



TE REO
IRIRANGI
O AOTEAROA

PUBLICITY KIT REQUIREMENTS FOR COMMISSIONED PROJECTS

November 2022

PURPOSE

Independent producers create a comprehensive publicity kit to enable RNZ Commissioning to maximise opportunities to promote content on our own platforms AND seek promotion on other platforms and media outlets.

TIMING

The sooner we receive material the more opportunity we have to generate interest in your project, we ask for the publicity kit to be delivered at least six weeks ahead of the publishing date. If further publicity material emerges this can be added at a later date.

CHECKLIST

Each project will have a bespoke approach to publicity material, but should contain the following elements:

Show/Series Synopsis – approx. 500 words

- Number and duration of episodes
- Target Audience
- Description of format and content
- Location details
- Quotes from key participants
- Quotes from core creatives
- Short SERIES description for RNZ Website (134 characters max)

Episode Synopsis

- Short episode description for RNZ Website (196 characters max)
- Episode description with highlight quotes.

Participant Biographies

- Include all relevant information and the outline of their story/what they bring to the series.

Project Team Biographies

- Core creative team

Production House

- Information about the entity producing the project, previous work, key staff etc



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Photographs

Please provide images that represent the whole series AND material for each specific episode.

- Portraits of all key participants
- Portraits of core creatives
- Groups shots where relevant
- Behind the scenes material

Captioning information:

- Which episode do they relate to
- Who/what/where/when
- Photo credit

Show Logo/graphic material

- Provide graphics when available

Social Media content

Video and or images and ideas for how to promote on social media

Identify story angles and potential interviewees to represent the project in Publicity

- Suggest some angles that can provide content for media outlets - why would they want to feature stories about your show?
- Suggest interview talent : Provide bio, contact details and angles they could bring to discussing the project (these may be project participants and/or creative team)