



**Please email the following materials to:**

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**Show Brief**

- Approx 500 words
- Number of episodes
- The format
- The target audience
- Funding
- Te Reo Māori content
- Quotes from producers and/or directors
- Shoot location details
- Production notes

**List of Crew/Cast**

- Presenters
- Special guests
- Contestants
- Crew

**Talent Bios**

- Age
- Where they are from
- Iwi
- Occupation
- Family and marital status
- Anything interesting of note
- Contact details
- Confident or shy

**Production House**

- Background of company
- Previous projects
- Awards won
- Key staff
- Producers/directors and their contact details



**Schedule of Talent Availability**

- Prior commitments to other projects
- Whether talent works full time/part time
- Any minimum notice period



**Episodic Billings**

- 188 Characters max
- Used for EPG/listings
- Māori language version if possible
- For competition format: Elimination schedule

**Show Logos**

- High res/vector logo
- Fonts used
- Style guide

**Talent Images**

- Head and mid-shot portraits
- Groups or significant pairs

**Show Stills**

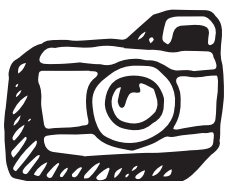
- Episode-specific images
- Representing the whole programme
- Behind the scenes

**Video for social media content**

- Outtakes
- Field items
- Isolated tutorials
- Pre-production conceptualise with us

**Additional**

- Recipes/tutorials featured in show
- For competition format: Elimination schedule
- Giveaways and/or branded merchandise



**Photo Specs**

- High quality colour
- 3mb at least
- Mix portrait and landscape

**Captioning Photos**

- Episode
- Who is in them
- Where they are
- Photographer's name

Producers are required to provide Māori Television's marketing and commissioning team with the following material eight weeks prior to the scheduled transmission date of the first episode.

Please email:

**[antonia.swann@maoritelevision.com](mailto:antonia.swann@maoritelevision.com)**

regarding the delivery of the following materials. Please send images and video files via a link to dropbox (or similar).

## 8 WEEKS OUT

from show premiere date



### Show Brief

A full brief explaining what the programme is about, in approximately 500 words. It should also include details such as how many episodes, the format, the target audience, whether you received funding and Te Reo Māori content. Please include any quotes from producers and/or directors about the program. Please also include any shoot location details and production notes.



### Talent and Crew Biographies

As much information as you can provide on all talent including presenters, special guests, contestants and crew to help us shape the marketing campaign. Please include;

- Talent age, where they are from, iwi, occupation, family and marital status, background information and anything interesting of note (special passions, achievements, experiences etc.)
- Production house profile - includes details about background of company, previous projects, awards won, key staff, producers/directors and their contact details.
- Contact details (phone and email) for all talent.

## 7 WEEKS OUT

from show premiere date



### Schedule of Talent Availability

Talent may be required by Māori Television for further publicity, promotions and marketing departmental directives.

Within the provided schedule please outline any prior commitments to other projects and/or media outlets, whether talent works full time/part time and any minimum notice period required for Māori Television bookings.

If talent booking via agent is required, please include all relevant contact details.

# 6 WEEKS OUT

from show premiere date



**Billings** Episodic billings in running order, detailing any points of interest in each episode, special guests, and a brief summary of the events that take place.

Please also include an elimination schedule if your show is competition based. This information will be kept under embargo until the relevant release date, and is used solely for the purpose of internal marketing campaign planning.



**Show Logos** High-resolution show logo in layered PSD, PDF or EPS, plus JPEG. Notification of fonts used in program associated graphics and clip titling. A production style guide in line with your program imagery would also be ideal.



**Images** The delivery of stills is a requirement under Schedule B of the License to Broadcast Agreement. We require a selection of high quality colour original photographs, at least 3mb in size and in horizontal and vertical formats. Please include -

- Staged Head and mid-shot portraits of presenters and key talent. Talent needs to be posed facing the camera in front of a plain background. Please also provide portraits of grouped together singles or significant pairs.
- Episode-specific images – unique images of key scenes, taken during production on set.
- Several generic pictures that best represent the whole programme.
- Behind the scenes shots of production at work.

Photos need to be captioned specifying which episode they are from; who is in them and where they are. Include the photographer's name if they require crediting.

High resolution images generated from show footage MAY be accepted if you are shooting on high res HD cameras, and you are able to run footage through Photoshop (or similar to create high res raw files/jpegs. Screen captured images from video will NOT be accepted.



**Additional Video Footage for Social Media** Production supplied video will additionally be accepted for the MTS social media platforms and external media supply. Social media/additional footage must be packaged, edited and ready for playout on social media. We will accept bloopers or outtakes, plus field items, isolated tutorials and other supporting content. We can also work with you in the pre-production phase to conceptualize engaging video content for online publicity and social media placement. Please contact us with any enquiries.

**Additional Publicity Material** Recipes or tutorials featured in show (for instructional format only). If instructions are text based, please also send high res images of the key steps and finished product.

Show associated giveaways eg - talent merchandise, and/or branded show merchandise.