Requirements for WEDU ARTS PLUS segments

FORMAT

- All video must be in HD, 1920x1080
- Video must be submitted in High Res, H264 or Apple Pro Res 422 in .MOV file format

STORY REQUIREMENTS

- All stories must be pre-approved by series producer
- All story ideas must originate within the WEDU 16 county viewing area (Charlotte, Citrus, DeSoto, Sumter, Hardee, Hernando, Highlands, Hillsborough, Lake, Manatee, Orange, Osceola, Pasco, Pinellas, Polk, and Sarasota)
- Topics may be anything relating to arts or culture (Examples: fashion, cuisine, books and authors, cultural peculiarities, in addition to painters, photographers, dancers, theater, architects, museum exhibits, sculptors, and other traditional art forms)*
- 50-70% of segment must be covered by b-roll
- Various supporting footage, photos, still images, etc. should be included to aid in telling the story
- Story formats may include interview(s), voiceover/narrative, performance footage with narrative, feature (behind the scenes “feel”; showing what it takes to create the art/topic)

*Segments are not advertisements. While Segments can feature or promote a venue, person or event, the segments must be story-driven.

DELIVERABLES

The following items must be submitted to the series producer by the deadlines provided:

- A short promotional blurb describing the segment*
- A detailed description of the segment, including the official website of the topic; Must be accurate to the final segment’s story* (Examples will be provided and must be emulated)
- Segments must be submitted in .MOV file format
- Segments must be clean (no graphics, lower thirds, or credits included)
- Segment materials including the official website of the topic, the lower thirds with associated time code/description for placement, and the credits must be submitted with the segment
- Segment must be 4:3 title-safe
- Music must be approved before use (or submit without music, to be added by WEDU)
- Video and content releases must be signed and submitted

www.wedu.org/artsplus
*Descriptions must be written in official WEDU style, following guidelines provided after story approval*

Failure to adhere to the above quality requirements or deadlines may result in your segment not being accepted.