

Provide release material for the delivery of productions

Overview

This Standard involves preparing information for the public and press, in the form of publications such as fact sheets, pamphlets, and booklets to accompany productions. It also includes publicity material such as production billings, press releases, related websites, text pages and fact sheets.

It is about writing, editing and preparing material for publication, and knowing what information to issue and how best to present it according to the nature of the audience. Such material may be produced during production, as well as post production.

It involves demonstrating an awareness of the legal and ethical considerations surrounding the release of information to the press and public, especially where sensitive or contentious issues are involved.

This Standard is for those involved in marketing productions.

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Performance criteria

You must be able to:

1. identify and agree the need for and requirements of post-production publications with appropriate people
2. identify with decision makers the resources and timescales needed to produce release material
3. discuss and agree the style, intended audience, content, length and quality of release material with appropriate people
4. collate and assess factual and graphic material for relevance and accuracy
5. prepare draft copies that meet requirements
6. discuss draft release material with decision makers at appropriate times
7. agree final material which balances the needs and interests of the audience with time, costs and legal constraints
8. maintain effective communication with relevant people to produce and deliver release material on time and within budget
9. make sure material complies with research findings, agreed content and style, editorial policy and print or website specifications
10. identify and remedy any error or omissions in proofs without delay
11. confirm that all content has been checked for copyright
12. ensure delivery and distribution are carried out as agreed
13. inform relevant people about how release material can be obtained by the general public

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Knowledge and understanding

You need to know and understand:

1. editorial policy and how it affects the use of material
2. intended audience, and the implications for selecting material
3. timescales and resources needed to produce material
4. who you need to liaise with and when including decision makers, designers, printers and publishers
5. the purpose, scope, style and format of material
6. legal and ethical constraints associated with publications including those relating to sensitive or contentious issues
7. how to confirm that copyright checks have been put in place for all released content
8. how to identify and remedy errors and omissions in proofs
9. use of taster and behind-the-scenes materials on social media

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