

**GUIDELINES FOR PROVIDING INFORMATION
TO NET MARKETING DEPARTMENT
ON NEW PRODUCTIONS**

1. Working title.
2. NET Producer(s) responsible.
3. Co-producing organizations, if any.
4. Define the production (90-minute performance, 30-minute documentary, etc.)
5. What is the program about? What people or organizations, etc. are involved?
6. What happens in the program? How does the approach add to interest?
7. Describe what the program will look like on television.
8. Why is the topic of interest and importance to Nebraska audiences?
9. Why is the program appropriate to NET's mission? Does it duplicate commercial programming?
10. Is there a specific target audience? What is the potential for in-school use?
11. What is the potential for a radio component or interactive media component?
12. Is the program likely to be distributed beyond NET broadcast? (By CEN, PBS, cable, video sales, etc.) Why or why not?
13. Is the program designed to be aired during pledge? How many air plays?
14. What is timeline for production and completion?
15. Provide Budget. How much is out-of-pocket expense?
16. What is deadline for securing funding commitments (drop dead date)?
17. What funding sources may be interested and why?