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 PBS 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 Cassie Irwin, Senior Manager, Digital Programming, for more information.