

THE PSA PRODUCER'S GUIDE

How Clients/Agencies Need to Prepare PSA Master Materials

TV MASTERS

1. **Kill dates..** If you used union talent in your PSA, it is very important to put a “kill date” on the master tape – the date when talent payments expire. If you fail to do this, and the PSAs run beyond the buyout cycle, you could be liable for substantial union payments, and it is likely the union will know.



2. **Labeling your master.** All spot titles should include the PSA titles IN UPPER CASE, with the spot length, and AD-ID code (see section later). The AD-ID code should not exceed 12 characters and must end in "H" to indicate an HD format. You also need to include the “TRT” (Total Running Time) on the master, so the dub house will know what they are dealing with in terms of length. If you are including PSAs in a language other than English, all PSAs should be on the same master and labeled appropriately. **Do not put a date on the master** label, because if you decided to extend SIGMA tracking for more than one year, the media may pull your PSA because they believe it to be outdated. Also, try to create a label that creates media interest in the PSA content. An example might be: *World Vision TV PSAs – Bringing Clean Water to the World.*

3. **Protection master.** Never send the protection master to our dub house; it should be kept by the producer, the ad agency or post-production house used to edit the PSA.

4. **Bars, slate and tone.** You should always include one minute of bars, slate and tone on your master to help local stations calibrate their equipment. The master slate, should

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- Client/Title/Duration/Date/AD-ID #
- Titles should be followed by :05 of slate, :05 black and then the various spots
- Spot lengths with the longest length to the shortest, with each PSA separated by a slate showing the title and length of the spot.
- Closed captioning (if applicable)
- You should also provide a client contact name and phone number on the slate.

Do not include resolution (e.g. 1080i) in the slate information

5. **Encoding/close captioning.** It is not necessary for the creative producer to encode the master with the A.C. Nielsen SpotTrac code used to track TV PSA usage, or to close caption the PSA. Our dub house is set up to provide those services.

6. **HD Center Cut Safe.** All HD spots must be produced "Center Cut Safe" and "4.3" Title Safe to avoid important creative material from being cropped off in the conversion process. All phone numbers, website URL's, disclaimers and other important copy must reside within the "Center Cut Protected and "4.3" title safe areas. Content outside these safety areas might be lost when converted.

7. **Ad-ID Code** is a Web-based system that generates a unique identifying code for advertising messages to help identify them across all media platforms. There is no cost to get the code for a non-profit 501(c)(3) organization, but government agencies must pay a fee.

To initiate the process, the producer should send an email to: cs@ad-id.org with a copy of their determination letter from the IRS. The email subject must contain "Non-Profit" and Name of Advertiser. For questions or further assistance, call AD-ID customer service at (704) 501-4410.

8. **HD Master format** (preferred for best quality). The best format to submit to our dub house is Apple Pro Res 422 (HQ) 1920x1080 60i 48kHz.

Video Bit Rate: Default

Frame Rate: 29.97 (1080i), 23.98 (1080p), 59.94 (720p)

Aspect Ratio: HDTV 1080i (16:9) or HDTV 720p (16:9)

Width/Height: 1920x1080 (1080i or 1080p) or 1280x720 (720p)

Chroma: 4:2:2

Interlacing: 1080i (Upper/top field first) or 1080p (Progressive) or 720p (Progressive)

Audio: PCM Audio

Audio Sample Rate: 48kHz

Audio Bit Rate: 16, 24

9. **SD Master format** (preferred for best quality) Apple Pro Res 422 (HQ) NTSC 48kHz

Video settings: Video Bit Rate: Default

Frame Rate: 29.97

Aspect Ratio: 4:3

Width/ Height: 720x486

Chroma 4:2:2

Interlacing: Bottom/ Lower field first

Audio: Default

Audio Sample Rate: 48kHz

Audio Bit Rate: Default

If you are sending masters, it is best to use FED EX or some other traceable method to: Henninger Media Services, 1320 N. Courthouse Road, Suite 130, Arlington, VA. 22201, Attn: Sara Ellison 703.908.4104.

