

## Press and Publicity

All press statements and other publicity relating to the programmes shall be made exclusively by Sky's press office. Without Sky's written consent, the producer shall not make or authorise any public, Press or other statements, either verbal or in writing. The producer also agrees not to make any statements regarding Sky's affairs to any third party.

The programme/series may be assigned a Sky Publicist, although levels of publicity support can vary from title to title. If you are unclear on the level of support for your title, please get in touch with the relevant stakeholder below.

They will require access to the key cast, key production personnel and locations. All cast members and presenters should have a publicity clause written into their contracts.

Sky Publicity may also request a time for media to visit the set/filming. Planning of this will be done in conjunction with producers but may require access for key talent and producers during the visit. Sky publicity will flag any concerns with the content from a media perspective and work with producers to craft lines against enquiry (LAEs) or comms plans to mitigate any risk.

Please note that no freelance publicist, unit publicist, or agency should be engaged by producers without consultation with and agreement from Sky Publicity. If the choice to employ additional publicity support is made by/driven by producers, then Sky expects it to be funded by production. In some circumstances, Sky will choose to engage additional freelance or agency support. In that case, Sky would cover these costs.

If a freelance publicist/agency is engaged and will be credited with end credits for the programme, then named Sky Publicity team members should be credited alongside them. Production company publicists/agencies should not be credited unless they are actively engaged to deliver the campaign for the title.

Our usual practice is to offer all publicity material to any national newspapers, national tabloid Press, online Press and digital Press and influencers – if this raises any problems, you should refer directly to your Sky publicist.

Your publicist will require the following information:

1. Full biographies on all cast members, presenters, writers and main production credits
2. Access to the above regularly to generate publicity
3. Series and episodic synopses
4. Access to locations, studios etc.
5. Programme/episodic stills as per your production agreement, please contact your productions executive if you need further clarification.
6. End credits/listings to be emailed over six weeks before TX Master delivery or before picture lock on fast turnaround commissions NB: fully signed off (by Sky) versions Only

Please be aware that Sky's monthly preview booklet and highlights go to print 8-9 weeks ahead of transmission. Published weekly listings and highlights are issued two and a half weeks ahead of transmission, at which point the programme title needs to be confirmed.

Contacts:

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