

Web policy updates - tech, sponsorship, and homepage credits

PBS has updated its Web policies with changes to three areas:

- The first group ensures that your Amazon sites can be easily migrated between servers and restored.
- The second group makes a slight change to the required "Support provided by" text for future production based on producer feedback. It also provides a clearer requirement for ad unit placement, stating that it must appear entirely within the first 600 pixels of the Web page.
- The third clarifies the existing requirement that detailed production credits live on a dedicated page as opposed to a site's homepage.

Details below:

For policies at: <http://docs.pbs.org/display/PX/Technical+Policies+and+Specifications>:

Added:

IP Address

Sites may not assume that their IP addresses will not change. That is, if the IP address changes, the site must still function properly.

Domain Name

Sites should not assume that their domain names are fixed. That is, if the domain name needs to change, the site should still function.

Repeatable Amazon-hosted sites

Site should be "repeatable" on Amazon. That is, PBS should be able to back up the producers application directory and database, create a new machine, and the site should come up without any human intervention. All customizations must be automated using the boot.sh file which is run once upon server provisioning.

For policies at: <http://docs.pbs.org/display/PX/Sponsorship+Acknowledgment>

Changed

Support for pbs.org provided by:

to

Support provided by:

And changed

The unit must appear completely above the fold, per the required resolution defined in this Manual.

to

The unit must appear entirely within the first 600 vertical pixels of the Web page.

For policies at: <http://docs.pbs.org/display/PX/Editorial+Policies+and+Specifications> in the Production Credits section:

Changed

If your site includes site or program credits, they must be presented on a separate page and not on the homepage or section index pages. Proprietary credits (such as "A film by...") established in the program producer's contract are the only exception.

to

If your site includes site or program credits, they must be presented on a separate page and not on the homepage or section index pages. The only exceptions are proprietary credits (such as "A film by..."), host and narrator credits as approved by your program manager.