

PRESS / PUBLICITY / MARKETING / PROMO / SOCIAL REQUIREMENTS

Strong publicity and promotional materials are essential for the press, promotions and marketing teams at RTÉ to create a great publicity campaign for your show. Ensuring that these deliverables are made available to RTÉ early and of a high quality ensures that we can help you to recruit target audiences with maximum impact.

The following is an outline of the materials required as part of the deliverables for any programme or series on RTÉ Television.

PRESS & PUBLICITY MATERIALS:

Information:

- Programme/series overview - answering the basic questions what, when, where, why, who, how etc. This information should be given in the form of a press release or in a form that can easily be edited into a press release. This should be delivered in a 'Word' document. This information will appear on our online press centre for media (www.rte.ie/presspack).
- Episode synopses/billings information (including series and episode number). This information will be provided to billings agencies who supply to all TV magazines and EPGs (Electronic Programme Guides).
- Bios for presenters or participants (as appropriate).

Images:

A selection of well composed, decently lit, high res (300 dpi, min 1MB) images is required. All images provided will at a minimum be cleared for full media usage throughout the world for publicity and promotion of the programme/series in perpetuity. Any proposed usage of the images by a third party (including the photographer) will be subject to RTE pre-approval.

- Note: screen grabs are not acceptable to most print media and are usually not of a suitable standard.
- Images should ideally be taken by a professional photographer but can be taken by anyone with a knowledge of composition, lighting and Photoshop, subject to them being able to guarantee supply of images to the standard required by publicity/marketing/social.
- The number of images required depends on the production but in general at least 3-4 main series shots and another 3-4 per episode would be the bare minimum. Bigger productions will require significantly more photography. We are happy to discuss the specific requirements for your production with you.
 - Main pics: Shots that illustrate the context and/or narrative of the series/programme and have visual impact, e.g. posed presenters shots to camera, cast shots, etc.

- Episodics: Shots that illustrate the action or story of a particular episode and feature the contributors/ presenters/actors et al specifically involved in that episode.
- Landscape & Portrait: We need a mixture of landscape and portrait shots. While print media use both, for most websites, banner ads, EPGs and the on-air squeezeback we can only use landscape shots.

Programme Copies:

We ask that approved preview copies of the programme be made available to the press and social media teams via secure streaming services to preview copies online (e.g. Vimeo). We will use this to create a press and social media campaign around the show, and where appropriate provide access to media via the link.

Access:

Press Officers need access to and contacts for any on-air or crew personnel that may be relevant to publicity activity. The presenters/contributors also need to be contracted on the basis that they will take part in reasonable amounts of publicity activity and we would ask for the support of producers on this.

The social media team may require on-set access during production in order to create additional bespoke video content as part of the programme campaign.

The social media team may also require talent/crew access in the creation of digital extras e.g. Facebook Lives.

Priority levels

In order to manage resources, we have in place a *Priority* system for programming which works as follows:

Tier One: A long lead in (3-4 month) campaign with maximum visibility targeting key audiences. Objective press wise is blanket coverage across daily and weekend newspapers and magazines, cover features for TV magazines, items on national radio and TV. On-air promo will have heavy rotation and social/marketing will give prominence.

Tier Two: A 6-8 week lead in time campaign with a focused objective, targeting key media consumed by key identified audience.

Tier Three: A smaller campaign (4 to 6 week lead-in) with a specific focus, determined by the nature or subject matter of the programme.

Timing:

All publicity materials need to be delivered to RTÉ based on the timings outlined above. This affords us the maximum opportunity to position your programme as prominently as possible.

Budget:

Programmes with different genres/durations/budget need different levels of spend on images and we understand that budgets are tight. However, all images provided need to

conform to the above basic standards. Once the programme has been greenlit the press office and marketing/promo teams will be in touch to discuss your plans for delivering photography and digital materials so that appropriate provision can be made in the budget.

ONLINE / DIGITAL MATERIALS:

We would request that producers factor in the requirement to supply digital assets (like clips, Q&A's with presenters/contributors and EPK's for use both on RTÉ's own social media channels and sites i.e. RTÉ.ie/entertainment, and on third party sites via You Tube link (with a view to sharing with online press i.e. independent.ie, journal.ie, Joe.ie etc).

The social media team require three clips per launch show of duration 30 secs to a minute delivered approx 5-7 days pre-tx. Ideally these should be delivered as an MP4.

Again we are happy to discuss the requirements with you and work with you on putting together materials that support your programme and get it to the widest audience possible.

On Air Promotions and Trailers

Copies of full programmes should be provided with full broadcast quality 1080 HD pictures ideally with unmixed audio or with clean dialog and effects tracks supplied separately. If the full programme is not available, a series of selects of at least 10 to 15 minutes duration, including action and dialog and representing a broad outline of the specific programme content will need to be supplied. These selects need to include scenes from throughout the programme and not just the first 10 or 15 minutes. Where there is more than one episode involved, selects from other episodes, following the above criteria will also need to be supplied directly to the Marketing / Promotions Department. Material can be supplied on USB key, HDD or via download in QuickTime or MFX formats. All material supplied has to be full HD Broadcast Quality.