

Pioneer PBS Media Toolkit Guide

Thank you for helping share stories from Pioneer PBS with your audience. This media toolkit has been created to make it easy for newspapers, radio stations, television stations and digital publishers to use Pioneer PBS content in print, online and on-air coverage.

What's Included:

Depending on the story, your toolkit may include:

- Print ready feature article
- News release
- High-resolution photographs
- Photo captions and credits
- Logos
- Social media graphics
- Short-form videos
- Broadcast quality b-roll
- Program trailers
- Interview opportunities and background information

Publishing Guidelines:

The enclosed feature story and news release may be published in print, online or included in newsletters without charge. Minor editors for style, length or publication standards are welcome. Please maintain the factual accuracy of the content. Headlines may be rewritten to match your publications style.

Photo Use

Photographs included in this media kit may be used only in connection with coverage of the accompanying Pioneer PBS story or program. Please include any provided photo credit when publishing.

Images should not be altered beyond standard cropping, resizing or color correction without permission.

Video Use

Broadcast-quality video and promotional clips may be used for news coverage and promotional purposes related to the accompanying Pioneer PBS program or story. Unless otherwise noted, video should not be edited in a way that changes the original context or meaning.

Attribution

Please identify Pioneer PBS as the source of the story, photographs or video. Suggested attribution: "Courtesy of Pioneer PBS".

Scheduling:

Broadcast schedules may occasionally change. Current schedules are available at the Pioneer PBS website, pioneer.org.

Interviews

Pioneer PBS is happy to arrange interviews with producers, hosts, featured guests and other representatives whenever possible. Please contact us as early as possible to coordinate interview requests.

Additional Resources

If you need a different image size, additional photographs, station logos, b-roll, historical images or other supporting materials, please contact us. We are happy to help provide assets that best fit your publication or broadcast.

Thank you for helping share stories that educate, inspire and connect the communities we serve.

Media Contact

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