

Museum on Main Street has created exhibit-specific training and publicity videos to bring a dynamic, new tool for host venues. Venues will receive three different videos for their use.

**(1) Playable DVD**

Featuring a 20-minute program planning training video and two PSAs.

**(2) QuickTime DVD**

Containing QuickTime files of the public service announcements for posting online.

**(3) BetaCam Tape of a 30 second public service announcement (PSA)**

The PSA is broadcast-ready video (Closed Captioned) with approximately 3 seconds of blank space at the end to insert state humanities council and local host information with the help of a local television station.

### Program Planning Training Videos

These training videos present an overview of the important themes, stories, and people highlighted in the respective exhibition to inspire creative ideas for local programming and education. Each video features interviews with the curator and local state humanities program officers along with images, music, archival footage, and narrated quotes from the exhibitions themselves. These are ready-to-play on any computer or DVD player.

#### Length

Journey Stories: Running Time (RT), 00:21:59

New Harmonies: RT, 00:18:34

The Way We Worked: RT, 00:20:54

#### Restrictions on Use

Due to licensing rights limitations on music and some photographs, these videos are not for broadcast, public showing, mass duplication, or alteration. These may be shown in classrooms, program planning meetings, local club meetings, chamber of commerce, or other private events for educational or public awareness purposes.

### Public Service Announcements (Long & Short Form)

The long and short format Public Service Announcements were created for publicity purposes and to show potential donors or government representatives. These may be shown in classrooms, program planning meetings, local club meetings, chamber of commerce, or other private events for educational or public awareness purposes.

#### **I. Long Format PSA – Exhibition Trailer**

Featured on DVD with Program Planning Training Video. This was edited as a trailer for the exhibition, providing a shorten summary of the content and design features.

### Length

Journey Stories: RT, 00:02:01  
New Harmonies: RT, 00:02:36  
The Way We Worked: available soon

### Use

The video is clear for online and public display.

## **II. Short Format PSA**

All videos are 30 seconds, approximately 3 seconds at the end are for state council and local venue information as a promotional trailer for the exhibition. These are cleared for the music and image use to use on television, a.) Journey Stories, 2010-2015; b.) New Harmonies, 2010-June 30, 2015; c.) The Way We Worked, available soon

### Length

All at 30 seconds (27 seconds with 3 second venue information slide) with Bars and Tone preceding.

### Format

- a) QuickTime file
- b) BetaCam SP Tape

### Use

The video is clear for online and public display. Television stations will air public service announcements (PSAs). Hosts should contact local broadcast stations to insert their state council logo and local tour and venue information at the end of the BetaCam tape. For example:

**[Venue Name] invites area residents to a special Smithsonian Institution Traveling Exhibition — [Exhibition Name], brought to you by [state humanities council].**

**The exhibition opens on [Date] and is on view through [Date]. [Venue Name] is open [Dates & Times].**

Work with your local station to deliver the correct format. Most television stations will accept the BetaCam SP tape format.