES FOR THE INDIGENOUS LANGUAGE SOUNDCLIPS.</p>	The sound clip may be delivered as distinct audio on the b-roll, or sent to us as a .wav file.			2-3 months before premiere airdate
4.	<p>Online Screeners Description: Online video (for promotions, for media writers...) and access to one episode via a password-protected online delivery service (i.e. VIMEO)</p>	Examples: Vimeo (Private) YouTube (Private)	3 months before premiere airdate		3 months before premiere airdate
5.	<p>DVD Screeners Description: Three (3) high quality DVDs of the Program with stereophonic audio mix and closed blacks.</p>	stereophonic audio mix and closed blacks.			
6.	<p>Video Clips (for media writers) Description: a video clip that would hook the audience to tune in. Must be under 2 minutes in length.</p>	Preferred Format: H.264 (.mov) 1920x1080 Audio – AAC Sample rate: 48000 stereo 16 bit	3 months before premiere airdate		



MANDATORY PROMOTIONAL MATERIALS <u>REQUIRED FOR ALL LANGUAGE VERSIONS OF PROGRAM.</u>		TECHNICAL SPECS.	COMMU- NICATIONS	WEB	PRO- MOTIONS
7.	Audio Clips (for media writers) Description: an audio clip that would hook the audience to tune in. Must be under 2 minutes in length.	Preferred Format: 16 bit WAV.	3 months before premiere airdate		
8.	Promotional Stills Description: At least 2-6 colour photos that are general visuals of the program or characters, and 5-12 colour photos should be provided for each episode. Photos including scenes from the show, cast stills, and cast headshots. Please note that contextual stills in which the focus is on the host and/or principals in context of show are much more useful for publicity purposes than production stills where the crew & equipment are visible in shot. It is a good idea to have a variety of shots, as some publications insist on receiving an exclusive photo on their covers. For each image provided, producer must indicate the subject of the image (ie. who is in the shot and what is the relevance to the program) and provide a photo credit for each still (ie. name of photographer). Ensure all photos are labelled to indicate episode number, character name(s) and name of photographer.	Digital images must be minimum 300 dpi (preferably 600 dpi) and saved in jpg or tiff formats.	3 months before premiere airdate	2 months before premiere airdate	
9.	Final Program Title (One-Off/Series) Description: Program Title – final confirmed title for the program. Title graphics should be provided in a vector file format for every language version of the project.	Title/logo. Logo should be a vector file, either eps or ai. If a jpg is being provided, the file needs to be minimum 300dpi on a white background. It's important to ensure all fonts are converted to paths before saving.	3 months before premiere airdate	2 months before premiere airdate	
10.	Final Episode Title Description: final confirmed episode title for every episode in the series.	Word Document	3 months before premiere airdate	3 months before premiere airdate	



MANDATORY PROMOTIONAL MATERIALS REQUIRED FOR ALL LANGUAGE VERSIONS OF PROGRAM.		TECHNICAL SPECS.	COMMU- NICATIONS	WEB	PRO- MOTIONS
11.	Short Synopsis (Episode) Description: "Log Line" (preferably one line) describing the program/episode for use in tv listings. PLEASE INCLUDE ENGLISH TRANSLATOIN OF FRENCH SYNOPSIS.	Word Document	3 months before premiere airdate	3 months before premiere airdate	
12.	Short Synopsis (Series) Description: (preferable three-line) short synopsis that overviews the entire series. PLEASE INCLUDE ENGLISH TRANSLATOIN OF FRENCH SYNOPSIS.	Word Document	3 months before premiere airdate	3 months before premiere airdate	
13.	Long Synopsis (One-Off or Series) Description: one-paragraph synopsis describing the program/series for media notices. PLEASE INCLUDE ENGLISH TRANSLATOIN OF FRENCH SYNOPSIS.	Word Document	3 months before premiere airdate	3 months before premiere airdate	
14.	Final Cast & Crew List with Bios Description: Final Cast & Crew credits, as they appear on screen. Biographical information on principle actors and key positions (Writer, Director, Producer, Hosts).	Word Document	3 months before premiere airdate		
15.	Digital Media Component Description: Information about and url's for official Website, Webisodes, Second Screen Experience, etc.	Word Document		As soon as component plan is finalized	
16.	Social Media Notes Description: Information/link to official Facebook, Twitter, Instagram, YouTube, etc. accounts for the show and any hosts/principal actors involved.	Word Document	2 months before premiere airdate	As soon as they are set-up	
17.	Discoverability Plan Description: Link to program IMDB, Wikipedia page etc.	Word Document		As soon as component plan is finalized	
18.	Streaming File Description: For streaming purposes, each language version of the Program must be delivered on hard drive, thumb drive, Web link or DATA DVD with no blacks and containing all credits as in the original television broadcast format. The DATA DVD should be clearly labeled with program name, episode number and name (if applicable) and language of program.	See Table Below		Streaming files and checklist should be sent to the DM coordinator 2 weeks prior to broadcast. They can be submitted as DVD's, Hard Drive, USB key or Web link.	



TECHNICAL SPECIFICATIONS FOR WEB VIDEO ON DATA DVD

- For streaming purposes, each language version of the Program must be delivered on hard drive, thumb drive, Web link or DATA DVD with no blacks and containing all credits as in the original television broadcast format. The DATA DVD should be clearly labeled with program name, episode number and name (if applicable) and language of program.
- The technical specifications are outlined below:

QUICKTIME.MOV Compression: (h.264)	Frame Size	Kbps	Fps	Audio	kHz	Kbps
Full HD (16:9)	1920 X 1080	7000-8000	59.94*	ACC	48	160
Common HD (16:9)	1280 X 720	5000-6000	59.94*	ACC	48	160
Standard Definition (4:3)	640 X 480	4000	29.97*	ACC	48	160
Standard Definition (16:9)	640 X 360	4000	29.97*	ACC	48	160

*Should be encoded as "Same-as-source"



OPTIONAL PROMOTIONAL MATERIALS		TECHNICAL SPECS.	COMMUNICATIONS	WEB	PRO-MOTIONS
1.	<p>Episodics Description: episode teasers without content spoilers.</p> <p>Length: 26 secs and 12 secs, under 2 minutes in length.</p>	<p>Video with un-mixed audio. Preferred Format: MXF files UNMIXED audio.</p> <p>(QuickTime stereo files are acceptable if MXF is not possible)</p>			6 weeks before premiere airdate
2.	<p>Press Kits Description: EPK (Electronic Press Kit) consisting of: behind-the-scenes footage, interviews with principles & keys, etc.</p> <p>One Sheets (one page sheet consisting of photos, synopsis, principles and keys credits and bios). Please ensure one sheets are available in the languages that the programs are offered in (French and/or English).</p>	Word Document	3 months before premiere airdate		
3.	<p>Program Press Release(s) Description: APTN must review all drafts before they are released and we must receive final edited document for our files.</p>	Word Document	Require 3 working days to review		
4.	<p>Special Initiative(s) Description: Any sponsorships/press conferences, screenings or relevant information should be shared with APTN.</p>	Word Document	8-10 weeks prior to event	As soon as venue and time are confirmed	
5.	<p>Nomination(s) & Award(s) Description: List of all nominations and awards that program has received through festivals, industry events etc.</p>	Word Document	Ongoing during the Term		
6.	<p>Press Clippings/Media Releases Description: Copies of Press clippings & media releases.</p>	Word Document	Ongoing during the Term		
7.	<p>Swag Description: Program-related "give-aways" (merchandise such as hats, t-shirts, DVD sets, or similar products).</p>	Word Document	Within 1 month of master delivery	Within 1 month of master delivery	