For online uploads, request a new link per campaign from Sarah Ellison (sellison@henninger.com / 703.908.4104).

Once you have a link use a client ftp such as filezilla or cyberduck and upload to the specified server. When sending digital files via ftp, please send an email to: Sarah Ellison sellison@henninger.com with a copy to: barbara@goodwillcommunications.com to confirm the transmission.

AUDIO MASTERS

General Guidelines

Our recommendation would be to use a more generic creative approach that would be acceptable to any type of station because stations program in ten different formats, ranging from Adult Contemporary to Urban. The same rules that apply to TV apply to radio in terms of kill dates and non-English language versions.

1. **Technical specs.** Submit your master using either .Mp3, .WAV, .WMV or Audio CD digital files with a sampling frequency of 44.1kHz and a bit rate of 390 kb/sec. Since we have to do additional file preparation, they should be sent via email to Barbara@goodwillcommunications.com.

2. **Titles.** Sometimes producers will create PSAs with essentially the same voice over message, but will use different musical backgrounds to make the PSAs compatible with the station's program format. . If you produce PSAs with different musical soundtracks, you should label them appropriately, i.e. "OurOrg_5kWalk_Country_30.MP3, "OurOrg_5kWalk_Rock_30.MP3," which helps program directors align your PSA approach with the appropriate program.

3. **Capacity.** Generally, you can get 74 minutes of audio on a CD, which provides 650 megs of capacity, but that could change depending on the file format you use. For radio, total capacity depends upon the type of file you send, i.e. .wav versus .mp3. With .wav format, you can get more program material on the disk, but there are user issues. Thus, you are better off using the .mp3 format, even if that means putting less program material on the CD, because you will increase the chances it will get used. Note: soon we will be migrating to digital distribution which has different requirements and will update you when that happens.

4. **File Transmission Instructions.** For online uploads, request a new link per campaign from Sarah Ellison (sellison@henninger.com / 703.908.4104).

Once you have a link use a client ftp such as filezilla or cyberduck and upload to the specified server. When sending digital files via ftp, please send an email to: Sarah Ellison sellison@henninger.com with a copy to: barbara@goodwillcommunications.com to confirm the transmission.

Henninger will produce .mp3 and .wav format files which are copied to a CD and the CD is sent to the company which we use to replicate and mail radio PSAs - The ADS Group, 2155 Niagara Lane, North Plymouth, MN 55447-4654, 763-449- 5642 and our contact there is Matt Hentges, Matt@theadsgroup.com. Sarah Ellison at Henninger will notify Barbara Goodwill via email that the files have been sent, and we use Margaret Kessler to get them posted on the NAB Spot Center. Barbara also sends digital radio files to Atigro for posting to our PSA Digital download site.

OUT OF HOME FILES

File Preparation

In most cases the client or agency will prepare their OOH files, and we should recommend that they spend some time on the Outdoor Advertising Association of America's website, where they can see the best examples of outdoor creative, as well as specifications for all types of outdoor work at:

<http://oaaa.org/OutofHomeAdvertising/OOHMediaFormats/OOHMediaFormats.aspx>.

Steps:

1. Prepare your layout at 25% of the actual size with file format: binary EPS (linked files) in Adobe Illustrator, Freehand, InDesign or Quark (Mac or PC). Include all screen and printer fonts used in your document and imported graphics.
2. We need a file that is ultimately 150 DPI to full size or anything proportional, i.e. 50% at 300 DPI.
3. All jobs should be accompanied by a hard color copy for reference and indicate PMS colors to be matched in the document. Send hi-res .PDF files and native files such as Adobe Illustrator, including all fonts. The files should be sent to our production company via ftp using the following link: <http://artupload.cgorders.com>.

Once the files are sent, the client or agency should also send a confirmation email to: leith@circlegraphicsonline.com and jamesl@goodwillcommunications.com to confirm the upload.