Project Management

- Communications and Project Management Software
- Approval for New Production
- Key Deliverables

This section provides an overview of all essential deliverables required when embarking on your PBS production. Pay close attention to each point and contact Tara Vaezi if you have questions along the way.

Communications and Project Management Software

All producers are required to communicate project plans through your PBS Digital program manager or through the Producer Facebook page.

Approval for New Production

All redesigns and spin-off websites for ongoing series must be approved in advance by your Program Manager. A business case and justification are required before approval is granted.

Key Deliverables

The following key deliverables are required from producers prior to and during the production of a PBS.org website. Each must be reviewed and approved by PBS.

Digital Strategy

- Your Digital Strategy should outline your approach to maximizing the impact of site content and promotion.

> ⓘ **Need help with your Digital Strategy?** Your content manager can provide you with questions designed to help shape your strategy. **Just ask**!

Project Plan

- Your Project Plan and Production Schedule helps define roles and responsibilities, technology development plans, partners and lays out a complete production schedule with milestones for all project stakeholders. When assigning project milestones, take into account the time it takes for PBS to review along the way. Add some cushion to allow for this.
- Technology plans must include proposals for server-side technologies such as Perl, JSP (Java Server Pages), ASP (Active Server Pages), and PHP. Because PBS does not support all server-side code, your server-side technologies must be pre-approved by your content manager and PBS technical staff before site production begins.

Content Outline

- Your site content outline is a written description of the content features your site will include. A content outline details the editorial aspects of your site features and organizes them into sections and subsections.
- Pre-approval is required from your PBS Digital Content manager and PBS technical staff for the following elements. If you are planning to use any of these elements on your site, they must be included in your content outline.
    - Streaming media and video
    - Flash
    - RSS feeds
    - podcasts
    - surveys
    - quizzes and/or polls

Site Budget

> ⚠ **This deliverable is required if you are requesting funding from PBS.** If you are proposing a fully-funded site for hosting on PBS.org, then you must provide a detailed list of site funders and their contributions.

- Your site budget is a line-item list of the expenses you are allocating for the development of your website and ongoing maintenance throughout the term of rights. Your budget should specify key production expenses, such as:
  - site design
  - content development
  - special content features
  - coding and scripting
  - rights acquisition
  - ongoing maintenance.

Sitemap

- The sitemap shows the sections, subsections, and sub-pages of your site in hierarchical order, similar to a company organizational chart. This chart should show the location and linking relationships of all the content in your content outline, with as much detail on sub-pages as you can provide. Think of the homepage as the "CEO," site sections as "company divisions," and indicate every "employee" or site page down to the lowest level. See example

Wireframes

- A wireframe is a visual guide that represents the skeletal framework of your website. It should display key site elements such as navigation, title text, body text and graphics. At a minimum, this deliverable should include a sketch of your homepage and all variations of sub-level pages.

Page Designs

- PBS requires designs for the site homepage, sublevel pages and interactives. Your PBS Digital Content manager may request additional designs for unique content features that require a special interface.

Final Site

- Your final site represents the culmination of the production with all content, design, and functionality for launch. The final site is thoroughly reviewed by PBS and is either approved for launch or is sent back for edits. Don't be discouraged if your site is sent back for edits. Our mutual goal is to release a great site that people will love so why not wait until it's perfect (or near perfect)?

Project Analysis

- This report is an opportunity to review the project post-launch, determine if strategic goals were met and make recommendations for future PBS.org content production.