

# New Producers

## Welcome, new PBS producers!

Has your program been picked up for distribution by PBS through the National Programming Service (NPS)? *Congratulations!*

### What's next?

Your next step is to think about the web presence for your program. This may include a website on PBS.org, a fan page on Facebook, streaming on YouTube, mobile apps and more. To determine the optimal web presence for your content, it's important to ask yourself these three questions:

1. What is the goal of my web presence?
2. What audience am I trying to reach?
3. How will I measure success?

### Creating a website

If a website on PBS.org will help you meet these goals, your next step is to get approval from [PBS Digital](#). In order for PBS to sign off on the creation of a website for your program, we require:

- an initial web plan and detailed budget for the website;
- a list of staff with web production experience;
- that you read and agree to abide by the [PBS Web Policy Manual](#)

If you cannot meet the above criteria, no worries. PBS.org provides other options to distribute your content, including:

1. **Promotional page:** We can create a promotional page for your program, which includes: a video clip, program images, descriptive text, broadcast information, a ShopPBS link, funder and producer logos and links to related or producer hosted websites.
2. **Streaming video:** PBS.org can also stream your content in the PBS video portal ([video.pbs.org](#)) depending on your program rights.

Both of these options provide a great way to build audience and engagement with your content.

Please contact [Emily Kayser](#), Director, Digital Programming, for more information.